
GREEN MARKETING MIX AND PROMOTION OF RESPONSIBLE CONSUMPTION

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Abstract: Green marketing is one of the most important business strategies that help in ensuring sustainable development. When we say "responsible" to our consumption, we are adding value to the choice we make every day as consumers between the different goods and services offered to us by the market. It is a conscious choice of products that truly meet our needs and, at the same time, respect the environment. Climate change made many consumers more conscious of their purchases. The aim of green marketing is to include environmental issues in the marketing efforts and promotion of responsible consumption. Due to sustainable development requirements, companies should give up the traditional marketing mix concept and move towards adopting the green marketing mix strategy. Therefore the main objective of this study is to seek a better understanding of 4Ps green marketing mix including: green product, green price, green place and green promotion "as a marketing strategy" and its impact on customer's responsible consumption.

The green marketing mix is referred to eco-friendly marketing of products, which considers environmental protection, starting from development and promotion to distribution (place) of products. There are many environmental issues impacted by the production of goods and rendering of services, and therefore there are also many ways a company can market their eco-friendly offerings. Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability. They enjoy a competitive advantage over the companies which are not concerned for the environment. When put side by side with the competition, the more environmental marketing claims your product or service can make, the more likely it is the consumer will select it. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Not only does true green marketing mix allow companies to garner more profit and gain more loyal consumers, it helps the planet. Major change may not happen immediately or smoothly, but the global green movement can achieve greater successes in the future if we all can unite and act wisely and responsibly.

Keywords: green marketing mix, 4Ps, green marketing, responsible consumption, sustainable development

1. INTRODUCTION

The negative impact of human activities over environment is a matter of concern today. The concept of green marketing is crucial for achieving sustainable development because it contributes to cost savings, leads to increasing exports, helps to establish the company's green image, enables the company to be more competitive [Zaharia, C., Zaharia I., and Tudorescu, N., 2010: 297-303]. Also, green marketing concept is linked to socially responsible business, where business success is not only focused on profit but also on environmental protection. Globally we are facing many challenges related to the environment. To overcome them, numerous concepts and approaches have been developed. One of them is green marketing [Domazet, I., Simović, V., 2015].

Green marketing is part of a larger societal movement toward more sustainable and ethical business practices in response to rapid developments in climate change. Increasingly, consumers have come to expect companies to demonstrate their commitment to improving their operations alongside various environmental, social, and governance (ESG) criteria. Near about every government, organisations and companies around the world are concerned about environmental issues.

The term **Green Marketing** came into prominence in the late 1980s and early 1990s [Katrandjiev Hristo, 2016:71-82]. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Karl E., Henion; Thomas C. Kinnear, 1976, 168]. According to American Marketing Association "Green marketing is the marketing of product that are presumed to be environmentally safe. Green marketing includes the developing and marketing such product & services that satisfy the customer requirement for quality, reliable price and easy availability of the product without having a harmful impact on the environment. Environment friendly processes, or environmental-friendly processes (also referred to as eco-friendly, nature-friendly, and green), are sustainability and marketing terms referring to goods and services, laws, guidelines and policies that claim reduced, minimal, or no harm upon ecosystems or the environment [Webster's New Millennium Dictionary of English, v 0.9.7].

Marketing mix is an important ingredient of marketing and thus for green marketing as well. Once the organization targeted its own customers group, the next step is the product or service should be put in the market for those customers by providing the appropriate 4Ps: product, price, place and promotional efforts. These elements should be

combined or mixed in an appropriate proportion so as to achieve the marketing goal. Such mix of product, price, distribution and promotional efforts is known as "Marketing Mix". So, marketing mix refers to the set of activities that a company uses to promote its brand on the market. Marketing is a continually evolving discipline and as such can be one that companies find themselves left very much behind the competition if they stand still for too long.

Green marketing mix refers to a set of marketing tools and elements that allows the firm to serve the target market and achieve organizational goals without harming the natural environment and consequently furthering the sustainable development [Al-Salaymeh M., 2013:634-641]. In other words, green Marketing mix is a concept emphasizing more on the environmental aspects through the implementation of business activities. We can say, in the green marketing mix "The 4 Ps" (Product, Price, Place, and Promotion) are converted into "The 4 GPs"; (Green product, Green price, Green place, and Green promotion) with the purpose to include sustainability criteria into the marketing strategy. Green marketing mix incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. In the following, we can illustrate how sustainability efforts are integrated across the 4Ps green marketing mix: green product, green price, green place (distribution) and green promotion.

"THE 4 GPs "- GREEN MARKETING MIX

2. GREEN PRODUCT - What is the customer receiving?

Product is the center of green marketing mix and the most essential part when the firm adopts the green marketing strategy [Fan and Zeng, 2011]. Producing sustainable green product for consumers to use as alternative to non-sustainable one, is the main ecological objective to reduce pollution and to increase effective utilisation of scarce resources. Green Product is a sustainable eco-friendly product designed to minimise its environmental impact during its whole life cycle and even after its life ends. It is called as eco-friendly product that do not harm the environment whether in its production, use or disposal. An eco-friendly green product is supposed to reduce the impact of its consumption on the environment thanks to the use of making-processes, components and recycling techniques which are less harm for the natural environment than those of conventional products. However, it's important to note that company can't just market something as green if it's not. There are regulations and legal standards for green marketing. Company needs to meet a certain level of standards to obtain certifications that will claim that it's business is a green business, and it's product is a green product. These green business certificates/licences involve multiple requisites verifying company's public transparency, social and environmental performance, and legal accountability. It also considers many aspects, such as company's contribution to transportation, lighting, energy efficiency, product packaging design, recycling, and paper usage.

In recent years, there has been a growing awareness of the importance of environmental sustainability. As the ecological issues are getting worse, the consumers' concerns about the environmental protection have led to the diversification in consumer buying approach towards a green lifestyle. Moreover the level of ecological awareness among consumers is increasing, and people are eager to purchase eco-friendly products despite their higher prices [SendPulse,2022]. Such products may help consumers feel better about their impact on the environment, so companies can penetrate on the green market by providing alternative products to consumers. Producing eco-efficient products creates less waste, uses fewer raw materials and saves energy, too. Companies can practice green marketing by using sustainable materials to manufacture their products. This can mean using recycled materials or other eco-friendly materials, like product packaging that is more easily biodegradable. Sustainable packaging is designed to reduce the environmental impact of packaging materials, from production to disposal. Eco-friendly products are made from natural fibers like bamboo, recycled plastics, and can be recycled. The factories related to the production are usually run by solar powers and are energy conserving. Eco-friendly products are ethically made. In other words, these products help preserve the environment by significantly reducing the pollution they could produce. Eco-friendly products can be made from scratch, or from recycled materials. This kind of product is easily recognizable as it is, in most cases, labelled as such.

Examples of environmentally-beneficial products and services [Chitra B., 2015]:

- Paper containing post-consumer wastepaper
- Cereals sold without excess packaging
- Shade-grown coffee beans
- Cleaning supplies that do not harm humans or environment
- Wood harvested from sustainable forests
- Energy-efficient light bulbs
- Energy-efficient cars
- Energy from renewable sources of energy such as windmills and solar power etc.

However, green marketing has not yet lived up to the value marketers expected. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers. And hopes for green products also have been hurt by the perception that such products are of lower quality or don't really deliver on their environmental promises. Yet the news isn't all bad, as the growing number of people are willing to pay a premium for green products from organic foods to energy-efficient appliances attests. How, then, should companies handle the dilemmas associated with green marketing? They must always keep in mind that consumers are unlikely to compromise on traditional product attributes, such as convenience, availability, price, quality and performance. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price.

2. GREEN PRICE- How much does the customer pay?

Price is a critical and important factor of green marketing mix. What attracts many consumers to greener products is quite simply the prospect of higher quality: water-saving showerheads slash energy bills, concentrated laundry detergents are easier to carry and store, and nontoxic garden products are safer for children etc. Consumers want quality products that are good for them and for the environment at a price that they can afford. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price. There are various ways that companies can implement eco-friendly practices which can help reduce pollution, save resources, and protect the environment. In addition, they can also help businesses to save money and improve their bottom line. When companies switch to using renewable energy sources, like solar, wind, hydropower or geothermal power, they can drive down manufacturing costs and make a difference environmentally. In recent years, access to renewable energy sources has increased, and the market for harvesting renewable energy is expected to expand in the next few decades as more nations invest in it. Implementing eco-friendly energy practices may cause a decrease in the price of the goods and services a company offers to consumers. If a company spends less money creating the product, it can decrease the cost of buying that product for the consumer.

3. GREEN PLACE - Where can customers get it from?

The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products. Many marketers now know that being the first to the shelf with an environmental innovation brings competitive advantage.

Distribution of the goods across long distances can leave a large carbon footprint. Shipping emissions are a long time cause of concern for environmentalists. The environmental effects of shipping include air pollution, water pollution, acoustic, and oil pollution. Trucks and planes, among other transportation methods, are some of the largest contributors to greenhouse gas emissions. Green shipping is when shipping firms adopt green shipping practices (GSP) and people or goods are transported through ships using minimum resources and energy as possible, to protect the environment from the pollutants generated by the ships. Green shipping promotes cleaner practices to enforce emission control, efficient port management, and equipment. To reduce their footprint, companies can also choose to ship items in bulk rather than individually, or they can offer a green shipping option when consumers check out. When consumers opt for green shipping options, they can choose longer shipping times or combine multiple orders into a single package to help drive down emissions.

4. GREEN PROMOTION - What communications inform customers?

Promotion of eco-friendly products contribute to consumers' awareness of the green alternatives. These elements help the consumers to know where the environmentally products are. Green marketing is a strategy that addresses the concern of promoting and preserving the natural environment which can benefit the companies as well as the consumers. Companies looking to improve consumer perception of their brand's environmental practices often choose this green marketing strategy as a starting point for future sustainability endeavors. Consumers view sustainability as a plus. Going green shows the world you care about more than just making money. When company make its products in an environmentally friendly way, it can focus on green marketing to let everyone know that it is making an effort to help the environment.

Users of green marketing strategy adopt variety of techniques in promoting their products. Such techniques include paid advertising (traditional or digital), public relations, sales promotions, direct marketing, and on-site promotions.

Companies seeking to switch over to a fully digital strategy can use mechanisms like social media marketing, email marketing campaigns and text marketing to reduce their ecological footprint. Companies can practice green marketing promotion by shifting their entire communication strategy to digital platforms. Print materials like flyers, brochures, magazines and catalogs are costly to the environment, especially if consumers don't recycle them properly. Social influence can be a powerful tool for encouraging consumers to adopt sustainable behaviors, but the tactic is most effective when others can observe the behaviors. Even without public visibility, for example firms can inspire consumers to recycle, but the initiatives can lead to increased overall resource consumption. In the end, companies must demonstrate their own commitment to sustainability via environmental and/or social initiatives before encouraging consumers to invest the effort to do the same.

There are three types of green advertising:

- Ads that address a relationship between a product service and the bio-physical environment;
- Those that promote a green lifestyle by highlighting a product or service;
- Ads that present a corporate image of environmental responsibility.

Green marketing is a new corporate social responsibility. In the deepest sense, green marketing is a result of a company's corporate social responsibility plan and their ethics. It helps companies to become more socially responsible identity with more ecofriendly products and healthy working conditions and positively contribute in betterment of community and society. Eco-label, eco-brand and environmental advertisement are part of the green marketing promotion which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products. Practicing these policy tools plays an important role in changing consumer purchasing behavior to purchase environmental friendly products, thus, decreasing the adverse effect of artificial products on the environment [Delafrooz, Taleghani, & Nouri, 2014].

5. RESPONSIBLE CONSUMPTION

Green Marketing encourages responsible purchase decisions. Responsible consumption is defined by buying products that do not have a great environmental impact and therefore their sale does not represent a danger for biodiversity or for us as consumers. The responsible consumer could be defined as someone who is conscious of their consumption habits and who chooses to have, even demands, a more positive impact on society and the environment from the producers of goods and services.

Sustainable Development Goal 12 (SDG 12 or Global Goal 12), titled "responsible consumption and production", is one of the 17 Sustainable Development Goals [UN, Sustainable Development Goals (SDGS)] established by the United Nations in 2015.

Sustainable consumption & production is about promoting energy efficiency and providing access to basic services, green jobs and a better quality of life for all [UN, Goal 12]. Goal 12 is about ensuring sustainable consumption and production patterns, which is key to sustain the livelihoods of current and future generations:

12.1 Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

12.2 By 2030, achieve the sustainable management and efficient use of natural resources;

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses;

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment;

12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle;

12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities;

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature;

12.A Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production;

12.B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products;

12.C Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those

harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.

Unsustainable patterns of consumption and production are root causes of the triple planetary crises of climate change, biodiversity loss and pollution. These crises, and related environmental degradation, threaten human well-being and achievement of the Sustainable Development Goals.

Governments and all citizens should work together to improve resource efficiency, reduce waste and pollution, and shape a new circular economy. According to AMA (American Marketing Association) there are three ways to engage consumers for sustainable consumption [*Karen Page Winterich, 2021*]:

Make Sustainability Social

In a Journal of Marketing Research-published study [*Chen and colleagues, 2019: 995–1011*] examined how climate change media coverage impacted hybrid vehicle sales. The researchers classified news articles containing either “climate change” or “global warming” as admitting to, denying, or being neutral on climate change. Their findings revealed that media coverage admitting climate change was occurring positively impacted hybrid vehicles sales. For each major media report devoting 100% of its discussion to climate change and global warming, the researchers observed a sales increase of approximately six hybrid vehicles. They further suggested cumulative media coverage may result in 12 or more hybrid vehicle sales over the long term. The rationale for the effect is that the media’s climate change admissions make sustainable behavior an implicit social norm.

Inspire Consumers to Waste Less

Not all behaviors are public and influenced socially, so companies must find other ways to spur sustainable action [*Winterich, Nenkov and Gonzalez, 2019: 21–37*] found that companies could increase consumer recycling by making the materials’ transformation into new products salient. Though transforming waste into something new defines recycling, consumers do not naturally think about the process when considering their waste streams. When firms prompt consumers to think about the new life given to a product by recycling, such as clothier Eileen Fisher’s **“We’d Like Our Clothes Back Now: You bring back your old pieces, we find them another home-or turn them into entirely new designs”** messaging, they are inspired to act. In one study, the researchers asked tailgating sports fans to recycle bottles and cans and told them the materials could be made into other products, such as new cans, bicycles, and clothing. Other fans were simply asked to recycle the bottles and cans. Those told the recyclables could be made into new products recycled at a 49.2% rate, more than double the 23.8% rate of the second group.

Demonstrate Commitment First

[*Wang, Krishna, and McFerran, 2017: 478–494*] find that firms must first visibly demonstrate their own commitment to the environment before asking consumers to invest in the effort. In one study, consumers used 10% less hotel room electricity when the property owner provided a bamboo toothbrush in recyclable paper packaging than they did when the firm provided a plastic toothbrush in disposable packaging. Energy conservation was even greater when the hotel offered the bamboo toothbrush and asked consumers to conserve energy. However, when the firm made the request but did not invest in sustainable behavior itself (i.e., provided plastic toothbrushes), consumers used 20% more energy. The researchers find the effect is greatest for high-priced brands.

Though more and more companies are adopting sustainability initiatives and goals, they must recognize how to engage consumers effectively. Major change may not happen immediately or smoothly, considering that we have other issues and priorities today, but the green movement can achieve greater successes in the future if we all can unite and act wisely and effectively.

Challenges Ahead:

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which needs huge investment in R & D
- Water treatment technology, which is too costly
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products.

6. CONCLUSION

The main objective of this paper was to determine the study of green marketing and its sustainability on the environment as well as the importance of green marketing mix to raise awareness among consumers towards responsible consumption. Green Consumer behaviour minimises harm to the environment as much as possible. In the present times more and more consumers are becoming increasingly aware of the importance of living a more sustainable life and prefer eco-friendly products. Their number is going to increase in the future. Consumers want companies to pay special attention to the environment, and businesses must keep up with consumer demand. Therefore, marketers need to take more actions to develop potential ecological approaches in the green market

industry and to adopt marketing mix concept in green marketing, that enables the companies to manage the 4Ps appropriately. Companies should keep in mind that there is no universal green marketing strategy. Firstly, the companies have to understand the customers' needs and wants, so that the companies can produce a suitable product for the customers. Moreover, the price of the products is a very important element. The price has to be affordable to the majority of the consumers. Lastly, the places that distribute green products have to be convenient to the consumers.

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