

Study of Green Marketing: An Environmental Friendly Approach of Business Management

Yusniar Lubis

Universitas Medan Area, Indonesia.
E-mail: lubisyusniar@gmail.com

Phong Thanh Nguyen*

Department of Project Management, Ho Chi Minh City Open University, Vietnam.
E-mail: phong.nt@ou.edu.vn

Quyên Lê Hoàng Thủy Tô Nguyễn

Office of Cooperation and Research Management, Ho Chi Minh City Open University, Vietnam.
Email: quyen.nlhtt@ou.edu.vn

Vy Dang Bich Huynh

Department of Learning Material, Ho Chi Minh City Open University, Vietnam.
Email: vy.hdb@ou.edu.vn

Tomy Fitrio

Sekolah Tinggi Ilmu Ekonomi Indragiri, Indonesia

Article Info

Volume 81

Page Number: 1080- 1085

Publication Issue:

November-December 2019

Article History

Article Received: 3 January 2019

Revised: 25 March 2019

Accepted: 28 July 2019

Publication: 25 November 2019

Abstract

Green Marketing is the advancing of things that are set out to be biologically secured. It joins a wide extent of activities, including thing modification, changes to the age system, sensible packaging, similarly as modifying publicizing. Anyway portraying green publicizing is definitely not a direct endeavor where a couple of suggestions cross and disavow each other; an instance of this will be the nearness of fluctuating social, biological and retail definitions associated with this term. Other tantamount terms used are normal publicizing and ecological advancing.

Green, characteristic and eco-exhibiting are a bit of the new advancing philosophies which don't just refocus, change or overhaul existing promoting thinking and practice, anyway attempt to challenge those strategies and give a significantly substitute perspective. In more detail green, regular and eco-advancing have a spot with the get-together of strategies which hope to address the nonappearance of fit between promoting as it is correct currently penetrated and the natural and social substances of the more broad exhibiting environment.

Keywords: *Green Marketing, Green Business Management, Green Industries, Opportunities in Green Marketing.*

Introduction

Green, characteristic and eco-exhibiting are a bit of the new advancing philosophies which don't just refocus, change or overhaul existing promoting thinking and practice, anyway attempt to challenge those strategies and give a significantly substitute perspective. Green showcasing alludes to the way toward selling items and additionally administrations dependent on their natural advantages. Such an item or administration might be naturally amicable in itself or delivered in an ecologically inviting way, for example, Being fabricated in a maintainable design.

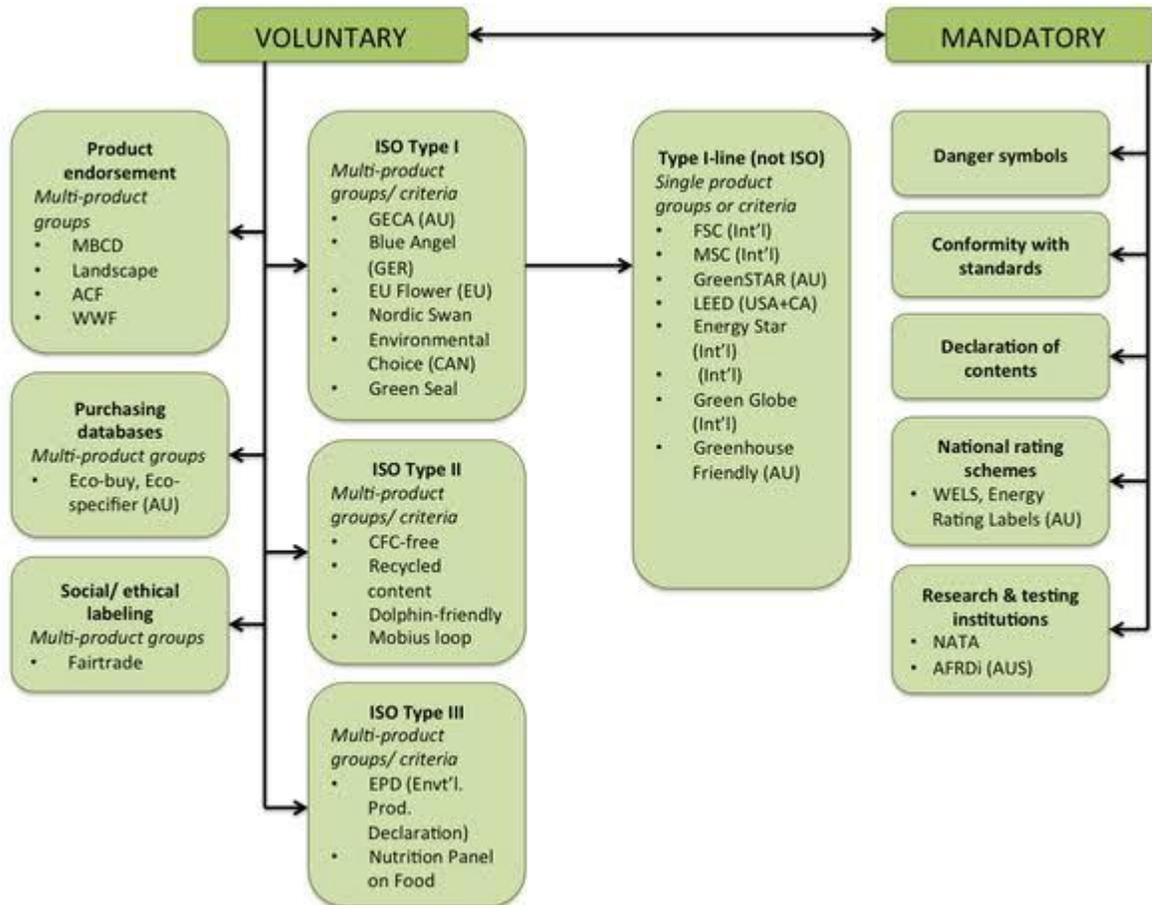


Figure 1 Green Marketing Elements

In more detail green, regular and eco-advancing have a spot with the get-together of strategies which hope to address the nonappearance of fit between promoting as it is correct currently penetrated and the natural and social substances of the more broad exhibiting environment Green exhibiting is the showing of not simply living by earth neighborly systems and strategies, anyway enlightening customers regarding it.

Weaknesses in the analysis of Green Marketing

Industries not aware

Weak Connection with organization

Industries with low income source cannot promote products

Guidelines are not proper and lack of knowledge

Opportunities in the analysis of Green Marketing

- Reduce in cost and recyclic process
- Effective value series integration
- Industries adopt as main marketing tool
- Less Risk

Threats in the analysis of Green Marketing

- Influence of external forces involved cannot be controlled
- Governing Bodies influence
- 'Green Washing' – Act of misleading customers

Cost sparing is the main consideration in green business procedures; organizations chop down expenses by sparing vitality, reusing office paper, diminish flight ventures, fitting vitality sparing lights and so on. RRR – Reduce Reuse and Recycle is the term utilized in waste administration; here the organizations include decrease of the material use, reuse the parts which are viewed as waste and furthermore reuse the items once more.

The best model is ITC Wow "Riches out of Waste"; the organizations gather all kind of squanders from families on a week by week premise and after that they sort and redistribute to particular units to be utilized for reusing. ITC schoolmate scratch pad are ozone treated and basic chlorine free; each paper can be reused up to multiple times.

Green Marketing Benefits

Green Marketing is critical for different reasons, from taking out wastefulness to teaching buyers about how an association is keeping up eco-obliging measures. Here are some various goals to consider when contemplating green promoting.

1. Evading waste: Whether it's creation biodegradable thing packaging (which means it might be isolated by natural strategies), disposing of water usage, or reducing the proportion of refuse that goes into landfills, green advancing is comparatively as stressed over keeping up a key good ways from waste as propelling an eco-obliging face to the overall public.
2. Repeating things: Products themselves can be acclimated to diminish the impact on nature. For example, Method sources its fixings from many plant-decided fixings, which means its increasingly secure for individuals, not noxious to family pets who may by chance ingest it, and even more normally agreeable by being water-dissolvable and dispersing safely into the earth.
3. Making green while being green: clearly, associations that raise green things need to not solely be incredible stewards of planet Earth, anyway make an advantage simultaneously. Green displaying empowers associations to profit by the subset of the masses willing to pay fairly more to lessen their impact on the earth and guarantee nature.
4. Developing structures: Consumers aren't the fundamental ones that ought to be stressed over characteristic impact. Green elevating moreover asks associations to suitably utilize resources, for instance, water use and power. Changing methodology also means looking for manageable materials, using elective imperativeness sources, and finding ways to deal with pass on things in a more eco-accommodating way.

Green promoting is an approach to utilize the natural advantages of. an item or administration to advance deals. Numerous purchasers will pick items that don't harm. the earth, regardless of whether they cost more. With green promoting, publicists centeraround.

Green Marketing Strategies

Making eco-obliging educating: Green publicizing's most prominent "advancing" accomplishment might be in advising. Green elevating endeavors to empower buyers to understand a thing's green focal points and an association's vow to the earth. It's also a huge street wherein to teach people about viability and nature.

- green showcasing techniques to procure customer trust
- Walk your discussion. An organization saw as focused on manageability and sound natural strategies picks up the great graces of buyers.
- Be straightforward.
- Enroll the help of outsiders.
- Advance dependable utilization for the duration of the existence cycle.
- Concentrate on essential advantages.

Design of Green Marketing

Customarily, organizations resort to greenwashing in light of the fact that their items and administrations are not green in the first place. A take-out sack with a major reuse image on the front may really be produced using virgin, and not reused, paper. An eco-friendly vehicle that specialists are raving about via web-based networking media may contain strife materials. The most significant green showcasing methodology is to structure items and administrations that are green in any case. On the off chance that an item or administration is naturally neighborly starting from the earliest stage, there is no requirement for greenwashing.

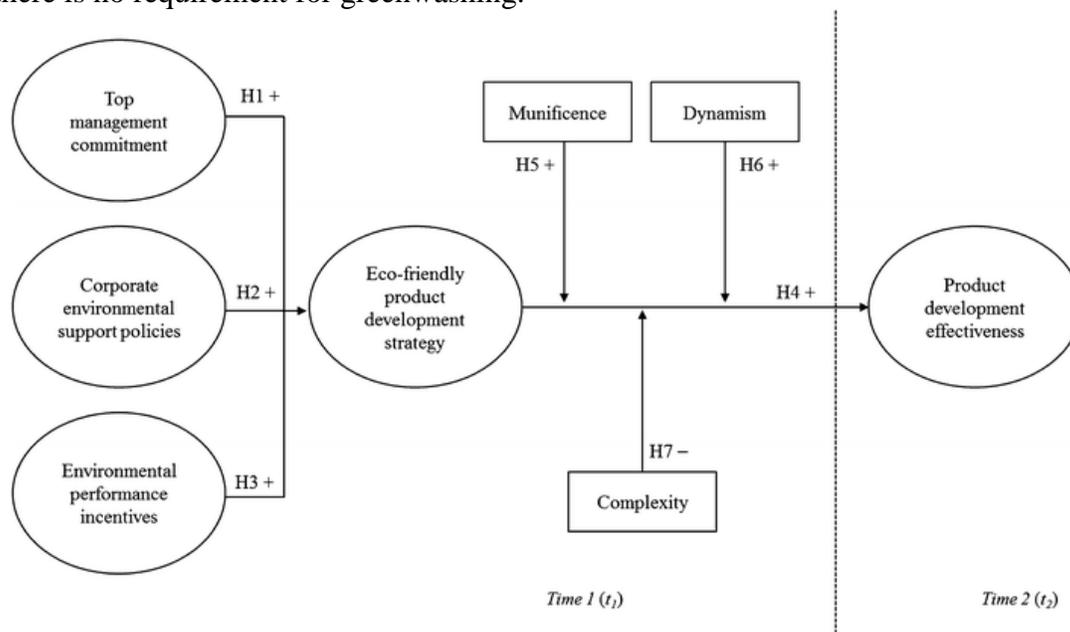


Figure 2. Green Marketing Product Development

Fuji Xerox's Green Wrap is a case of an item with a green structure. Each part of Green Wrap—from conceptualization to the item itself—is naturally well disposed. As indicated by Fuji Xerox Australia's site, Green Wrap is "a piece of [the company's] generally pledge to the earth and [its] long haul methodology of growing elite without waste items inside sans waste workplaces." True to frame, Green Wrap is fabricated utilizing maintainable materials and creation forms.

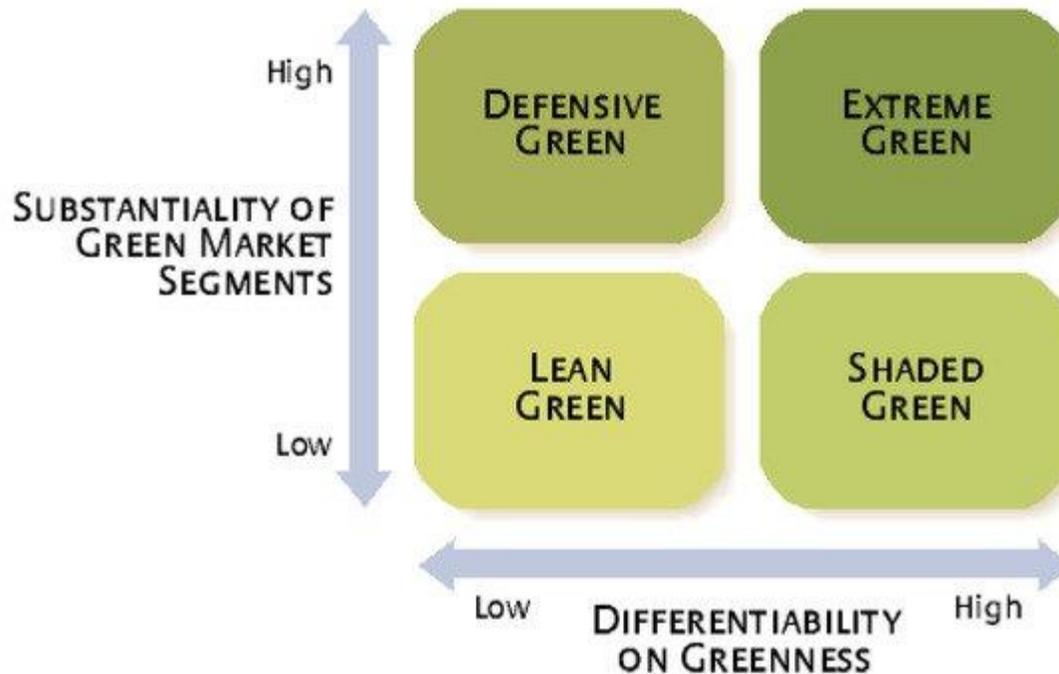


Figure 3. Green Marketing Strategies

About 60% of its mash originates from reused squander (e.g., milk containers and utilized office PC paper). Moreover, Green Wrap's mash is faded utilizing thiourea dioxide—a synthetic that separates to urea (a substance utilized in wastewater treatment).

Conclusion

In this research the benefits and future of Green marketing studied. It is also studied that it is possible to replace the production and manufacturing traditional methods with Green Marketing. Green Marketing is the progressing of things that are decided to be naturally verified. It joins a wide degree of exercises, including thing adjustment, changes to the age framework, reasonable bundling, correspondingly as altering publicizing. In any case depicting green publicizing is unquestionably not an immediate undertaking where several proposals cross and repudiate one another; an occasion of this will be the proximity of fluctuating social, natural and retail definitions related with this term. Other commensurate terms utilized are typical publicizing and biological progressing.

Green, trademark and eco-showing are a touch of the new propelling methods of reasoning which don't simply refocus, change or upgrade existing advancing reasoning and practice, in any case endeavor to challenge those techniques and give an essentially substitute point of view. In more detail green, customary and eco-progressing have a spot with the party of techniques which would like to address the nonappearance of fit between advancing as it is right at present infiltrated and the regular and social substances of the more wide displaying condition.

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