

# The Role of Green Marketing – An Overview

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## ABSTRACT

In my article, I have discussed the concept of green marketing. I have identified what is the actual need and importance of green marketing. In my paper I have discussed ways to go green that can be implemented in our day today life by all to have a sustainable future. In my paper I had analysed that when we are using the green marketing then this will help the manufacturer, marketer, consumer and the end users in many different manners. Eco-friendly products also help for our environment.

## 1. Introduction

First of all, environment and environmental problems, one of the reason why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modifications, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Green marketing is also called as environmental marketing, sustainable and ecological marketing

## 2. Green Marketing

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment.

## 3. Golden Rules of Green Marketing

- Know your customer.
- Empowers consumers
- Reassure the buyer
- Consider your pricing.

## 4. Green Marketing Trends in India

1. Organizations perceive environmental marketing as an opportunity to achieve its objectives.
2. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health.
3. Firms marketing such green products develop a competitive advantage, simultaneously meeting their business objectives.
4. Organizations believe they have a moral obligation to be more socially responsible.

Firms in this situation can use the fact that they are environmentally responsible as a marketing tool.

## 5. Green Products

The products those are manufactured through green technology and that caused no environmental hazards are called green products.

### Characteristics of Green Products

We can define green products by following measures:

1. Products those are originally grown.
2. Products those are recyclable, reusable and biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non toxic chemical.
5. Products contents under approved chemicals.
6. Products that do not harm or pollute the environment.
7. Products that will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

## 6. Objectives of the Study

The paper titled — “The role of green marketing – An overview” is aimed to cover the following objectives:

1. To know the concept of green marketing
2. To identify the importance and need of green marketing.

## 7. Benefits of Green Marketing

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are:

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies 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 employees also feel proud and responsible to be working for an environmentally responsible company.

## 8. Proposed Concept

Ways to Go Green

1. Unplug when not in use.
2. Use less water, every drop counts.
3. Switch to compact fluorescent light bulbs.
4. Choose products with less packaging.
5. Buy organic and local food.

6. Drive less that saves fuel.
7. Walk more.
8. Recycle more.
9. Switch to green power,
10. Use non conventional energy like solar power etc.

## 9. Conclusion

Indian market Customers too are ready to pay premium price for green products. One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environment friendly life styles. Ultimately green marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention.

- a) Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater force, as it has an environmental and social dimension in it.
- b) Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones
- c) In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment.
- d) Green marketing assumes even more importance and relevance in developing countries like India
- e) The study brought out the fact that the people are considerably well aware of green products, but not loyal entirely towards it due to host of factors like expensive, not much difference when compared to traditional products in terms of performance and quality.

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