

“An overview of Green Marketing”

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Introduction:

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits.

This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

Some marketers try to capitalize on the growing number of green consumers by simply taking a green marketing approach to products that might not otherwise be considered green. They try to position their products as a better choice for the environment when they're really not. An example of this is when a company uses the color green in their packaging, or the word green somewhere in their messaging, when there isn't anything particularly eco-friendly about their product, nor it's not more eco-friendly than competing products. Green washing is not only misleading, but it can also be damaging to a company's reputation.

In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, Industrial buyers and Suppliers need to pressurize to minimize the negative" effects on the. If consumers want to be certain they are indeed buying a green product, they should look for official certifications listed on the product packaging.

Objectives of the study:

1. To study of the concept of Green marketing.
2. To study the Green Marketing Methods
3. To Study of Green Marketing Strategies

Research Methodology:

The primary source of data collection in this research paper is the secondary data. The available information on Electronic Green Marketing has been extensively used to complete the research paper. All the available Journals, Related books, Web, Articles, Publish and unpublished information and Papers provided necessary information to the finalize the research paper

Meaning and Definition:

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, such as:

- Being manufactured in a sustainable fashion
- Not containing toxic materials or ozone-depleting substances
- Able to be recycled and/or is produced from recycled materials
- Being made from renewable materials (such as bamboo, etc.)
- Not making use of excessive packaging
- Being designed to be repairable and not "throwaway".

Evolution of Green Marketing:

As society becomes more concerned with the natural environment, businesses have begun to modify their behaviors in an attempt to address society's new concerns. 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.

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'. There some phase in the evolution of green marketing:1. Ecological green marketing.2. Environmental green marketing.3. Sustainable green marketing.

Reasons for Green Marketing:

1. Opportunities available and competitive advantage.
2. Corporate social responsibility on the part of companies.
3. Government regulations.
4. Competition with other responsible companies.
5. Goodwill of the company.
6. Environment conscious consumers.
7. For conserving scarce natural resources.
8. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
9. It promotes corporate social responsibility.

Golden Rules of Green Marketing

- Know You Are Customer- Make sure that the consumer is aware of and concerned about the Issues that your product attempts to address.
- Educating Your Customer- Is not just a matter of letting people know you are doing whatever You are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise for a significant portion of your target, it's case of "so what"? And your green marketing Campaign goes nowhere.
- Reassure the Buyer- Consumers must be made to believe that the product performs the job It's supposed to do they won't forego product quality in the name of the environment. Consider Your Pricing- If you are charging a premium for your product and many environmentally preferable products cost due to economies of scale and use of higher-quality Ingredients-make sure those consumers can afford the premium and feel it's worth it.
- Giving Your Customers can Participate- It means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take parting positive Environmental action

Green Products

Green products can be defined as "Products which have minimal impact on the environment"

Characteristics of Green Products

Green products can be characterized by following measures: 1. Products with natural ingredients. 2. Eco-friendly products. 3. Organic products. 4. Recycled, reusable and biodegradable products. 5. Not tested on animals. 6. Only approved chemicals contents.

Green Products Examples 1. Power from wind and solar energy 2. Solar heater 3. Solar kitchen appliances 4. Gas fitted vehicles 5. Philips CFL bulbs 6. LED Lights 7. Green data centers 8. Electricity powered vehicles 9. Electric kitchen appliances 10. Nokia take back campaign 11. McDonalds's napkins and bags 12. Lewis jeans @ ECO 13. Nike Green shoes(Air Jordan) 14. Apple green technologies 15. Motorola Green phone Moto W233

Requirements for Green Products

- Production process compatible with the environment.
- Compatible with the company's goals.
- Satisfy the customer's need.

There is need to find the BALANCE between these requirements.

Challenges of Green Marketing:

1. Green products require renewable and recyclable material, which is costly.
2. Problems of deceptive advertising and false claims.
3. Requires a technology, which requires huge investments in research and development.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green products.

6. Educating customers about the advantages of green marketing.

Conclusion:

Businesses should take the high road by employing effective and truthful green marketing strategies. In the long term, green companies enjoy more profits and continued patronage when they are able to establish a reputation for being trustworthy and truly dedicated to sustainability. Green marketing should not be considered as one more approach to marketing.

It has to be pursued with much greater vigour as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad. Control and production of eco-friendly products

Now this is the right time to select “Green-Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green-marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product.

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