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### Overview of Green Marketing

#### Abstract ::

*One business area, where environmental issues have received a great of discussion is marketing. When the society becomes more concerned with the natural environment, businesses have begun to modify their behavior to address the society's "new" concerns. Terms like "Green marketing" and "environmental marketing" have become more popular. According to the America marketing association green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad rang of activates, including product modification changes in the production process, packaging changes, as well as modification of advertising yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term both marketers and consumers are becoming increasingly sensitive to the need to switch to green products and services. While the shift to — green — may appear to be expensive in the short term, it will definitely prove to be economical, indispensable and advantageous in the long run.*

#### Defecation:

The role of marketing has become a matter of discussion as lifestyles and consumption patterns in the industrialized world are a major originator of environmental damage on the one hand marketing has been criticized for contributing to the environmental degradation by emphasizing on consumption, consequently contributing to a throwaway society and emphasizing on satisfying short term consumer or customer wants on the other hand, marketing can be seen as a significant instrument in order to sell new lifestyles and changes overall consumption habits, not only to ecologically concerned consumers. Thus, marketing should contribute to more sustainable forms of society marketing has developed and widened its scope towards ecological issues from focusing on the production process, transaction and exchange. There is more than one definition of green marketing ( Tjarnemo, 2001:34-36)

#### Why Green Marketing?

Studies in the US Brazil, Europe, Mexico, South Korea and Taiwan have established links between air pollutants and low birth weight, premature birth and infant death. There is growing interest among the consumers all over the world regarding protection of environment Global studies suggest 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 as a result, green marketing has emerged. Which aims at marketing sustainable and socially – responsible products and services now is the era of recyclable and environment friendly goods. Several books on green marketing began to be published the rafter green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes — Green — .

#### Marketing Mix of Green Marketing:

When companies come up with innovations like eco friendly products they can access new markets, enhance their market shares and increase profits but the concept is buttressed by three additional Ps Viz people planet and profits product, price, peace, promotion.

#### Product:

The proudest have to be developed depending upon the needs of the customers who prefer environment friendly products can be made from recycled materials or from used goods. Green chemistry forms the growing focus of product development for example; Nike is the first among the shoe companies to market itself as green. It is marketing its air Jordan shoes as environment – friendly, as it has significantly reduced the usage of harmful glue adhesives.

### **Price:**

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Wal mart unveiled its first recyclable cloth shopping bag. Ikea started charging consumers when they opted for plastic bags and encouraged people to shop using its — Big Blue Bag ^.^.

### **Place:**

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production.

### **Promotion:**

Green promotion involves configuring the tool of promotion, such as advertising, marketing materials, signage, white papers, videos, planet and profits in mind British petroleum ( BP) display gas station which its sunflower muftis and boasts of putting money in to solar power. International business machines corporation (IBM) has revealed a portfolio of green retail store technologies and services to help retailers improve energy efficiency in their It operations.

Green marketers can attract customers on the basis of performance, money savings, health and convenience, or just plain environmental friendliness, so as to target a wide range of green consumers. Posting of provides related to green marketing on social networks aerates awareness within and across on line peer groups.

### **Success of green product:**

Green product mainly depends upon three important principals:

- Consumer value positioning.
- Calibration of consumer knowledge.
- Credibility

### **Consumer value postioning:**

- Design environmental products as well as alternatives.
- Broaden mainstream appeal by bundling consumer – desired value in to environmental products.

### **Calibration of consumer knowledge:**

- Educate consumers with marketing messages that connect environmental product attributes with desired consumer value for example — pesticide – free produce is healthier ^.^.
- Frame environmental product attributes as — solutions ^.^ for consumer needs.

### **Credibility of product claims:**

- Employ environmental product and consumer benefit claims that are specific, meaningful and qualified
- Procure product endorsements or eco – certifications from trustworthy about the meaning behind those endorsements and eco – certifications.

### **The green movement:**

#### **Environmental sustainability:**

Industrialization with its large scale production society has put pressure on the earth's ecosystem focusing on ecological awareness. The concept of sustainability can be dated back to the late 1980s

and gained importance in the 1987 Brundtland report, our common future. According to Hart developing a sustainable global economy is a challenge and an opportunity. Sustainable business practices are a result of the increasing awareness of the significant environmental degradation in the world (Bridges and Wilhelm, 2008:33). Sustainability is transforming the manner in which companies operate by integrating it in all activities of the company and as a mindset of principles everyone in the company should use. Achieving sustainability requires fundamental changes in the technology used to create products and services. Taking the entire planet as the context in which business is conducted, companies have to ask themselves whether they are part of the solution to social and environmental problems or part of the problem. Thus, only when companies think in those terms as Hart (1997, p.71) states, a vision of sustainability can develop.

### Summary:

Today, environmentalism has emerged as a worldwide phenomenon. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Green marketing should not be considered as just one more approach to marketing but has to be pursued with much greater vigor; it has an environmental and social dimension to it. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like India.

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