



GREEN

# Marketing

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# GREEN MARKETING: HISTORY

« The holistic management for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way » (Peattie, 1995)

Late 1980s: Green marketing beginning

1987: sustainable development concept (United Nations)

1992 & 1993: green marketing reference books by Ken Peattie then Jacquelyn Ottman



# WHY GREEN MARKETING ??

- ✓ Competitive advantage
- ✓ CSR
- ✓ Government pressure
- ✓ Cost or profit issues



# RETAIL SERVICES

- ✓ No plastic bags
- ✓ Online transactions
- ✓ Help raise funds for needy
- ✓ Optimum lighting
- ✓ Promote green products



# Green Marketing Mix

## Four P's

### Product

The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of

### Price

Price is a critical and important factor of green marketing mix. 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

### Place

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

### Promotion

Ads that address a relationship between a product/service and the biophysical environment. Those that promote a green lifestyle by highlighting a product or service. Ads that present a corporate image of

# CHALLENGES AHEAD

## 1. Green products need

- High cost renewable materials
- High cost technology
- High cost R& D
- High cost Water treatment technology

## 2. Unawareness of green products and their uses.

# SUGGESTIONS

- ✓ Spread awareness about Reduce, Reuse and Recycle.
- ✓ Spread awareness about Green products and their effectiveness.
- ✓ Pricing of green products should be according to quality.
- ✓ There should not be more price difference between standard product and green product.
- ✓ Green product's quality should be better

# SOME CASES:



## SBI Green banking programme

- ✓ SBI used eco & power friendly equipment in its 10,000 new ATMs. Saved power costs and earned carbon credits.
- ✓ SBI became the first Indian bank to harness wind energy through a 15 megawatt wind farm developed by Suzlon Energy.

# Lead Free Paints From Kansai Nerolac



- ✓ Kansai Nerolac Paints Ltd. has removed hazardous heavy metals from their paints.
- ✓ Lead in paints cause damage to Central Nervous System, kidney and reproductive system.
- ✓ Children are more prone to lead poisoning

# Wipro Green IT



- ✓ Wipro Infotech has launched environment friendly computer peripherals.
- ✓ For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware.
- ✓ These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing

# McDonald's



- ✓ McDonald's have stopped packaging their products in polystyrene containers and now use cardboards which comes from a renewable resource and is biodegradable or recyclable .





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**Thank You**