

Advancement in Marketing : A Study With Special Reference to Green Marketing Technology

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ABSTRACT

The advancement in marketing is very much required to keep the company ahead of the competitors. The Top management has to keep the track of developments and should always improve the process of marketing . The profitability depends on such efforts and the new advancement are to be implemented . Green marketing is phenomenon which has a develop particular important in the modern market. This concept has enable for the remarketing and packing of existing product which is ready and here to such a guidelines. The development of green marketing has opened the door of opportunity for IT players to put their products online.

The present marketing is mainly dependent on product based and customer based rather than environmental friendly based . The Green marketing involves various activities in marketing which are safe and has no environmental pollution affects in it. Properly trained and motivated population both in rural area and urban area will only have positive impact on green marketing activities . Author has done decent contribution by creating awareness about this important topic to the readers.

1. Introduction

Green marketing is an emerging marketing strategy that incorporates broad range of activities; it can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing and is concerned with marketing of a specialized kind of product, i.e. green product (including green goods such as fuel efficient cars or recycled products as well as green ideas such as “save oil” or “conserve natural habitat”). As a philosophy, green marketing runs parallel to the societal marketing concept and that take into account the ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSR). The marketing without making more environmental pollution

like printing on paper , environmental problems and other issues related with environment will be major concerns in the future.

2. Concept of traditional marketing and green marketing

The Green marketing can be explained by the following steps which involves , the production concept, the product concept , the selling concept , the marketing concept and social concept. They all are related to each other and are to be followed in best possible way. The other concept is also management theory, ethics , new dimension and environmental concepts for the implementation of the green marketing concepts . As shown in Pic 1.0 and 1.1 given below.



Pic. 1.0



Pic. 1.1

3. Scope of green marketing

Education to all and awareness in rural and urban population regarding this issue is major way to avoid problems of the pollution . The village population is the most powerful instrument of changing their position the society. Education also brings about reduction in inequalities and also acts as a means to improve their status within the family. The education plays a important role to get best result in village development . The green marketing will open new doors for village population.

4. Problems of green marketing

The proper planning of the resources to be used without harming the ecological balance and making the use of natural resources which will not create pollution . The use of management concepts and use of experts will be best to manage the resource available in industries . The villages . Time management and skill management in the villages is must to take the maximum benefit. The proper and quality education is the need of the village students that has to be provided by the schools and colleges in the villages .The literacy rate is also concern for the village population . . The education plays a important role to get best result in village development .

5. Green marketing and its various types



Pic. 1.2

The Green Marketing of following types Internal Marketing , inbound Marketing , Relationship Marketing, Integrated Marketing and performance marketing as shown in the pic. 1.2 above. The all the above types s are very important as compared to the problems of environmental disturbance due to human intervention.

6. Financial problems for green marketing

The Green Marketing activities are very important as compared to the problems of environmental disturbance due to human intervention , the green activities requires funds to implement and follow the activities . Though initial cost may be more but later on the use of such practices will be increased and cost will be lowered later. Use of plastic , chemicals , paper and many other widely used and harmful articles are disturbing the nature in these years . Proper discipline from all , best laws , social responsibility and role of government bodies will only make the positive results of this activities. The proper financial planning and major sources of funds and money should be separately assigned to green marketing activities.

7. Future of green marketing

There is very bright future for all the activities related with green marketing. Green Marketing has very bright future due to global warming issues and due to strict norms from local and central government to follow and continue green marketing activities.

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8. Conclusion

The Advancement in marketing are the need of the hour for all types of organizations due to requirements from the enforcement bodies and are to be followed for the benefit of the society . Green Marketing in future will be key player in environmental protection activities . The Marketing activities have to performed in such way that we don't harm and disturb the natural resources and natural balance . Rural population still are aware about the nature and its importance of mankind . The urban population is mainly involved in negligence in environmental pollution. They are creating pollution which in turn affects the health if urban people . Though some efforts are made but still a lot has to done to make considerable difference in the lives of village population. The author has studied the problems in environmental area and has contributed in creating awareness about this important topic of green marketing . The green marketing technology will reduce the environmental problems and will be the basic requirements for the future companies .

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