



GREEN MARKETING FROM A CONCEPT TO A PRACTICE: USA EFFORTS

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Abstract

The pattern of development adopted by the world since the beginning of industrial revolution has depleted natural resources and damaged the environment. The world is turning towards sustainable development, which is based on finding patterns of development that preserve the environment and meet the needs of customers and communities. In response to these changes, many organizations and countries began to reconsider their marketing practices and try to sustain them. A new pattern of marketing, known as green marketing, emerged. This study attempts to introduce the concept and its most important aspects while highlighting the efforts of the United States and its companies in adopting green marketing. The study will conclude with a summary presents the most important results and recommendations.

Keywords: Green marketing, USA, social responsibility; greening of marketing mix, Federal Trade Commission, FTC, American Marketing Association, AMA

INTRODUCTION

From the beginning of the 1980s, there have been ecological issues such as global warming, the greenhouse effect, pollution, and climate changes which are directly related to industrial manufacturing and this will continue to affect human's activities. Due to the increase of environmentalism which has dominated the world, there has been a raise in consumer concern with regards to environmental protection and great demand for green products. These developments have been the cause of the emergence of concepts such as "Green Marketing" and "Environmental Marketing". Frequently in the popular press, many governments around the



world have become so concerned about green marketing activities that they have attempted to regulate them. For example, in the United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing issues. Hence, most firms have begun to use the green marketing and green product development strategies that can preserve the environment while satisfying consumers' preferences in order to make long term profits in businesses.

In this study we will attempt to define the concept giving information about green marketing with a focus on USA pattern in developing green marketing practices in its corporations by giving examples of success corporations in green marketing.

Significance of the study

The importance of the study appears in the following points:

- Environment and sustainable practices in corporations is becoming important topics over the world, and the discussion about green marketing help consumers and increase their attention about green products to help in protect our environment .
- Green marketing becomes a way in gaining competitive advantage and minimizing costs.
- The study gives examples about corporations and how they are succeed in green marketing. So they can be help Algerian corporations in developing there green marketing strategies.

Study objectives

- To introduce the terms and concepts of green marketing with briefly discuss why going green is important.
- To examine some of the reason that organizations are adopting a green marketing philosophy. And mentioning some of the problems with green marketing
- To give examples about the effort of USA and international corporations those are succeed in green marketing practice.

LITERATURE REVIEW

Green marketing definition

For (Choudri et al, 2017) concepts such as green, sustainable, environmental, ecological , eco-friendly or organic marketing at present are becoming more widely used, reflecting the growing interest of society in the impact of growing consumption on the environment.

Organic marketing is the study of the positive and negative aspects of marketing activities on pollution, energy consumption and non-energy consumption. It consists of multiple activities designed to ensure the key aspect of marketing-product exchange with minimal negative environmental impact. (Bachanova et al, 2009)

Green marketing includes a wide range of activities related to: product design, the manufacturing process, service delivery processes, packaging, construction and renovation of buildings, recycling, and other areas such as marketing communications. (Kilbourne and Beckmann, 1998)

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. (An overview of green marketing, 2018)

For (Polonsky, 1994) this early definition has three key components:

- It is a subset of the overall marketing activity;
- It examines both the positive and negative activities;
- A narrow range of environmental issues are examined.

While this definition is a useful starting point, to be comprehensive green marketing needs to be more broadly defined the term of “green marketing” first revealed in the late 1970s. American Marketing Association (AMA) defined it as “ecological marketing”. American Marketing Association (AMA) stated that the green marketing approach is the marketing of products that are mainly focused on environmental safety; it incorporates business activities which consist of packaging modification, production process, and green advertising. (YeowKar and Yazdanifard, 2014)

Up to 2010, green marketing includes a wide range of activities related to: product design, the manufacturing process, service delivery processes, packaging, construction and renovation of buildings, recycling, and other areas such as marketing communications. According to (Prakash 2002), managers need to identify what ought to be greened: a company (systems, processes), a product or both. Green marketing in services includes service delivery processes. Other known titles for green marketing are: sustainable marketing, environmental marketing, and ecological marketing.

Now days, more and more companies are choosing to develop products using innovative clean solutions, and significant progress has been made in the production of green products to reduce their environmental impact. Green packaging also is at the core of many

companies' marketing efforts, as discarded packaging accounts for a large proportion of waste in industrialized economies as well as the negative impact on the environment. Some businesses are looking towards gaining an edge by repackaging their products into environmentally friendly packages, cutting down on extras and wasted materials, and using eco-labels, which are considered to be an effective method to market greener products. Green promotion has been one of the most controversial areas, and is frequently criticized for presenting oversimplified solutions to complex environmental problems or even revealing unfounded and misleading claims; however, its role in bringing into the market information about environmental sustainability must be acknowledged. Green marketing, by integrating environmental issues into marketing activities and strategies, improves life quality. (Kardos et al, 2019)

We can also apply green marketing in services which includes green service delivery processes. (Solvalier, 2010)

The absence of a generally recognized definition thus gives businesses the ability to create their own, based on their goals, risks and opportunities, competencies. Green marketing consists of multiple activities designed to ensure the key aspect of marketing-product exchange with minimal negative environmental impact.

Green marketing aims

The aim of green marketing is to sustain the environment in the following ways (An overview of green marketing, 2018):

- **Eliminate the concept of waste:** waste and pollution arise usually from inefficiency. Therefore, make things without waste instead of handling the waste.
- **Reinvest the concept of a product:** products should be either consumables or durables. Consumables can be either eaten or placed in the ground so that they turn into soil without any harm to the environment. Durables could be made, used and returned to the manufacturer within a closed loop system.
- **Make prices reflect the cost:** every product should reflect or at least approximate its actual cost – not only the direct cost of production but also the cost of air, water and soil.
- **Make Environmentalism Profitable:** consumers are beginning to recognize that competition in the market place should not be between companies harming the environment and those trying to save it.

We can said that the main goal of green marketing is to present consumers with the importance of protecting the environment in the context of product consumption, placing an emphasis on building long-term relationships based on both sides of communication, not only with customers

but also with other stakeholders and creating the natural need to be environmentally responsible.

In addition for (Moravcikova et al, 2017), the main goal of green marketing is to present consumers with the importance of protecting the environment in the context of product consumption, placing an emphasis on building long-term relationships based on both sides of communication, not only with customers but also with other stakeholders and creating the natural need to be environmentally responsible.

The move towards adopting the concept of green marketing as an application in various industries according to (Líšková et al, 2016) requires consideration of the following points:

- **Intuitive:** basically, people do not like changing their shopping habits. Buying organic or sustainable products appears more difficult compared to the traditional products. Marketing people's job is to make it accessible and easy as a second nature, common sense.
- **Integrative:** green marketing should combine commerce, technology, social effects, marketing and ecology. Unlike traditional marketing, it should link all the areas from production to sale, including environmental efforts in the same extent.
- **Innovative:** marketing people should create new and innovative products in implementing an efficient green marketing into business.
- **Inviting:** marketers using green marketing should invite consumers to buy environmentally friendly products. From a sales perspective it is vitally important to highlight the current benefits of these products – beneficial health properties, greater efficiency, durability, affordability, etc.
- **Informed:** the brands of the modern world are there to inform people. People without knowledge of wineries prefer to buy a wine brand just because they see a well-known brand as a quality. Green marketing should prefer the contrary. It should spread information – environmental education and awareness.

Taking into consideration the above lead to many results ; the most important one the production of green product which does not pollute the world or exhaust natural sources and can be recycled or maintain its value. For (Erciş and Çat, 2016), it is expected not to threaten the health of people or animals, not to cause damage to the environment during manufacture, use or removal. Not to consume a disproportionate amount of energy or other sources during manufacture, use or removal. Or cause unnecessary waste due to excessive packaging or to a short useful life. Also another important result of adopting green marketing in building a green consumer as someone who voluntarily engages in consumer practices that are regarded as environmentally friendly by marketing academics and practitioners. Thus, green or

environmentally friendly activities deal, for instance, with energy-efficient operations, better pollution controls and recycled material (Maheshwari, 2014)

For (Ottman, 2006), no consumer product has zero effects on the environment and a green product is defined in the business world as one which aims to grow or protect the natural environment by conserving energy and other sources and/or by reducing and/or eliminating pollution, waste and toxic material.

So the concept becomes a practice in many companies through the world for (FuiYeng and Yazdanifard, 2015) by many tools like eco-label, eco-brand and environmental advertisement 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.

Reasons for the shift towards green marketing

Green marketing is becoming increasingly important due to the following reasons (An overview of green marketing, 2018):

- **Social Responsibility:** many firms are beginning to realize that as members of the wider community they must behave in an environmentally responsible fashion. Therefore, environmental issues are being integrated into the firm's corporate culture.
- **Government Pressure:** government agencies are creating more and more regulations to control hazardous wastes produced by industry. Those regulations seek to protect consumers and the society from negative impact of business activities on the environment. In some cases, governments try to induce firms and individuals to become more responsible towards the environment.
- **Opportunities:** business firms perceive green marketing to be an opportunity that can be used to achieve their objectives. For example Xerox introduced a high quality recycled photocopier paper in order to satisfy the demand for less environmentally harmful products.
- **Competitive Advantage:** firms marketing environment friendly products and services will have a competitive advantage over firms marketing non environment friendly products and services. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

- **Cost Factor:** firms also use green marketing to reduce costs. Disposing of harmful by-products such as polychlorinated biphenyl (PCB) contaminated oil is becoming increasingly costly and difficult. Therefore firms that can reduce harmful wastes can gain substantial cost savings. More efficient production processes cannot only reduce waste but also the need for raw material. A firm may develop a technology for reducing and recycling waste. For example firms that clean the oil in large industrial condensers increase the life of those condensers. Remove the need for replacing the oil, as well as the need to dispose of the waste oil. This reduces operating costs for the owners of condensers and generates revenues for the firms cleaning the oil.

All the recent changes in the world that have been caused by development patterns that have not taken into consideration the environment and the adoption of sustainable development and the various mechanisms that contribute to achieving it have been strong motivations for adopting green marketing.

Greening of Marketing Mix

Green marketing strategy can be implemented through the process called as the greening of marketing mix, including external green 7P, internal green 7P, and green 4S for Success. According to (Peattie, 1995), External Green 7P consists of the following elements:

- Paying green customer who has a need to buy green product or green service.
- Providers or suppliers who already develop green strategies and seek companies that can add more value to the 'green chain'.
- Politicians that promote green issues.
- Pressure groups (legal authorities, non-governmental organizations, foundations, voluntary green movements).
- Problems are usually related to the green skepticism, green-harvesting and macro-environmental conditions.
- Predictions in relation to the tendency of green consumption and green problems.
- Partners that perform green strategies or plan to perform in the future.

For (Peattie 1995), Internal Green 7P include (will be discusses in more detail later on) these parts: products or services, promotion, price, place and accessibility, provided information (via green communication), processes & procedures (e.g., eco-labelling), people (staff's education and involvement into the green matters or green corporate culture, if such exists). According to Peattie (1995), Green 4S for Success stand for the further matters:

- Satisfaction about green strategies and their results.
- Safety of green product and service.

- Social acceptability of green products and service.
- Sustainability in relation to the inner procedure of green company supplying with the green product or green service.

Sharma, (2000) states that classical Marketing Mix 4P, where price, place, promotion plays the most important role cannot fit the greening context where quality, process, accessibility and reliability become also significant (Solvalier, 2010):

- **Green prices:** the price of environmental friendly products is in some cases higher than the prices of the ordinary alternatives. Sharma (2000) stresses on the idea that the price of environmental friendly products has a large importance for different customer groups when considering to purchase. A higher price compared to the ordinary alternative can be determining factor for some consumers, verifying the accurateness of the products green features. Others do not consider the price at all but choose the environmental friendly alternative.
- **Green product quality:** quality is another determinant factor when considering buying environmental friendly products. Some customers are willing to accept lower quality (such as wash powder that does not remove all stains since it does not contain certain chemicals). Others are not willing to sacrifice their personal comfort and purchase the ordinary alternative in such cases. Ecological food usually has higher quality and taste better (Rex and Baumann, 2007).
- **Green place:** Accessibility (place) is the third determinant factor when considering purchasing green products or not. Many persons view the effort to actively look for environmental friendly products as an obstacle. Such consumers are not willing to actively search for locations where green products are promoted or scrutinize products on the shelf's which are poorly labelled or not actively promoted (Rex and Baumann, 2007). Such consumers buy environmental friendly products that are easy to access and identify in the store.
- **Green promotion:** Rex & Baumann (2007) suggest that green marketing could adopt and learn many tools and techniques from traditional marketing, in order to make use of other means than labelling in order to promote green products. Such efforts could be to address a broader range of customers, not only targeting green consumers by promoting the environmental friendly features of the product as one of the appeals of many. It could also be to engage more actively in the creation of the market and make strategic use of the traditional positioning strategies of price, place and promotion.
- **Green marketing communication:** green or ecological features signal genuine environmental benefits (Ginsberg Meredith & Bloom Paul, 2004). It is therefore important

for customers to be able to trust the dealer's declaration of environmental friendly offers, as well as it is essential that the dealer provides information that enables the customer's trust and confidence.

The concept of green marketing give ideas to producers for adapting it in various stages of manufacturing start from getting the raw materials to the very delivery of the product to the customer.

Green marketing challenges

The challenges facing producers and marketers of green products are many (An overview of green marketing, 2018):

- Green Marketing strategies provide more benefits to consumers as well the society. It also helps to create green environment by adopting eco – friendly marketing practices. Even though getting more benefits from green marketing, there is lot of challenges or hurdles also available for its development.
- Green products require renewable and recyclable material, which is costly, requires a technology, which requires huge investment in R & D.
- Water treatment technology, which is too costly.
- Majority of the people are not aware of green products.

According to Shafaatand Sultan, (2012) challenges faced by green marketer also include the lack of standards and common consensus among the public about what actually constitutes “green”. But in reality, green marketing continues to gain popularity, particularly in light of growing global concern about climate change. Companies are coming forward to showcase their commitments to reduce adverse climate impacts of their products and services. Green marketing can play an important role in sustainable development so firms must adapt innovative methods to sustain itself in the competitive environment. (Mayank and Amit, 2013).

We see also that one of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.

USA EXPERIENCE IN GREEN MARKETING

The presentation of the experience of the United States in the field of green marketing begins by talking about the efforts of the state and its organization in framing this concept and then presenting its applications at the level of business organizations both in their perspective and policies.

The role of private and public commission in developing green marketing practices

- In the United States, the Federal Trade Commission (FTC) is the primary federal agency regulating green marketing claims. The FTC enforces the Federal Trade Commission Act (FTC Act) and has published the "Guides for the Use of Environmental Marketing Claims" to help companies comply with the Act's requirements. The FTC's guidance has been incorporated into, or has the potential to influence the interpretation of, state false advertising laws that also may be used to regulate marketing claims (Green marketing, 2018).

The guides of FTC, first issued 20 years ago and last updated in 1998, clarify what qualifies as "recyclable," "recycled content" and "compostable" and, for the first time, other terms including "carbon offsets", "non-toxic" and "renewable energy." They say marketers shouldn't use environmental certifications or seals that don't clearly convey the basis for the certification. "They're going to bring substantial change to the marketplace," FTC chairman Jon Leibowitz told reporters during a news conference. "Most marketers are honest," but some claims are misleading, he said. "What they need is a little more clarity." The revisions, first proposed in October 2010, come as the number of products touting environmental virtues has proliferated. So, too, have complaints about green washing, or false advertising. The guides are not FTC rules or regulations, but if violated, the agency can issue warnings and fines. The FTC warned 78 retailers, including Wal-Mart, Target and Kmart, in 2010 to stop marketing rayon clothes as "bamboo."(USA today, 2018)

- In addition, industry self-regulatory organizations, standardization bodies such as the International Organization for Standardization (ISO), and third-party certification organizations such as Green Seal and the USGBC, are actively issuing guidance and may be offering other services, such as dispute resolution or the licensing of proprietary "eco-labels," that can help define and ensure acceptable marketing behavior.(Green Marketing, 2018) The FTC is not addressing the use of the terms "sustainable," "natural" or "organic," because it says it either lacks sufficient basis to do so or, in the case of "organic," the U.S. Department of Agriculture has set its own guidelines.

With the proliferation of marketing claims and the increased potential for public confusion, the amount of regulatory and enforcement activity will rise. The FTC recently updated its guidance and initiated a number of high-profile enforcement actions.

- The American Marketing Association (AMA) is a professional association for marketing professionals with 30,000 members as of 2012. It has 76 professional chapters and 250 collegiate chapters across the United States. The AMA was formed in 1937 from the merger of two predecessor organizations, the National Association of Marketing Teachers and the American Marketing Society. It also publishes a number of handbooks and research

monographs. The AMA publishes the journal of marketing, journal of marketing research, Journal of Public Policy & Marketing, Journal of International Marketing, and Marketing News. Today, the AMA leads an unparalleled discussion on marketing excellence. Continuing in the tradition of Borden and so many others, the AMA offers differentiated content that focuses on the tension between Best Versus Next Practices. (Wikipedia, 2019)

With content coming from unrivaled scholarly journals, like the Journal of Marketing, and award-winning publications, like Marketing News, the AMA offers a robust perspective that understands marketers are expected to provide both solutions for today and solutions for tomorrow. The AMA strives to be the most relevant force and voice shaping marketing around the world; an essential community for marketers. In 2015, the “Next AMA” (AMA, 2019) launched four transformational strategies for its North American operations:

- Committing to Service Leadership to customers, members and stakeholders.
- Providing a proactive, differentiated and modern voice for a single unified, One AMA brand, One AMA Community.
- Establishing an Intellectual Agenda that is harmonized across all platforms and channels based on an editorial strategy to feature the tension between Best Versus Next Practices™.
- Building a personalized and connected Marketplace of knowledge that engages the AMA in a single community—always on, always connected...One AMA Community.

AMA provides services to its clients and develops concepts and practices related to marketing, including green marketing.

The contribution of corporations in green marketing

Companies in USA are therefore seeking more innovative methods of promoting eco-friendly environments by integrating green practices in their business functions. The following are the top companies that are taking the lead in incorporating eco-friendly practices by going green (top 5 companies, 2018):

1: Timberland: Timberland LLC is a US-based global manufacturer and retailer of outdoors wear with a focus on footwear. Timberland footwear is popular for hiking, mountaineering, and casual wear. The Company also sells apparel such as clothes, watches, glasses and leather goods. In 2007, Timberland was named the 78th best employer in the US on the CNN Money “One hundred best companies to work for” list. Timberland is a strong proponent of corporate social responsibility. Timberland make the uniquely campaign named with ear keeper who have to goal of recruiting one million people up to become part of an online network designed to inspire environmental change. A new Earth keeper product collection has also been unveiled.

2: Method Products: Method Products (branded as method) is a San Francisco-based corporation which produces nontoxic, biodegradable natural cleaning supplies with a focus on minimalist product design. Among the company's first products was an hourglass-shaped bottle of dish soap, designed by Karim Rashid. The company was founded in 2001 by Eric Ryan, a designer and marketer, and Adam Lowry, a chemical engineer. In 2006, Inc. magazine named Method the 7th fastest-growing private company in the United States. Method has gained recognition for its commitment to sustainability, including taking innovative steps to measure and reduce its carbon footprint. In September 2012, Ecover, the Belgian manufacturer of green cleaning products bought Method. Both brands are all gross sales of approximately \$ 200 million. Modifications made to the method similar to the two products above, he developed a product that can ensure the cleanliness but still love nature, without leaving a trace that can damage the environment. This method of green marketing focus to offering quality products that is not inferior to other products but have the advantage of being able to preserve the environment. All of Method's bottles are completely recyclable and made from 100% recycled plastic. The design of the packages Themselves is scored against Method's very own "green card" program that ensures roommates considers the recyclability of packaging design, packaging weight, reusability and compost ability.

For (July, 2018) we found also the green marketing in these corporations:

3: McDonald's: McDonald's as one of the world's largest food stores is taking the lead in going green by incorporating the outcomes of fast foods on people's health while reducing their overall energy consumption. Particularly, the company uses energy-efficient appliances thereby cutting energy wastage by 25% during in their business activities. McDonald's have also set up green parking lots by preserving them for only hybrid vehicles. The parking lots equally have permeable concrete with the capability of recharging the vehicles and cleaning ground water. Furthermore, McDonald's use considerate means to obtain their animal products so as to limit their impacts on destroying animal habitats.

4: Google: Google has also made some tremendous efforts in going green by slashing their energy usage and supporting green energy projects. For instance, Google has constructed the world's most energy efficient data centers and continuously campaigns for the need for energy conservation and the use of renewable energy sources as well as clean energy products. Google has supported and funded green energy projects by buying and installing numerous windmills and solar panels.

5: Wal-Mart: Wal-Mart has made significant advances in positioning itself to further green courses in their supply chain operations. As one of the world's biggest retailers, the company startled many and its competitors when it placed a strict policy to cut off suppliers whose

manufacturing, processing and distribution methods contributed to vast carbon emissions. The Wal-Mart retail stores also utilize 100% renewable energy sources and their transportation systems maintain on fuel-efficiency.

6: S.C. Johnson: S.C. Johnson, a company dealing with the manufacture of household products, has also joined the league of green companies. Its mission is to lessen the implications its products have on the environment. On this account, the company has managed to reduce 1.8 million pounds of volatile organic compounds from its Windex artifacts and another 1.4 million pounds of polyvinylidene chloride from Saran Wrap. The company has minimized the use of coal to generate power by replacing most of it with natural gas.

7: Coca-Cola: Coca-Cola has made substantial strides in narrowing down to three most-important environmental goals. These include water preservation, energy and climate protection, and sustainable packaging. These initiatives imply a determination to be environmentally conscious. Accordingly, Coca-Cola is actively involved in community recycling programs, use of efficient energies in production and supplies, and green packaging designs.

8: Pratt & Whitney: Going green takes many aspects. One of them is scaling back on the use of raw materials. This is particularly how Pratt & Whitney Company has made it to the list of top companies that are going green. Pratt & Whitney has cut back 90% of its ingots in the jet engine blades manufacturing process. With the use of this creative method, Pratt & Whitney has managed to lower the amount of wasted ingots while at the same time significantly reducing factory emissions.

9: HP (Hewlett Packard): Hewlett Packard is another computing company that has consistently undertaken sustainable manufacturing and processes to reduce the harm its products pose on the environment. Particularly, it has taken impressive steps in ensuring the current HP branded materials are 100% recyclable. It has also revamped its computer disposal strategy by opening various operational e-waste recycling plants across the globe. Further, HP takes back computer equipment's of all brands, and is committed to the use of renewable energy sources.

All these corporations succeed in transforming green marketing from a concept to practices. We can also find the impact of media and civic associations that classify companies depending on their green marketing practices. These articles and reports increase the awareness of customers, corporations and businesses alike (Internet, 2018).

CONCLUSION

Green marketing is one kind of marketing that modifies all the things; this can be modified product, method or media they used. The modification is more towards environmental conservation same as the name of the green which means greening the environment, so that

green marketing is a marketing term that takes into account environmental greening by such modifications made by companies. By doing green marketing the company automatically become unique that could be the main attraction for consumers. In this article, we found the listed results:

- Green marketing includes a wide range of activities related to: product design, the manufacturing process, service delivery processes, packaging, construction and renovation of buildings, recycling, and other areas such as marketing communications.
- Managers need to identify what ought to be greened: a company (systems, processes), a product or both.
- The aim of green marketing is to sustain the environment.
- All the recent changes in the world that have been caused by development patterns that have not taken into consideration the environment and the adoption of sustainable development.
- Writers states that classical Marketing Mix 4P, where price, place, promotion plays the most important role, cannot fit the greening context where quality, process, accessibility and reliability become also significant.
- The challenges face producers and marketers in green marketing are many and the topic needs a conscious about its various practices to succeed in it.
- The Federal Trade Commission (FTC) is the primary federal agency regulating green marketing claims in USA. It gives guidelines to adopt the concept in business with the contribution and response of American and international corporations in it.
- AMA is another association that contributes in the dissemination of marketing concepts, including green marketing through the practices and scientific work published by researchers in its magazines, books and publications. As well as courses organized by AMA help in promoting green marketing practices for its clients.
- The study presents a various practices in international corporations those adopting green marketing.

For further research, the study of green marketing and its applications in organizations across other countries in the world will contribute in the spread of the concept and the orientation towards the concepts of sustainability. Also test the reality of green marketing tools as eco- label, eco-brand from the subjects worthy of study.

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