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Abstract:

'Green' is the word of the day. Green marketing, a changing concept in changing times is marketing of the product in an environmentally safer manner. It is very imperative to alter the way things are being made in order to save the very existence of our own.

Governments of most of the countries around the globe are striving hard to regulate the environmental hazards. As a result of this, the governments are pressurising the industries and corporates to implement some of the aspects which protect the consumers and society from the negative impacts on environment. The major objective of green marketing is to convince the consumers to buy the products based on their 'greenness' even if they are expensive because they are adjusted, processed, packed and advertised in a vigilant way.

This paper emphasises on the strategies of converting a lapsed customer into a green customer by highlighting the objectives, 4P's, golden rules, challenges, oppositions and the approaches that help the industries to overcome and flourish. It deals with the application of marketing wisdom in proliferating green business.

INTRODUCTION

The negative impact of human activities over environment is a matter of concern today. Governments all over the world making efforts to minimize human impact on environment. Today our society is more concerned with the natural environment. Understanding the society's new concerns businesses have begun to modify their behaviour and have integrated environmental issues into organizational activities. Academic disciplines have integrated green issues in their literature. This is true with marketing subject too, and the terms like "Green Marketing" and "Environmental Marketing" are included in syllabus. Governments all over the world have become so concerned about green marketing that they have attempted to regulate them. Since green marketing can refer to anything from greening product

development to the actual advertising campaign itself. Going by alternative names such as sustainable marketing, environmental marketing, green advertising, eco marketing, organic marketing, all of which point to similar concepts though perhaps in a more specific fashion, green marketing is essentially a way to brand your marketing message in order to capture more of the market by appealing to people's desire to choose products and services that are better for the environment. There are many environmental issues impacted by the production of goods and rendering of services, and therefore there are also many ways a company can market their eco-friendly offerings. Green marketing can appeal to a wide variety of these issues: an item can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and/or be easily recyclable. When put side by side with the competition, the more environmental marketing claims your product or service can make, the more likely it is the consumer will select it, provided the price point isn't too much higher than the alternative.

Meaning of Green Marketing

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 labour, 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.

Green Marketing Methods

Beyond making an environmentally friendly product, business owners can do other things as part of their green marketing efforts. The following can all be part of a green marketing strategy:

- Using eco-friendly paper and inks for print marketing materials

- Skipping the printed materials altogether and option for electronic marketing
- Having a recycling program and responsible waste disposal practices
- Using eco-friendly product packaging
- Using efficient packing and shipping methods
- Using eco-friendly power sources
- Taking steps to offset environmental impact

General Objectives of Green Marketing

- Reduce pollution:

The main objective of green marketing is to reduce pollution and provide green products to the society.

- Create Awareness:

Green products aware the people to buy chemical less products because green products do not affect the body.

- Avoiding Waste

The packaging and process of green products avoid the wastes and makes pollution free environments.

Eco friendly

Green products is Eco-friendly. Because it does not need to much chemical during production.

Important Objectives of Green Marketing.

1. Avoiding waste: Whether it's creating **biodegradable** product packaging (meaning it can be broken down by biological means), cutting down on water consumption, or reducing the amount of trash that goes into landfills, green marketing is just as concerned with avoiding waste as putting forward an eco-friendly face to the public.
2. Reinventing products: Products themselves can be modified to lessen the impact on the environment. For example, Method sources its ingredients from many plant-derived ingredients, which means it's safer for humans, not toxic to family pets who might

accidentally ingest it, and more environmentally-friendly by being water-soluble and dispersing safely into the environment.

3. Making green while being green: Of course, companies that promote green products want to not only be good stewards of planet Earth, but make a profit while doing so. Green marketing allows businesses to capitalize on the subset of the population willing to pay a little more to lessen their footprint on the environment and protect the atmosphere.

4. Changing processes: Consumers aren't the only ones that need to be concerned with environmental impact. Green marketing also encourages businesses to properly utilize resources, such as water consumption and electricity. Changing processes also means looking for renewable materials, using alternative energy sources, and finding ways to deliver products in a more fuel-efficient manner.

Hypothesis:

1. Consumers are aware about green marketing.
2. Consumers are willing to pay more for eco-friendly products.

Methodology of study

Secondary data

Various published articles from Journals, Books, and Internet.

Advantages of Green Marketing

- It can enter new markets to gain a positive impact on Environment. When a business shines light on the positive impacts their product or service brings about they have the possibility of piercing new target markets. For example, residents that never considered the idea of using solar power might switch to solar panels if the information is clear, concise and targets their needs.
- Gain more profit from Green Marketing
- Sustainability is a key concern for the millennial generation. They are willing to pay more for products and services seen as sustainable or with a positive social impact. Customers are reassured when their products are chemical-free and made with recyclable materials that do not harm the environment.

- Green marketing and awareness campaigns help customers to make informed choices potentially contributing to environmental causes. This is a major asset, as conscious customers pay attention to the products they purchase and use, and therefore will become more active in voicing your product, leading to an increase in sales.
- Green Marketing brings a competitive advantage.
- When you choose green marketing, you become seen as a conscious or responsible leader in your industry. This is true even for customers that do not prioritize environmental issues.
- It also creates a wider choice of marketing points that you can promote and discuss with your customers, which go beyond traditional strategies such as having the lowest price, durability and style. Focus on your product's environmental and social benefits instead of solely marketing the price and value.
- Raise awareness on important environmental or social issues
- If a company supports any causes, partnering with fellow environmental leaders can be part of its green marketing strategy. This can bring huge momentum to a campaign, an event, a training workshop and more.
- For example, Patagonia donates a portion of their sales to environmental charities and is seen as one of the most respectable outdoor clothing lines in the world. In fact, they have an entire section on their website dedicated to environmental and social responsibility. Whole Foods supports sustainable agriculture with its suppliers and even created its own Eco-Scale for cleaning products sold.
- These might be large-scale companies, but when it comes to green marketing advantages, the same possibilities apply to even the smallest companies.
- For example, small businesses such as consulting firms can participate in any local environmental event such as Earth Day, which takes place on April 22. These events bring great awareness and usually have their own activities, competitions and promotions in place. You can contact your local organizers to see if your team can participate in any way.

Green Marketing Disadvantages

1. Change leads to costs changing your marketing tactics takes time and the development of a new strategy, which typically translates into increased costs. While your sustainable efforts and practices are

designed to save money, when a company puts effort into changing their brand to be more environmentally friendly, those changes can have expensive upfront costs.

2. **Costly Green Certifications**
to commercialize your products as “green”, depending on your industry you might have to go through a long and pricey process to obtain the environmental certifications. These certifications, which the governments, industry associations, professional associations and consumer rights groups distribute, use certain certifications to meet industry environmental standards. This is especially true for companies operating in the fields of energy consumption and recycling waste management.

Respecting these standards can be difficult and that is one of the main green marketing disadvantages. Particularly because without these official standards, customers and industries will have no way of measuring the facts of green “claims”.

3. **Green Washing**

As green marketing brings so many advantages to a business, a lot of big companies try to look “greener” and the majority of it is just green washing. This means a company will make something not sustainable look green by putting all of the attention on a little detail.

Green marketing advantages can also include highlighting sustainable manufacturing practices, the use of eco-friendly and organic products within the work office, composting and recycling at work, and carpooling to go to work.

The list goes on! Less or better packaging, paperless policies, recycling ink cartridges, planting trees, reducing your carbon footprint. Every company has a possibility to shed light on its efforts, which is why green marketing has great advantages to reach and educate new markets.

Importance of Green Marketing

- Reduce the Use of Plastic

Green marketing it plays an important role to reduce the plastic usage So that we can maintain the healthy environment.

- Consumption of Natural product

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

- Demand for Herbal medicines

It creates a demand for herbal medicines, natural therapy, Yoga.so that we can avoid the side effects of medicines.

- Reuse

It aware the reuse of the consumer and Industrial products it will be very helpful to reduce economic burden.

- Nature health

Usage of Green marketing concept helps you to maintain Natural health.

Examples are:

1. Tata consultancy service is well established eco-friendly company. It has more than 80% green score. Now, it is creating technology for agricultural and community benefits.
2. Indus land Bank is the first bank which is started paperless ATM in India. Which helps to reduce to the cutting of trees.
3. MRF has launched the ZSLK series and which is about creating eco-friendly tubeless tires.
4. Johnson and Johnson is also using green products. Which is environment friendly as well as body friendly too.

Conclusion

Green marketing has contributed to the corporate social responsibility. Although green marketing has become a tool for some firms to climb the ladder of success and then, they keep it as a name just to catch up with the trends and capture the green consumers. However, these firms will not last long. The real green corporations will continue to grow and continue to contribute to the society. Even with this we can encourage to maintain the good health of the society.