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IMPACT OF GREEN MARKETING STRATEGIES ON CUSTOMER SATISFACTION

Anju

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Abstract:-In the era of economic process, it's become a challenge to stay the shoppers furthermore as shoppers in fold and even keep our natural setting safe which is that the biggest want of the time. Shoppers are responsive to the environmental problems like; warming and therefore the impact of environmental pollution. Inexperienced selling may be a development that has developed specific necessary within the fashionable market and has emerged as a vital thought in India as in different elements of the developing and developed world, and is seen as a vital strategy of facilitating Sustainable development. Revolution, going inexperienced, environmental protection, Sustainable life vogue, Sustainable development, protective our earth and plenty of a lot of has become a phenomenon in our existence. Inexperienced selling may be a tool utilized by several corporations in numerous industries to follow this trend. Inexperienced selling may be a development that has developed specific importance within the fashionable market. this idea has enabled for the re-marketing and packaging of existing product that already adhere to such tips there has been lots of literature review on inexperienced selling over the years, this paper analysis the impact of inexperienced selling methods on client satisfaction and environmental safety.

Keywords: Green Product, Recyclable, Environmentally safe, Eco Friendly, Sustainable Development, Competitive Advantage, Corporate Social Responsibility, Environmental pollution, Green Marketing, Globalization, Global Warming, Sustainable Development.

OBJECTIVE AND METHODOLOGY:

This paper attempts to throw light on the conceptual issues associated with green marketing. For this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites.

REVIEW OF LITERATURE:

In 1998 Prothero, A. introduces many papers mentioned within the July 1998 issue of 'Journal promoting of selling of promoting } Management' that specialize in inexperienced marketing. This includes; a citation of the requirement to review existing literature on inexperienced promoting, associate empirical study of us and Australian promoting managers, an outline of what an inexperienced alliance appear as if in observe in nice GB, tourism and definitions of inexperienced promoting during this year Kilbourne, W.E. discusses the failure of inexperienced promoting to maneuver on the far side the constraints of the prevailing paradigm. The author identifies areas that have got to be examined for his or her impact within the marketing/environment relationship, specifically economic, political and technological dimensions of the cultural frame of reference.

Prothero, A. & Fitchett, J.A. (2000) argue that bigger ecological enlightenment will be secured by laissez-faire economy by exploitation the characteristics of trade goods culture to any environmental goals. Promoting not solely has the potential to contribute to the institution of a lot of Sustainable sorts of society however, as a principle agent within the operation and proliferation of trade goods discourse additionally contains a goodish

responsibility to try to therefore. However In 2001 Oyewole, P. Presents an abstract link among inexperienced promoting, Environmental justice and industrial ecology. It argues for bigger awareness of Environmental justice within observes for inexperienced promoting. A groundwork agenda is finally instructed to work out consumers' awareness of environmental justice, and their temperament in touch the prices related to it. In 2003 Karna, J., Hansen, E. & Juslin, H. interpret that proactive marketers area unit the foremost real cluster in implementing environmental promoting voluntarily and seeking competitive advantage through environmental friendliness. The results additionally offer proof that inexperienced values, environmental promoting ways, structures and functions area unit logically connected to every different as hypothesized consistent with the model of environmental promoting accustomed guide this study. Donaldson (2005) study complete within the nice GB at the start ended that generally the ecological angle of shoppers modified completely. This study rumored the robust religion of shoppers within the better-known business brands and within the feeble behavior relating the "green" claims that was the most cause behind the intense failure to interpret their considerations on the far side the surroundings in their behavior. Alsmadi (2007) work the environmental behavior of Jordanian shoppers reveals a high level of environmental conscience. Sadly but this positive tendency and preference within the "green" merchandise doesn't seem to own any impact on the ultimate call, clearly as a result of these shoppers have a stronger religion within the ancient merchandise and a little confidence within the inexperienced statements. The higher than obstacles area unit any strong by the shortage of environmental conscience by lots of enterprises and also the existence of an oversized scale of costs for an equivalent product, several of including associate impetuous estimate of environmental responsibility. an equivalent development has been bestowed in different researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005).Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had a piece that expressed that, inexperienced Ventures Republic of India may be a subsidiary of latest House of York primarily based plus management firm inexperienced Ventures International. The latter recently declared a \$300 million Republic of India targeted fund geared toward renewable energy merchandise and supporting commercialism in carbon credits. Pride and Ferrell (1993) inexperienced promoting, additionally or else referred to as environmental promoting and Sustainable promoting, refers to associate organization's efforts at coming up with, promoting, valuation and distributing merchandise that may not hurt the surroundings.

WHY IS GREEN MARKETING IMPORTANT

The question of why inexperienced promoting has accumulated in importance is kind of straightforward and depends on the essential definition of political economy: Economics is that the study of however individuals use their restricted resources to undertake to satisfy unlimited desires. [McTaggart, Findlay and Parkin 1992, 24] so man has restricted resources on the planet, with that she/he should conceive to give for the worlds' unlimited desires. Whereas the question of whether or not these desires square measure affordable or accomplishable is vital, this issue won't be addressed during this paper. In market societies wherever there's "freedom of choice", it's usually been accepted that people and organizations have the proper to try to own their desires happy. As corporations face restricted natural resources, they need to develop new or alternative routes of satisfying these unlimited desires. Ultimately inexperienced promoting appearance at however promoting activities utilize these restricted resources, whereas satisfying shoppers desires, each of people and business, also as achieving the commerce organization's objectives.

INTRODUCTION:

- 1.The selling or promotion of a product supported its environmental performance or Associate in Nursing improvement thence (Charter & Polonsky 1999).
- 2.The holistic management method liable for distinctive, anticipating and satisfying the necessities of consumers and society, in a very profitable and Sustainable approach (Peattie, 1995).
- 3.A holistic and accountable strategic management method that identifies, anticipates, satisfies and fulfills neutral wants, for an inexpensive reward, that doesn't adversely have an effect on human or natural environmental well-being? (Charter (1992), p. 394)

Clearly, inexperienced selling is an element and parcel of the general company strategy (Menon and Menon, 1997).Along with manipulating the normal selling combine (product, price, place and promotion), it needs Associate in Nursing understanding of public policy processes. inexperienced selling conjointly ties closely with problems with industrial ecology and environmental Sustainable like extended producers 'liability, life-cycle analysis, material use and resource flows, and eco-efficiency. Thus, the topic of inexperienced selling is large.

Green selling incorporates a broad vary of activities, together with product modification, changes to the assembly method, packaging changes, further as modifying advertising. Companies use inexperienced selling in an effort to deal with price or profit connected problems. In implementing inexperienced selling, consumers, company and also the government play an awfully vital role. However there are units few constraints in implementing it like

lack of shopper awareness, monetary constraints, restricted knowledge domain, lack of rigorous rules and competitive pressures.

Green selling is outlined as “Green or Environmental selling consists of all activities designed to get and facilitate any exchanges supposed to satisfy human wants or needs, specified the satisfaction of those wants and needs happens,

With lowest damaging impact on the natural surroundings.”

WHY ARE FIRMS USING GREEN MARKETING?

When searching through the literature there are a unit many instructed reasons for companies exaggerated use of inexperienced selling. 5 attainable reasons cited are:

1. Organizations understand environmental selling to be chances that may be accustomed succeed its objectives [Keller 1987, Shearer 1990];
2. Organizations believe they need an ethical obligation to be a lot of socially accountable [Davis 1992, freewoman and Liedtka 1991, Helen Adams Keller 1987, eating apple 1990, Shearer 1990];
3. Governmental bodies area unit forcing companies to become skilled [NAAG 1990];
4. Competitors' environmental activities pressure companies to vary their environmental selling activities [NAAG 1990]; and
5. Price factors related to waste disposal, or reductions in material usage forces companies to change their behavior [Azzone and Manzini 1994].

GREEN MARKETING AND SUSTAINABLE DEVELOPMENT

According to the globe Commission on Environmental Development (1978), Sustainable Development is meeting the wants of this while not compromising the flexibility of the long run generations to satisfy their own needs. The common theme throughout this strategy of Sustainable development is that they have to be compelled to integrate economic and ecological concerns in creating cognitive process by making policies that conserve the standard of agricultural development and environmental protection. This can be what the top product of inexperienced selling is, environmental protection for this and also the future generation. The event of energy-economical operations, higher pollution controls, reusable and perishable packaging, ecologically safe merchandise square measure all a part of inexperienced selling that additionally ends up in Sustainable development.

GREEN CONSUMER

The inexperienced client is mostly outlined united WHO adopts environmentally friendly behaviors and/or WHO purchases inexperienced merchandise over the quality alternatives. Inexperienced customers square measure a lot of internally-controlled as they believe that a private client is often effective in environmental protection. Thus, they feel that the work of environmental protection shouldn't be left to the govt., business, environmentalists and scientists only; they as customers may play a district. They're additionally less dogmatic and a lot of broad-minded or tolerant toward new merchandise and ideas. Their open-mindedness helps them to simply accept inexperienced merchandise and behaviors, a lot of without delay (Sham Dasani at al. 1993:491).

There is currently a true sense that environmental protection is extremely necessary. Everybody believes an inexperienced life may be a higher and healthier life for gift and future generation. Most consumers' defrayal pattern shows that they need a need for brands that 'go green'. Customers not solely wish to shop for their merchandise however square measure willing to pay a lot of for it. Supported analysis, seventy p.c of some 2000 folks in North American nation, UK, Germany, The Netherlands, Australia and Japan square measure willing to pay a premium for energy alternatives like, wind and solar energy. Customers square measure driven to shop for from corporations that square measure eco-friendly within the production. Once a corporation display's the inexperienced brand on their product, it shows that their product or services stands out from the gang and this offers them a competitive edge. Consequently, most client shopping for selections square measure influenced by inexperienced product label just like the North American nation energy star brand, inexperienced label in Asian nation, Chosen Eco label and far a lot of.

CUSTOMER SATISFACTION AND GREEN MARKETING

Customer satisfaction has been outlined in 2 basic ways: as either Associate in nursing outcome or as a method. As Associate in nursing outcome, satisfying the top state ensuing from the consumption expertise. As a method, it's the sensory activity appraising and psychological method that contributes to satisfaction. The definition is varied with regards to their level of simplicity that includes;

IMPACT OF GREEN MARKETING STRATEGIES ON CUSTOMER SATISFACTION

- 1.Product satisfaction
- 2.Satisfaction with the acquisition call expertise.
- 3.Satisfaction with the performance attributes
- 4.Satisfaction with the shop or establishment
- 5.Satisfaction with pre-purchase expertise.

Marketing literature suggests that there's a relationship between client satisfaction and loyalty. Satisfaction ends up in attitudinal loyalty. It can be seen because the signification to get.

Marketing literature suggests that there's a relationship between client satisfaction and loyalty. Satisfaction ends up in attitudinal loyalty. It can be seen because the signification to get. Satisfaction is Associate in nursing outcome that happens while not comparison expectations .Customer satisfaction may even be outlined as Associate in nursing appraising response to perceived outcome of a specific consumption expertise. It's Associate in Nursing overall judgment on satisfaction, supported the idea that satisfaction is that the outcome of service quality. Several Authors believe that customers have a high level of involvement concerning environmental problems as a consequence of growing environmental consciousness. Studies have shown the numerous influences of environmental data and consciousness on client environmental angle. Consequently, corporations that communicate their 'green product' in their packaging, promotion or producing method, gain glad customers. Due to the inexperienced trend, corporations that fail to 'go green' aren't failing to fail in their trade. Customers wish to associate themselves with corporations and merchandise that square measure eco-friendly.

STAKEHOLDERS IN GREEN MARKETING STRATEGY

Based on selling literature, stakeholders play one in all the foremost influencing roles in any organization and market. They influence all side of inexperienced strategy additionally in areas like purchase of inexperienced product, nature of the merchandise, the packaging, promotion, promotion and additionally inexperienced awareness programs. Once a specific company needs to 'go green', the stakeholders square measure at the fore front of their inexperienced selling strategy. Jaime Rivera-Camino aforementioned that stakeholders in inexperienced selling embrace the plant, numerous animals, plant species and also the future generations.

GREEN MARKETING CLAIMS MUST:

Green selling claims will meet the subsequent set of criteria, so as to suits the FTC's tips

- 1.Clearly state environmental benefits;
- 2.Make a case for environmental characteristics;
- 3.Make a case for however advantages square measure achieved;
- 4.Guarantee comparative variations square measure justified;
- 5.Guarantee negative factors square measure taken into consideration; and
- 6.Solely use pregnant terms and footage.

CONCLUSION:

Green selling could be a tool for safeguarding the surroundings for the long run generation. It's a positive impact on environmental safety. Thanks to the growing concern of environmental protection, there's Associate in nursing emergence of a replacement market that is that the inexperienced market. For corporations to survive during this market, they have to travel inexperienced all told side of their business. Customers need to spot themselves with corporations that square measure inexperienced compliant and square measure willing to pay a premium for a greener life vogue. As such, inexperienced selling isn't simply Associate in Nursing environmental protection tool however conjointly, a selling strategy.

Green selling covers over a firm's selling claims. Whereas corporations should bear abundant of the responsibility for environmental degradation, ultimately its customers WHO demand product, and so produce environmental issues. One example of is usually this can be } wherever McDonald's is often goddamn for polluting the surroundings as a result of abundant of their packaging lands up as edge waste. It should be remembered that it's the uncaring client WHO chooses to disposes of their waste in Associate in nursing inappropriate fashion. Whereas corporations will have a good impact on the natural surroundings, the responsibility shouldn't be theirs alone.

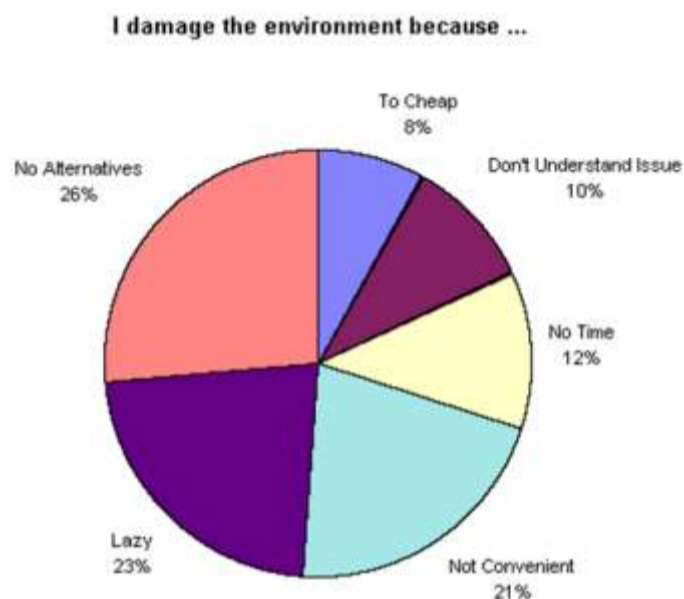


Figure 1.

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