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“THE CONCEPT OF GREEN MARKETING IN BUSINESS ORGANIZATION IN INDIA”

INTRODUCTION:

The green marketing concept is a modern approach. It is a new kind of marketing strategy. Any organization can adopt and implement it that is always profitable and incredible.

The purpose of this paper is to understand the concept of green marketing and its implementation in Indian business organizations. This concept is purely theoretical but useful in the reality.

This approach is quite different from the traditional marketing. This includes green products and green consumers and marketing mix. Moreover this approach is environment friendly and to provide healthy products to the customers.

The key words used in the paper are as under:

Environment,
Green Marketing,
Green Products,
Green Marketing Mix.

Here the quotation of Gandhiji is important to understand the concept of green marketing **“Earth provides enough to satisfy every man’s needs, but not every man’s greed”**

There are some limits for green marketing. Man’s greed can be a troublesome to implement the concept in Indian business scenario. However the morel concept can lead our industrial growth to the top step by step.

THE DEFINATION OF GREEN MARKETING:

According to American marketing association AMA, green marketing is nothing but selling of product that are to be environmentally safe. Green marketing has been designed to minimise negative effects on the physical environment. Green marketing includes all the stages of products such as production, sales promotion packages and services after sales for the consumers.

Green marketing is not limited to any organization or non government organization. It is also applicable to IT industries. Green marketing refers to the promotional efforts use to gain consumer support of ecological frankly products.

Green marketing management is the process of planning and executing the marketing mix. It has also concern with consumption, production distribution and packaging too. Many American companies are adopting this new approach of green marketing. For example CELL OIL is pumping carbon dioxide a refinery by product into 500 dutch green houses. – WALTMART has publicly committed to post consumption disposal. It has reduced packaging on its global supply by 5% by 2013. Green marketing has positive effect on multiple participants in the economy. Indian companies such as RIL, ONGC, HLL and many multinationals have already decided to adopt this novel approach.

Philips India has already started green marketing initiatives in

- A. Energy saving lights.
- B. Medical Equipments.
- C. House hold appliances.

Mahindra Reva has produced

- A. Electric vehicle 'e20' used in Agra.
- B. Earth friendly small tractor designed to the farmers.

Wipro has started on sustainable IT products and solutions. Recycle plastic is important the need of the day. it has also launched green 20 are ranges of desktops are not only 100 recyclable but also toxin free.

Infosys has focused on green building, water harvesting and bio-diversity in its campus. it has also focused on green engineering.

McDonael has started to use napkins, bags that are made by recycled papers.

Objectives of the Green Marketing:

Today conditions say that we should preserve the environment. It is necessary to producer produce such product which are harmful to environment. Many companies international and national want to be producing the Green product. The objectives of the paper for find out the condition of the companies who are start the green revolution in market.

WHAT ARE THE GREEN PRODUCTS?

According to S I Mon green products as products made with reduced amounts of material highly recycled material or non toxic materials.

NIMSE defined green products as those that use recyclable material, minimum wastage and save energy. Such produce is are less harmful to mankind. Green products are environmentally friendly products.

Benefits of green marketing:

The following are the benefits of green marketing.

1. Green marketing has main focus on healthy products for human body and health.
2. Saving of water and energy.
3. Value based products.
4. A.I. quality based products.
5. Developing economy GDP per capita will be increased.
6. Consumer benefits. Initially consumers come to know that they are doing their part to reduce climate change.
7. Strategic benefits – managers of corporate strategy realize multiple benefits from a green approach to marketing.
8. Product benefits – for example, a hybrid engine is a product innovation whereas a just in time inventory system is a process innovation.
9. Production process will be easy and cheap.
10. Supply chain benefits – full costs can maximise track capacity utilization and improve customer services. Moreover the combination of 4 green P's or green factors can be fruitful in marketing.

Green Marketing Mix namely; Green Products, Green Promotions, Green Place and Green Price are closely associated with green marketing.

In short business firms need to change their mind set from traditional marketing strategy to green marketing strategy mix modern technology.

Conclusion:

Now India is a popular market for all the products, so it is very important to look about the environment. From the above study most of the Indian based company start to green marketing for their product. More efforts should be required for development of green marketing. Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. One example of this is where McDonald's is often blamed for polluting the environment because much of their packaging finishes up as roadside waste. It must be remembered that it is the uncaring consumer who chooses to dispose of their waste in an inappropriate fashion. While firms can have a great impact on the natural environment, the responsibility should not be theirs alone. 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. Until this occurs it will be difficult for firms alone to lead the green marketing revolution. Having said this, it must not be forgotten that the industrial buyer also has the ability to pressure suppliers to modify their activities. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. Final consumers and industrial buyers also have the ability to pressure organizations

to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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