

**GO GREEN - LET'S GREEN THE PLANET**

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**ABSTRACT**

*Green marketing is the marketing of products which are considered not to be harmful for environment. Today world is facing a severe threat of sustainability due to economic crisis, energy crisis, environment pollution, and greenhouse gas emissions which cause global warming. Our resources are limited but human needs are unlimited, so that our resources must be utilized economically in an environment friendly way. For the sustainability of the humankind green marketing practice is needed in the society. Adoption of green marketing in the society may not be easy in the short run, but in the long run surely it will be good enough in all the way. This paper discusses how green marketing one of the key tool for environment and society.*

**KEYWORDS:** Green Marketing, Society, Environment, Sustainable, Global warming, Resources

**INTRODUCTION**

Green marketing refers to holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. It study of all efforts to consume, produce, distribute, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns. Further it is not limited to government or nongovernment organizations, nor is it solely an activity undertaken by consumers. Manufacturers, wholesalers, retailers, and services firms each has opportunities to contribute in the field of green marketing. The study of green marketing reflects an interest in becoming more aware of ecological and sustainability issues and consistently working to achieve higher levels of sustainability. The purpose of this paper is to justify how green marketing supports the environment and society in a positive manner.

**STATEMENT OF THE PROBLEM**

Green marketing is progressively more an important issue for most entities concerned in marketing whether they are buyers, sellers, or regulators of an industry. In the market driven economy, where there is a freedom of choice it has been accepted that individuals and organizations have the right to attempt to have their wants satisfied. Protection of the environment is an issue of key concern which has permeated into all spheres of life. Green marketing is perceived as an opportunity by many organizations to achieve their long term goals. Ultimately it looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and organization as well as achieving the sales objectives of the organization.

**METHODOLOGY**

This paper is compiled with the help of secondary data. The sources of secondary data's like newspaper, books, reports, magazine, bulletin, dissertation and thesis has been used for this Paper work.

**OBJECTIVES OF THE STUDY**

1. To understand the importance of Green marketing
2. To study the challenges in Green marketing
3. To know Green marketing experience by different groups

**NEED FOR THE STUDY**

There is a growing amount of evidence indicating that consumers are shifting traditional products to green products to have a positive impact on the natural environment. Green Marketing as the development and marketing of products designed to minimize negative effects on the physical environment. The management of green marketing activity continues to evolve as companies incorporate new thinking about climate change throughout their organizations. The sustainable organization must generate acceptable levels of economic performance. It must also nurture social performance in its interaction with customers, suppliers and other interest groups. It is need of the hour to recognize that the consumer must incorporate concern for the environment with multiple other considerations. Green marketing influences relationships among the firms that make up the channel from raw material mining to consumption. It encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources and more use of natural foods instead of processed foods.

### **GREEN MARKETING – IMPORTANCE**

- 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.
- Reducing use of plastics and plastic-based products.
- Increased consumption of herbal products instead of processed products.
- Recommending use of leaves instead of plastic peaces jute and cloth bags instead of plastic carrying bags.
- Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers and minimum use of pesticides.
- Worldwide efforts to recycle wastes of consumer and industrial products.
- Increased use of herbal medicines, natural therapy and yoga.
- Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
- Global restrictions on production and use of harmful weapons, atomic tests, etc. various organizations of several countries have formulated provisions for protect in ecological balance.
- More emphasis on social and environmental accountability of producers.
- Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS) ISO 9000 or ISO 14000 certificates and other awards.
- Declaration of 5<sup>th</sup> June as the World Environmental Day.
- Strict legal provisions for restricting duplication or adulteration.
- Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

### **CHALLENGES IN GREENMARKETING**

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia and also if the green products are priced very high then again it will lose its market acceptability.

**KNOW YOUR CUSTOMER** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address. (Whirlpool learned the hard way that consumer's wouldnt pay a premium for a CFC-free refrigerator because consumers dint know what CFCs were.)

**EDUCATING YOUR CUSTOMERS** Is nt just a matter of letting people know you are doing whatever you are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, its a case of "So what?" and your green marketing campaign goes nowhere.

**BEING GENUINE & TRANSPARENT** It 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 environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

**REASSURE THE BUYER** Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.

**CONSIDER YOUR PRICING** If your 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.

**GIVING YOUR CUSTOMERS AN OPPORTUNITY TO PARTICIPATE** It means personalizing the benefits of your environ-mentally friendly actions. SBI is entered into green service known as "Green Channel Counter". SBI is providing many services to take part in positive environmental action.

**THUS LEADING BRANDS SHOULD RECOGNIZE THAT CONSUMER EXPECTATIONS HAVE CHANGED** It is not enough for a company to green its products. Consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too. Interestingly green marketing continues to be an issue of global interest. In fact Google Trends reports that on a relative basis more searches for "green marketing" originated from India than from any other country. Many companies are adopting green for capturing market opportunity of green marketing like paper less banking, no deposit slip, no withdrawal form, no cheques etc.,

#### **GREEN MARKETING EXPERIENCE BY DIFFERENT GROUPS**

Going Green: Tatas new mantra, **Tata Motors** is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. Tata Motors said the project is at a preliminary stage.

The Indian Hotels Company, which runs the **Taj Chain**, is in the process of creating Agartala to be Indias first Green City Tripura announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) thus making the capital "Indias first green city" . Agartala will be the first city in India within the next three years to become a green city.

**Eco-friendly Rickshaws** has been launched a battery-operated rickshaw "E-rick" sponsored by a cellular services provider to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

Indias 1<sup>st</sup> **Green Stadium Thyagaraja Stadium** stands tall in the quiet residential colony behind the Capitals famous INA Market. This stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

**State Bank of India** turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Company.

Green Fuel Alternatives In the country's pursuit of alternative sources of energy, **Indian Oil** is focusing on Compressed Natural Gas (CNG), Auto Gas (LPG), ethanol blended petrol, bio-diesel, and Hydrogen energy.

#### **GREEN MARKETING IN INDIA**

Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in

developing countries like India. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save from pollution. Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behaviour. With cost cutting becoming part of the strategy of the firms it adopts green marketing in relation to these activities.

### **CONCLUSION**

Environmentally responsible means the satisfaction of consumer needs, wants, and desires with the preservation and conservation of the natural environment. The benefits are frequently estimated using life cycle analysis (LCA) studies which measure the environmental impact of products over their entire life cycle—resource extraction, refining, manufacturing, transportation, use, and disposal. Green consumerism is based on public awareness of pressing environmental issues. Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles. Many such efforts by green marketers have met with considerable success. Of course, numerous trade-offs must be made weighing health and safety attributes and consumer desires for convenience against packaging, energy use, and recycling requirements. Indeed, there are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and reengineering of existing marketing efforts on the part of many businesses. Long-term sustainability of the planet is likely to require some rather distinct changes in the ethical behaviour of its human population. Green marketing and the promotion of responsible consumption are part of that solution. Ultimately, it is the process of selling products and/or services based on their environmental benefits with innovative new products which take care of pollution and waste issues.

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