

A GENERAL STUDY ON EVOLUTION OF GREEN MARKETING

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ABSTRACT

Green marketing refers to the process of selling product or services based on their environmental benefits. Such a product or service should be ecofriendly in itself and produced in an ecofriendly way. Green marketing has been defined by AMA as "The Study of the Positive and Negative Aspects of Marketing on pollution, energy depletion and non energy resource depletion. This topic forecasts on producing, consuming and living with green products.

Environmental issue is a sizzling topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the green marketing and its sustainability as well as the tools and marketing mix of green marketing. Other than that, the green consumer and branding will be discussed in further in this paper as this will attract more consumers. Lastly, firm will be benefited once green marketing strategy is applied.

INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, *sustainable packaging*, as well as modifying advertising. Yet defining **green marketing** is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are *environmental marketing* and *ecological marketing*.

An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful.

Objectives of the study

1. To know the evaluation of green marketing
2. To know the contribution of companies towards the green marketing
3. To know the challenges for green marketing
4. To know the level of awareness of consumers about the green marketing
5. To know the attitude among the consumers towards green products.

IMPORTANCE OF THE STUDY

Green marketing definitions can be a little confusing, 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 marketing message in order to capture more of the market 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 such as the items can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and be easily recyclable. Now a day there is awareness among the consumers about the green products. With this back ground the study is considered as an important one.

Golden Rules of Green Marketing

1. **Know your Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address
2. **Educating your customers:** It is not just a matter of letting people know, whatever you're doing is to protect the environment, but also a matter of letting them know why it matters
3. **. Being Genuine & Transparent:** means that a) You are actually doing what you claim to be doing in your green marketing campaign and b) The rest of your business policies are consistent with whatever you are doing that's environment friendly
4. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job , in this firm should not forgot product quality in the name of the environment
5. **Consider Your Pricing:** If you are charging a premium for your product and many environmentally preferable products cost more 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.

Green Marketing Mix- 4Ps

- ▶ **Product**
 - ▶ Ecological Products to save the environment.
- ▶ **Price**
 - ▶ Price may be little higher for the green products but many target groups like LOHAS are willing to pay extra for green products.
- ▶ **Place**
 - ▶ The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products.
- ▶ **Promotion**
 - ▶ Quality ecological products needs certificate like ISO 14000 which can improve a firm's image. Firms can give ads to make the people aware about the uses of eco-friendly products. And last but not least, ecological products will probably require special sales promotions.

Attracting the customers on Green Marketing

Product Entrepreneurs wanting to exploit emerging green market either by identifying customer's environmental needs or by developing environmentally responsible products to have less impact than competitors. The increasingly development of:

1. Products that can be recycled or reused. Efficient products, which save water, energy or gasoline, save money and reduce environmental impact.
2. Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
3. Products with green labels, as long as they offer substantiation.
4. Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.
5. A service that rents or loans products –such as toy libraries
6. Certified products, which meet or exceed environmentally responsible criteria.

Ecofriendly by marketers

- Unplug when not in use
- Use less water, every drop counts.
- Switch to compact fluorescent light bulbs.
- Choose products with less packaging.
- Buy organic and local food.
- Drive less that saves fuel.
- Walk more
- Recycle more
- Switch to green power, use non conventional energy like solar power etc.
- Spread the world about green, live green, stay green.

Green Marketing



Benefits of Green Marketing to Business

Green marketing provides so many benefits to businesses. These benefits can be summarized as the following:

Providing productivity in terms of environment decreases the production costs. Businesses can decrease their cost by decreasing the waste, saving the energy and reusing the materials. Today so many consumers demand eco-friendly products, packaging, and management styles. These consumers prefer more environment conscious businesses.

When the businesses develop more diosyncratic environment strategies which are hard to imitate, they become the leader. Becoming eco-friendly of business in terms of public relations and an image is important and this characteristic

Draws more attention to the social responsibility of the business. Environment-conscious approach decreases the long-term risks for some areas such as depletion of resources, fluctuations in energy cost, pollution and waste management The increase in environmental performances of businesses benefits to society as well. Health problems expenditures caused by industry pollution can be reduced .Being eco-friendly means to be under guarantee against law

Green Marketing Stages

Green marketing consists of four stages. Respectively these stages are green targeting, developing green strategies, environmental orientation and considering the business socially responsible

Green Targeting:

In this stage, while green products are produced for the green consumers, business continues to product not-green products as well. For example, in the automobile industry, while hybrid, electronic cars and the ones which work with alternative technology.

Green Strategies: Production of green and not-green products is continued. In this stage, the business tries to develop environmental strategies and determine its' environment policies. In this stage, business takes some ecologist measures such as less waste generation and increasing the energy efficiency.

Environmental Orientation: Producing just green products after stop the not-green products production. Hence, Consumers' not-green products demands are not important.

Considering the Business Socially Responsible: Being or getting green is not enough. The business achieves social Responsibility awareness in every sense.

Conclusion

Make sure that consumer feel that they can make a difference. This is called —empowerment and due to this main reason consumers will buy greener products. Further steps should be taken to control false promise and claim by the marketer to maintain legitimacy and trustworthiness of green products. For effective and efficient implementation of this concept of Green Marketing the factor that plays a major role is the Government. Unless the government creates specific and stringent laws and utilizes its authority to implement them, the concept cannot be conceptualized. If the Consumer, the Organization and the Government work in unison towards the common goal of minimizing the detrimental environmental impact of their activities, then they can surely save this environment and make this world a better place to live in.