



GREEN MARKETING-A DEVELOPING CONCEPT

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Abstract

Green marketing is environment friendly,sustainable and socially responsible. According to the American marketing association,'green marketing is the marketing of products that are presumed to be environmentally safe'. Green marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. Now a days environment protection is the biggest issue even to survive we need to be eco-friendly.costomer's attitudes are changing towards the environment.it is required to encourage innovation for conservation of sources for our current as well as for next generation.so green marketing is the biggest opportunity to take competitive benefits and creating good brand value.this paper will describe the meaning,benefit and challenges or problem of using eco-friendly products and also describe the consumer attitude towards it.

Introduction

The green movement has been expanding rapidly in the world.Green marketing refers to the process of selling products and services which are ecofriendly. Green marketing incorporates a broad range of activities, including product modification,changes to the production process, packaging changes, as well as modifying advertising.due to increasing pollution and global warming people become more aware about environmental issues and needs to protect it.for this purpose they are ready to pay higher price but they truely want to protect the resources for their next generation.so they are more concious about the product and their packing while purchasing.In the same way as consumers changed their purchasing, companies also started to use different form of green packaging programs through the recommendation of recyclable and reusable packages.

Green marketing has lots of benefit for those communitis who accepts new changes rapidly.green is slowly and steadily becoming the symbolic color of eco-consciousness in india.As the consumer become more aware about the origin of the product, green marketing creating its good brand value. Although it is the responsibility of the companies not to harm the environment even they can reduce the pollution up to large extent.green marketing is the opportunity for innovators to achieve success and take competitive advantages in the market.

Reasons For Green Marketing

To be green firstly,we must know that what is green product?

There is no widespread agreement on what exactly makes a product green. Some general guidelines that a green product contain.products are originally grown and recyclable,reusable and biodegradable.products includes natural ingredients.it contain non toxic chemical or approved and recyclable content.it should be environmentally safe and do not tasted on animals.product must have eco-friendly and reusable packaging.Green product must fulfilled the following condition or

Attributes of Green Products Are as Under

1. Does not present a health hazard to people or animals.
2. Is relatively efficient in its use of resources during manufacture, use, and disposal.
3. Does not incorporate materials derived from endangered species or threatened environments.
4. Does not contribute to excessive waste in its use or packaging, and Products containing reused substance and non dangerous synthetic.
5. Does not rely on unnecessary use of or cruelty to animals.

Other favorable attributes from the green point of view are the incorporation of recycled materials into the product and the product recyclability.To be environmentally responsible organizations should attempt to minimize their waste, rather than find "appropriate" uses for it.



Reason To Be Green

The growing awareness all over the world regarding protection of the environment. consumer are becoming more concerned about environmental friendly products. Manufacturers have recognized environmental concern as a source of competitive advantages. Then they have developed products with green image. various regulations recently framed by the government to protect the consumers and society at large, led to the adoption of green marketing as a compulsion rather than a choice. For example, the ban of plastic bags in many parts of the country.

These are the some others main reason due to which it is must to adapt green marketing concept.

1. Opportunities available and competitive advantage.
2. Corporate social responsibility.
3. Government pressure.
4. Competition with other responsible companies.
5. Goodwill of the company.
6. Environment conscious consumers.

Advantages of Green Marketing

As society becomes more concerned with the natural environment, businesses have begun to modify their behaviour. Some businesses have been quick to accept concepts such as environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities.

In addition to help in boosting sales and reduction in cost, green marketing can help. companies reduce operating and production costs. Environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture. companies that develop new and improved products, and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment.

Some Other Advantages Are As Under

1. It ensures sustained long-term growth along with profitability.
2. It saves money in the long run, although initial cost is more.
3. It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be a part or working for an environmentally responsible company.
5. It promotes corporate social responsibility.
6. The most important, it saves the clean air to breath for the next generation.

Ways to Go Green

1. Unplug when not being used.
2. Use less water, each drop matters.
3. Switch to conservative glaring lights.
4. Choose items with less bundling.
5. Buy natural and neighborhood sustenance.
6. Drive less that spares fuel.
7. Walk more.
8. Recycle more.
9. Switch to green force, use non ordinary vitality like sun based force and so on.
10. Spread the world about green, live green, stay green.



Challenges of Green Marketing

1. Majority of the people are not aware of green products and their uses.
2. Problems of deceptive advertising and false claims.
3. Green products require renewable and recyclable material, which is costly.
4. Requires a technological modification, which requires huge investments in research and development.
5. Majority of the consumers are not willing to pay premium price for green products.
6. Educating customers about the advantages of green marketing.
7. Water treatment technology required, which is too costly.
8. Companies such as kansai nerolac,tata motors, maruti suzuki, canon, toyota, philips, ntpc and mcdonald's follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the importance and implications of green marketing.

Conclusion

Green consumer can be defined as a progress which originally started as a practice which was presented to safeguard consumers against operations of unethical business.

Green Marketing is still in the phase of adolescence in the Indian organizations. Indian manufacturers have yet to find a market for green products, even as consumers have a low awareness of them because of the insufficient efforts made by the marketers. From the business perspective on the grounds that a smart advertiser is one who persuades the shopper, as well as includes the buyer in showcasing his item.

However, Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to take pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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