

A Study on Green Marketing

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Abstract- Now a days green marketing is a trending topic in the economy. Green marketing is a kind of selling products and services within the environmental safe. It is a very good startegy and fast growing tool in indian companies to meet the competitive advantage over other companies as today most of the customers are focusing on health and environmental concerns

This paper explains about what is green marketing, importance and challenges of green marketing

Keywords- sustainability, green marketing, mortality, eco – friendly products.

I. INTRODUCTION

In India green marketing plays a very important role. and so many companies are following this concept to again the compitative advantage by producing the eco Friendly products and services now a days so many people are health concisions , more people are interested in buying the arable products .

In simple words, Green marketing means a process of selling products or services based on their environmental benefits. Such as a product or service may be environmentally friendly in nature or produced in an environmentally friendly way"

Definition:

American Marketing Association defines , green marketing is a marketing of products that are preasumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying and advertising.

Evaluation of green marketing

1. The initial phase is called as ecological green marketing and at this phase, the complete activities of marketing are concerned to aid issues of environment and furnish solutions for the issues of the environment.

2. The next phase is called as environment green marketing and at this phase, the major focus shifted on cleanly applied science which involves making of modern products that take care of problems like pollution and waste materials.
3. The final phase is called as sustainable green marketing and in the early 2000s; this phase came into existence or into the light.

Why Green Marketing?

At present, we have the limited resources and the desires of human beings are infinite. So, it is a vital parameter for the marketers to effectively make use of the resources by avoiding the wastage and along with it, they have to achieve the aim of firm or organization. Therefore, green marketing evolved and this tells us about developing a market for the products and services that are sustainability .Green marketing is the marketing of environmentally friendly products and services. It has becoming more popular as more people become concerned to environmental issues and decide that they want to spend their money in a way that is safe to the planet.

Green marketing can also involves a number of different things, such as developing an eco-friendly product, using eco-friendly packaging, adopting sustainable practices, or focusing marketing efforts on messages that communicate a product's benefits.

This type of marketing can be more expensive, but it can be a profitable due to the increasing demand.

Example, products made locally in North America trend to be more expensive than those made overseas using cheaper labor, For some consumers and business owners, the environmental products benefit are outweighs lead to the price difference

II. IMPORTANCE OF GREEN MARKETING

It also reduces the use of plastic and plastic-based products.

It also increases the consumption of natural products and reduces usage of chemical products.

it may also creates a demand for herbal medicines, natural therapy, and Yoga.

It provides awareness for the reuse of the consumer and industrial products.

it leads to make nature healthy.

III. ADVANTAGES OF GREEN MARKETING

A company can also enter into new markets when it brings attention to make a positive environmental impact.

Gains more profits from green marketing

Green marketing brings a competitive advantage

It Raises awareness on important environmental or social issues

it makes the company to make outline, which helps them to gain profit in a long time.

IV. DISADVANTAGES OF GREEN MARKETING:

Change leads to costs

it is hard and costly to get Green Certifications for the products.

Companies may perform intentionally or un intentionally make false claims regarding the environmental friendliness of their products, and this process is known as “green washing.

Sometimes customers don’t accept natural products because it is costly when it is compared to normal products.

V. CHALLENGES IN GREEN MARKETING:

Need for Standardization

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of proper standardization to authenticate to these claims. There is no standardization currently in place to certify a product as an organic product. Unless some regulatory bodies are involved in providing these certifications there will not be any verifiable source. A standard quality control board needs to be placed for such labeling and licensing.

New Concept

Indian rural and urban consumers is getting more awareness about the merits of Green products. But it is still a new concept for the ages. The consumer needs to be educated and made aware of the environmental issues. The new green movements need to be reached the masses and that will take a lot of time and efforts. By introduction of India's Ayurvedic heritage, Indian consumers also does appreciation and knows the importance of using natural and herbal beauty products. Indian consumer is exposed and ready to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be ready to accept the green products.

Patience and Perseverance

The investors and corporate companies need to accept that the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement

It will require a lot of patience and for getting the results. Since it is a new concept and trend or practice, it will have its own acceptance period.

Avoiding Green Myopia

The first rule of green marketing is to focusing on customer benefits i.e. the primary reason which is to remember is why the consumers buy certain products. Make sure about it, and motivate consumers to switch brands or even to pay a premium for such products. It is not going to help if a product is developed which is absolutely green in various aspects, but does not focuses on the customer satisfaction criteria. This will lead to green myopia. And it is to be rembered that if the green products are priced very high then again it will lose its market capability of acceptance.

VI. CONCLUSION

Green marketing should not be neglected by companies as it is an economic aspect, of marketing the marketers needs to understand the implications of green marketing .

If we think that the customers are not concerned about environmental issues or will not pay a premium for products that are more Eco responsible ,then we should think again we must find an opportunity to enhance that your products performance and strengthen your customers loyalty and command a higher price

Green marketing is still in its growth stage and a lot of research is to be done on green marketing to fully explore it's potential.

REFERENCES

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