

Green Marketing -An Overview

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Abstract

Green Marketing is a phenomena, which evolved as a modern concept in marketing management. As marketing plays crucial role in increasing sale of an organisation. Green Marketing helps to cater the needs of scattered consumers, who are protective towards environment. Green Marketing is one kind of Movement in consumer marketing. Because of which customers are attracted towards eco friendly product. A business organisation can adopt Green Marketing with the help of changes in packing material, changes in methods and resources of manufacturing etc.

Keywords: *Marketing, Green Marketing, Environment, Movement, Eco friendly.*

Introduction

Green Marketing is the process of marketing the product on the basis of their environmental benefits. It is a way through which company says, “we care environment more than money so by our product”. Basically environmental marketing is one kind of tool to attract and retain eco-friendly consumer’s. Human wants are unlimited, where as resources are limited. We are always competing with these scarce resources to fulfil unlimited needs. It is the need of hour to utilise these scarce resources adequately and appropriately.

No doubt, The Green Marketing is an effective measure to protect the environment but as a business organisation we cannot adopt Green Marketing during short run. It requires long run period to practice Green Marketing techniques for the product. It involves abundant changes like adjusting present marketing strategies, changes in methods of production, changes in raw material, changes in packing material etc. Green Marketing is not mandatory but it leads to growth of an organisation as well as protection of environment.

Review of Literature

1. *Ravindra Kaur(2017)*, concluded in his study that, “Green Marketing has become new success mantra for every business organisation, that helps Organisation in long run and also to safeguard the environment”.
2. *SumanKundu(2019)*,concluded in her study that, “Green Marketing is tool to protect the environment and to survive in the competitive world with innovative technique and by gaining confidence of modern eco-friendly customers”.
3. *AmeetSao(2014)*, concluded that,“In Green Marketing consumers are ready to pay more amount for clean and eco friendly products and to save the environment”.

Objectives of the Study

1. To understand the concept of Green Marketing.
2. To know the characteristics of green product.
3. To study the benefits and challenges of Green Marketing.

Methodology of the Study

The secondary data is used for study. As data have been collected from journals, books and newspapers etc.

Green Products

Green products are those products that focuses on optimum utilisation of resources and mitigating the wastage.

Characteristics of Green Products

1. Green products are grown with non toxic chemicals.
2. These products can be used again and again.
3. These products are characterized by eco friendly packaging.
4. For producing green products there is optimum utilisation of resources.
5. These products are eco friendly.

Golden rules of Green Marketing

1. Know Your Customer

Let the consumer should also know what you are doing for protecting the environment.

2. Educating Your Customer

It is not sufficient to inform your customer what you're doing but an organisation has to arrange campaign to educate their customers about how the policies adopted by the company are important for environment.

3. Being Genuine and Transparent

It means that you should be honest about Green Marketing policies adopted by you and all the material facts related to bad that should be informed to your customers.

4. Eco-innovative

Rather than adjusting the existing product the organisation should focus on innovating new eco friendly products.

5. Reassure the Buyer

Consumer must be of belief that your product helps to protect the environment.

Benefits of Green Marketing

I. To the Companies

1. Companies can raise the number of brand loyalty consumers those who prefer green product.
2. It creates positive image of a company in the minds of customers.
3. The company can take competitive advantage by innovating Green product or adopting Green Marketing.
4. The company Can attract new targeted consumers.

II. To theCustomers

1. It helps to improve the health.
2. It reduces burden of cost on various products as compared to conventional products.
For example, solar speaker

III. To theSociety

1. It leads to increase in job opportunities.
2. It reduces overuse of scares resources.

Challenges of Green Marketing

1. The resources are costly that requires in producing green product.

2. Many consumers are not aware about green marketing and its importance.
3. It requires lots of investment because of continuous research and development that is R and D.

Examples of Companies using Green Marketing

1. McDonald's,
2. Dell,
3. Google,
4. Walmart,
5. Honda, etc.

Conclusion

Green Marketing is very essential concept to survive in this competitive world. As every coin has two side, the organisations also have to face favourable and adverse impact of Green Marketing. As it leads to increase in sales, increases brand loyal consumers, on the other hand, it is very difficult to implement Green Marketing practices in an organisation because it requires various changes to ongoing business. But in today's competitive world it is need of hour to adopt and implement Green Marketing to satisfy modern consumers and also to mitigate environmental detriment.

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