

# GREEN MARKETING

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**Abstract:** *Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way. It is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business practices as they recognize that in doing so they can make their products more attractive to consumers and also reduce expenses, including packaging, transportation, energy/water usage, etc. Businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers; green marketing can help them do that.*

**Key-words:** *Green marketing, sustainability, environmentally friendly, responsibility, loyalty.*

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

The term Green Marketing came into prominence in the late 1980s and early 1990s. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of the shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favour environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best.

Consumers who prefer to purchase green products, even though they might be more expensive fall into the 'LOHAS' category. LOHAS stands for Lifestyles of Health and Sustainability. LOHAS describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions. These consumers are active supporters of environmental health and are the heaviest purchasers of green and socially responsible products. They also have the power to influence other consumers.

Green marketing is not just beneficial for the environment; it's beneficial for the company in the long run as well. **Access to new markets:** There's a completely new market consisting of green consumers who prefer green products over non-green products if they are given a choice. **Competitive advantage:** Going green adds up more customers to your existing customer base, which in turn gives you a competitive advantage over your competitors. **Brand Loyalty & Increased Brand Equity:** Brands that continually show their commitment towards protecting the environment and going green tend to earn greater loyalty from customers. **Positive Public Image:** Going green makes the customers feel that the company has a responsible outlook and is aware of the current scenario. All these result in a better image of the brand.

It is extremely important for companies to develop legitimate and effective green product and marketing strategies, which can eliminate the need for greenwashing and lead to greater profits and consumer patronage. A company that is honest and genuinely committed to sustainability can earn the consumers' respect and loyalty, taking into consideration the following things:

1. **Green Design.** Companies often resort to greenwashing because their products and services are not green to begin with. A takeout bag with a big recycle symbol on the front may actually be made from virgin, and not recycled, paper. A fuel-efficient car that experts are raving about on social media may contain conflicting materials. The most important green marketing strategy is to design products and

services that are green to begin with. If a product or service is environmentally-friendly from the ground up, there is no need for greenwashing.

2. **Green Positioning.** A company should explicitly promote its sustainability performance - and those of its products and services - as a key component of its business activities. Everything a company does should reflect its sustainability values. They cannot claim to be sustainable while engaging in unsustainable business practices such as making employees work under sweatshop conditions. Doing so will ruin the company's credibility with consumers.
3. **Green Pricing.** A company should highlight how a green product or service can help consumers save key resources. A car company, for instance, can promote its latest vehicle by emphasizing how it is more fuel-efficient compared with other leading car brands. This allows consumers to actively participate in sustainability. They become aware that their choice is about investing in something that will allow them to save money and resources in the future, rather than making a short-term purchase.
4. **Green Logistics.** In addition to a product or service being green, its packaging must also be green. Packaging is the first thing that consumers see. Unsustainable packaging has the potential to dissuade consumers from purchasing sustainable products.
5. **Green Disposal.** An effective green marketing strategy takes into consideration every aspect of a product's life cycle. From production to disposal, everything must be sustainable. Unsustainable disposal practices can be hazardous to both the environment and human health. The food recycling machine installed in China can convert one ton of food waste into water within 24 hours. Customized microbes break the food waste down into water, which will then be used to clean the bin centre.

In an attempt to leverage the increased demand for more sustainable goods and services, companies have employed marketing tactics to assure consumers that their products are green. However, this development has the potential to trigger the "greenwashing" phenomenon. Green issues are often complex and highly technical, so consumers are sometimes unknowingly persuaded into buying products that are misleadingly advertised as sustainable or ecologically friendly. Greenwashing can damage a company's reputation, so it is an ill-advised and risky course of action. Once exposed, deceptive advertising can lead to lawsuits and a loss of consumer confidence. Just merely adding the prefix green to the company's or the offering's brand name doesn't mean that your offer is a green. Greenwashing, also known as green sheen, is such a practice of promoting the deceptive perception that the product is green even when it is not. For example, asking the customers to buy a product on a pretext that it'll save the environment, even when it won't, is greenwashing. Using confusing language or imagery in the communication messages which gives a hint to environmental friendliness could be greenwashing too.

Marketing starts before a business begins advertising or promoting its products. It includes strategies covering product development, pricing and distribution. In addition to helping boost sales, green marketing can help companies reduce operating and production costs, specifically by lowering energy usage. Environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture.

When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, organizes employee community clean-up activities, uses recycled materials and creates less waste, it generates positive public relations in its community and industry and with customers. It can advertise itself as a green company or its products as green on its product packaging, in its advertising and on its website. This can create brand preference or loyalty and boost sales and profits. Green marketers also can qualify as vendors or suppliers with government agencies and businesses that prefer to do business with these types of businesses.

In conclusion, I would like to say that green marketing covers more than a firm and now this is the right time to choose "Green Marketing" globally. It will come with strong changes in the business world if all nations will make harsh rules because green marketing has to save the world from pollution. From the business point of view because an intelligent marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be measured as just one more approach to marketing, but has to be pursued with much better energy, as it has an environmental and social measurement to it. With the danger of global warming looming large, it is very important that green marketing becomes the norm rather than an exemption or just a fashion. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless way should become much more systematized. It will become a general norm to use energy-efficient lamps and other electrical goods. In green marketing, consumers are ready to pay more to

maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to force effects on minimizing the unconstructive effects on the environment-friendly products.

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