

GREEN MARKETING: A NEW PILGRIM OF RURAL INVESTORS

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Abstract

Green marketing is also known as ecological marketing. It refers to marketing of products that are presumed to be environmentally safe. And the product that are natural and herbal good which are environment friendly which doesn't pollute the environment and ecology friend. So that is why rural people are more interested to cultivate and invested on land to environmentally organic farming products.

Key words: Green marketing, organic products, green products, etc.

1. Introduction

Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigor as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad. Production of green products leads to sustainable development of rural people as natural resources are abundant in rural areas. As society becomes more concerned with the natural environment, businesses have begun to modify their behaviour in an attempt to address society's new concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization and have integrated environmental issues into all organizational activities. Now they are introducing a new line of products which are chemical free and full of natural ingredients to rurally invest their cultivating land for green products.

2. Evolution of green marketing

There are three phase in the evolution of green marketing:

- Ecological green marketing.
- Environmental green marketing.
- Sustainable green marketing.

3. Reasons for green marketing

- Opportunities available and competitive advantage.
- Corporate social responsibility on the part of companies.
- Government regulations.
- Competition with other responsible companies.
- Goodwill of the company.
- Environment conscious consumers.
- For conserving scarce natural resources.

4. Advantages of green marketing

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, although initial cost is more.
- It helps the companies to market their products and services keeping the environment aspects in mind.
- It helps in accessing the new markets and enjoying competitive advantage.
- Most of the rural investors also feel proud and responsible to be working for an environmentally responsible company.
- It promotes corporate social responsibility.

5. Challenges of green marketing

- Green products require renewable and recyclable material, which is costly.
- Problems of deceptive advertising and false claims.
- Requires a technology, which requires huge investments in research and development.
- Majority of the people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.
- Educating customers about the advantages of green marketing.

6. Conclusion

Now a day's green marketing is little bit little to growing up the awareness of rural people to cultivate natural products in the way of used natural elements. But many rural people don't want to cultivate organic farming because the yields are very much low as compared than the non organic products cultivate. So that's why government has to take up very much initiative in the form of subsidy and incentives to given in the invested in rural land of cultivating people then only India blossoming in the field of green marketing otherwise India will not shine of the green marketing.

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