

GREEN MARKETING: AN APPROACH TOWARDS ECO-FRIENDLY WORLD

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ABSTRACT

Marketing strategies are an important aspect for any person or firm. Promotion and planning done for any product involves a lot of entities, from paper work to printable and disposable flexes. Hence it is very essential to maintain the environment pollution free by the methods of marketing going in present time. The paper in the present work describes the needs for having green marketing as well as associated benefits. The green marketing has several scopes in this field as well as in terms of business aspects. The work also suggests the responsibilities for every individual in the direction of green marketing.

Keywords: Green marketing, eco friendly marketing, environment, promotion

1. INTRODUCTION

Green marketing is the marketing of natural friendly goods and materials. It's become more famous now days around human beings become worried with eco-friendly issues and they decide to expend their money to betterment of earth. Green marketing can include in many other things, such as producing a environmental goods, producing packets of materials, accepting a marketing things, or concentrating in marketing or business things on messages that connects a goods green profits. This type of advertising can be more costly now days, but it can also be more gainful due to its high demand. Like, products made local place in north America tend to be more costly than those products who made in other countries using cheap labor, but they have much lesser carbon footmark because they don't go to other countries to get price here. For some customers and business representatives, the natural profit overshadows difference.

Humiliation of earth land is growing fastly and our earth land is converting into a forest. We all human beings facing some nature wise problems which harms one and all human

Beings some efforts are being made to moderate this miracle so that our future generation can grow well. Natural problems harms all human activities, societies today have become worried with eco-friendly management. So it is in this concern we oppose things such as "green marketing", "green banking" "go green" etc. This concept is implement to understand the idea of green marketing and why it is useful for today's time, so thinking about future generation and their needs as well. The importance of green marketing depends on the basic principle of economics. How to use the narrow eco-friendly resources in demand to take full advantage of utility. Owing to shortage of natural resources, companies must improve another ways of satisfying the various needs of customers. Some companies are realized that they are group of members of wider community and therefore they must perform according to eco-friendly way. The role of green marketing is how marketing and business activities utilize these some resources, while satisfying the needs of customers and companies as well as achieving the selling target.

2. CONCEPT OF GREEN MARKETING:

Green marketing excludes all actions designed to satisfy peoples desires and requirements, such That the satisfaction of those needs occurs,with low impact on the nature eco-

friendly with increasing awareness about global warming, non-biodegradable solid waste,injurious effects of pollution.according to some research association, green marketing elaborated to a eco-friendly safe.it is safest way to advertise your



Fig: 1 shows the terms or forms of Green marketing (Source: <https://chartlocal.com/2018/10/25/green-marketing-is-hot-again/>)

Business marketing message in order to perform well in market by engaging to humans desire to take good products that better for eco-system.it's not easy to define a green marketing where its several meaning overlap each other since it includes a wider range of activities, like goods modification, converts into manufacture process , packaging changes,as well as changing in promoting.

3. ORIGIN OF GREEN MARKETING:

The word eco-friendly marketing also known as a green marketing came into distinction in the year 1980s and early 1990s.it starts in Europe region when some products were predicted as a dangerous to the earth land.hence, new green goods or products presented that was fewer harmful to the environment.green marketing is a wonderwhich has made,importantly to recent

time market and has comes as a important thing in India and some other developing or developed countries,and is seen a useful plan of ecological development.

4. WHY GREEN MARKETING?

In present time resources are narrow and people's needs are boundless,so for the businesses and marketers it's is useful to consume the resources proficiently without waste the things and succeed to administrations objective.so green marketing is predictable.all the customers are very interested regarding the protection of environment or earth land.in all countries evidence proves that all human beings behaved well, tastes and also tend to show more in purchasing recyclable and renewable products.so results shows about this, green marketing comes which derives rising business

market for eco-friendly and socially responsible goods and services.

- Commercial community responsibility: Eco-friendly companies will always works on to reach eco-friendly goals as well as revenue related objectives. this can occur only when all members of board room takes decision progressively include eco-friendly issues into their own things.
- Government guidelines: In all countries government has established set of rules and supervisory authorities aimed to control the sum of dangerous wastes produced by companies. Their

main objective is to decrease the complete carbon-footprint. not only in companies, government also takes initiative to sensitize their peoples to become more responsible towards nature or earth land.

- Rivalry: In the environmental field, competitors make environmental activities companies to transform their environmental business and marketing activities.
- Chances: Price issues related with waste retention, or decreases in products usage pressure companies to adjust their behaviour.

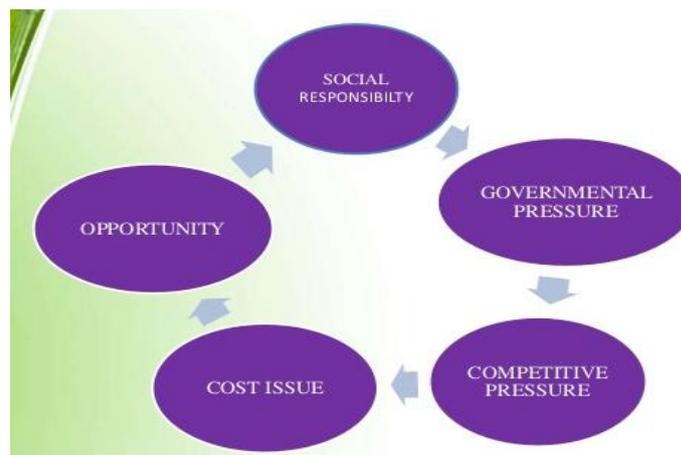


Fig: 2 Cycle of associated conditions in green marketing (Source: Associated Asia Research Foundation (AARF))

5. IMPACTS OR IMPORTANCE OF GREEN MARKETING:

The affects of green marketing is positively towards the health of people and the eco-friendly environment. Public are aware of natural products and natural way of manufacturing, using, and ordering the products. It inspires combine efforts for transparency in manufacturing and consumption as well.

6. ECO-LABELING

A extraordinary classification of goods and products made with respects to the environment is a kind of assurance. eco-labeling finds goods or services proved to environmentally preferred choice and also cares and protect people health their entire life-cycle.it gives us extraordinary quality. This type of goods and services may be acknowledged as they have a normal and easy to remember sign called an eco-label. firms

can use eco-labels efficiently in marketing their goods and materials, while the consumers can practice it as a escort when buying eco-friendly products.

7. ADVANTAGES OF GREEN MARKETING:

In green or eco-logical includes many elements, energy productivity, the use of natural energy, water preservation, recycling and waste management, eco-friendly attire, organic produce, supportable farming and some others. the main thing in green marketing is its marketing plans is to connect and communicate authentic things about a firms engagement towards social and natural causes.

1. It guarantees constant long-term progress along with profitability.
2. It protects cash in long-run, thought initially the price is high.
3. It advantages firms market their goods and services keeping the eco-friendly things in mind.
4. It benefits in using the new markets and relishing competitive advantage.
5. Some of employees also feel proud to be associated and working for an eco-friendly and natural responsible firm.
6. A powerful assurance to eco-friendly sustainability in goods and products design and producing can yield significant chances to raise your business, to invent, and to construct brand equity.

8. PATHS TO GREENNESS

- Green marketing implicates aiming on advertising the consumption of green products and materials. Therefore it

becomes the responsibility of the firms to accept vision and insight, and be dedicated to the development of eco-friendly products. this will support the society in the long-run. firms which works on green marketing should accept the these moralities in their path towards greenness.

- Accept new technology or transform available technology so as to minimize natural impact.
- Create a management and control system that will prime to adherence of harsh environment ssafety norms.
- Using more eco-friendly raw products at the manufacturing stage itself.
- Discover potentials of recycling of the used materials so that it can used to give a same or some other profits with low wastage.

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