

## GREEN MARKETING

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### ABSTRACT

*The concept of green marketing has been around at least since the first Earth Day in 1970. But the idea did not catch on until the 1980s, when rising public interest in the environment led to a demand for more green products and services. Manufacturers responded to public interest by labeling hundreds of new products “environmentally friendly”—making claims that products were biodegradable, compostable, energy efficient, or the like. common mantra in green marketing is that if we want the masses to buy our product, we want to focus on messaging more traditional attributes such as price, quality or service. A product’s “greenness” is likely secondary for many mainstream consumers. For green marketers then, the Holy Grail may be to offer a product that is competitive on dimensions both traditional and eco-friendly. This would result in the greatest number of products sold and greatest impact on the environment.*

**Keywords :-** Green Marketing, Evaluation, Green marketing mix, etc.,

### INTRODUCTION

Green Marketing is a phenomenon which has developed particular importance in the modern market. Green marketing is a way to use the environmental benefits of a product or service to promote sales. Many consumers will choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents.

### DEFINITION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing incorporates a broad range of activities, including product notification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing

and Ecological Marketing

## EVOLUTION OF GREEN MARKETING

The green marketing has evolved over a period of time. According ccc. First phase was termed as “**Ecological**” green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was “**Environmental**” green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was “**Sustainable**” green marketing. It came into prominence in the late 1990s and early 2000.

## WHY GREEN 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 protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

## GREEN MARKETING MIX

Every company has its own favorite marketing mix. Some have 4 P’s and some have 7 P’s of marketing mix. The 4 P’s of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P’s in an innovative manner.

### Product

The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources.

### Price

Price is a critical and important factor of green marketing mix. Most consumers will be prepared to pay an additional value if there is a perception of extra product value. This value may be due to improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price.

### Promotion

There are three types of green advertising: -

- Ads that address a relationship between a product service and the bio-physical environment.
- Those that promote a green lifestyle by highlighting a product or service.
- Ads that present a corporate image of environmental responsibility.

**Place**

The choice of where and when to make a product available will have a significant impact on the customers. Very few customers will go out of their way to buy green products.

**TIPS FOR SUCESSFUL GREEN MARKETING**

Consumers want to do the right thing when it comes in protecting the environment and their health. Even in this economic climate, the green movement is gathering momentum, and it's hard to miss the deluge of ads introducing new green products from well-known national brands. Before you jump on the green bandwagon, make sure that the marketer takes these three essential steps:

- Prove your claims
- Get pricing right
- Offer personal benefits

**Examples of environmentally-beneficial products and services**

1. Paper containing post-consumer wastepaper
2. Cereals sold without excess packaging
3. Shade-grown coffee beans
4. Cleaning supplies that do not harm humans or environment
5. Wood harvested from sustainable forests
6. Energy-efficient light bulbs
7. Energy-efficient cars
8. Energy from renewable sources of energy such as windmills and solar power

**CONCLUSION**

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If Marketers think that customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. Marketers must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

**Books**

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