

## GREEN MARKETING

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**Abstract:** Marketing is a very wider term and vast concept to understand. Green Marketing is a part of the Marketing which is very important from the social, economical and ethical point of view as it has motive of spreading awareness among people about environmental issues. This is helping to maintain the environment clean and green by producing eco-friendly products.

Green marketing refers to the practice of developing and advertising products based on their real or perceived environmental sustainability .Here, term ‘green’ is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly debated topic for lay people to highly professional groups.

**Keywords:** Green Marketing, Green economy, development, ecological environment

**Introduction:** Concept of green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems. Departmental stores, specialty stores, and shopping malls are flooded with useful as well as useless products. These all factors have threatened welfare of people and ecological balance as well. Particularly, giant factories have become the source of different pollutions. Production, consumption and disposal of many products affect environment adversely.

Excessive pollution has provoked the Nature and the Nature starts behaving in unnatural waves (in form of global warming v s global cooling, heavy rains v s draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful like of human being on the earth. Thus, green marketing is an attempt to protect consumer welfare and environment (the nature) through production consumption, and disposal of eco-friendly products.

**Importance of Green Marketing:** Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Reducing use of plastics and plastic-based products.

3. Increased consumption of herbal products instead of processed products.
4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.

### Objectives of Green Marketing

- To adhere to corporate social responsibility.
- To reduce expenses.
- To showcase how environment-friendly the company's offerings are.
- To communicate the brand message
- To implement sustainable and socially accountable business practices.

### Example

1. **Whole Foods:** An American supermarket chain, owned by Amazon, known for selling organic products, which does not contain hydrogenated fats, flavours, preservatives, sweeteners, flavours and artificial colours.
2. **Starbucks:** Starbucks is the largest coffeehouse chain in the world with a presence in more than 70 countries. It promotes sustainable practices to grow coffee.
3. **The Body Shop:** A British cosmetic and skincare giant, which offers products which are cruelty-free, and use natural ingredients.

### What is Green Marketing Mix?

Similar to traditional marketing, firms use green marketing mix, to use the marketing variables and get the intended response from the target audience. The four P's of the green marketing mix are:

- 1) Product Mix
- 2) Price Mix
- 3) Promotion Mix
- 4) Place Mix

- **Product:** The products should be designed and developed in such a manner that they use fewer resources and are pollution-free, plus they do not contain any toxic substance, whose use can be harmful. Moreover, the product must increase the conservation of scarce resources.
- **Price:** In green marketing, price plays a prominent role, as the customers are going to pay the additional price, only when there are of the view that they will be getting the premium quality products, in terms of design, performance, appeal, taste, or anything else.
- **Promotion:** Green advertising can be done in three ways, i.e. there can be ads which display the connection amidst the product and the environment, or ads which promote a green and organic lifestyle, or ads that showcase a corporate image of environmental responsibility.
- **Place:** Place defines the availability of the products and so the marketers should opt an ideal way to make such products available as it will have a great impact on the customers.

It is a well-known fact that any sort of production consumes energy and also produces waste. So, green marketing could be a great marketing initiative, taken by the firm.

**Green Marketing Practices:** Green Marketing Practices involves a wide spectrum of activities, to create an eco-friendly image of the company, to its target audience, such as:

1. Using recycled and renewable material for production.
2. Use of green energy to produce products, such as solar energy, geothermal energy and wind energy.
3. Reduce product packaging or use ecofriendly packaging.
4. Not using toxic materials, which are harmful to the environment.
5. Making products which are reusable as well as recyclable.

So, basically, green marketing is all about developing and promoting products and services that fulfil customer requirements, in terms of quality, performance, affordability, availability and safety, but without causing any damage to the environment.

### **Principles of Green Marketing**

- 1) Consumer-Oriented Marketing
  - 2) Customer Value Marketing
  - 3) Innovative Marketing
  - 4) Mission Marketing
  - 5) Societal Marketing
- **Consumer-Oriented Marketing:** The notion says that the firm should perceive the marketing activities from the consumer's viewpoint, so as to develop a lasting and profitable relationship with them.
  - **Customer Value Marketing:** As per this notion, the company should allot its resources that add value to the product or service they offer, rather than simply changing the product packaging or

making a huge investment on the advertisement. this is because, when the value is added to the product, they will be valued by the customers also.

- **Innovative Marketing:** To strive for real product and marketing improvements, says the third principle, i.e. innovative marketing. We all know that the world is ever-changing and so does the tastes and preferences of the customers. therefore, the company should always look for new and improved methods, to not lose customers easily.
- **Mission Marketing:** The company's mission should be broadly defined, in social terms and not in the product. This is due to the fact that if a company states the mission that has some social welfare hidden in it, the employees feel proud to work for a good cause and work in the right direction.
- **Societal Marketing:** As per this principle, the marketing decisions made by the company must take into account the wants and interest of the consumers, company's requirements and the social welfare.

Therefore, green marketing demands products and services which are not only eco-friendly but also beneficial for society.

#### **Referecnces--**

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