



Green Marketing

Dr. Smita Patwa

Assistant Professor, Department of Commerce, Shri Jain Shwetamber Professional Academy, Indore, Madhya Pradesh, India

Abstract

Green marketing refers to the process of selling products and services based on their environmental benefits. Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging as well as modifying advertising. Given the global challenges such as climate change we are facing this time, any company that is making a positive impact needs to have a green marketing strategy. Even companies that were not necessarily sustainable before can make important changes within their organization to become better.

Keywords: sustainable, presumed, piercing, cartridges, millennial, prioritize

Introduction

Green marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environmentally friendly in itself for produced in an environmentally friendly way, including: being manufactured in a sustainable fashion.

Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging as well as modifying advertising.

Advantages and disadvantages of GM

Green mktg., the act of touching a product or service's environmentally - Friendly benefits, is a marketing strategy that more and more companies today are embracing, there are some advantages and disadvantages of GM are:

Advantages

- 1. A company can enter new market:** A company can enter new markets when it brings attention to positive environmental impact, when a business shines light on the positive impacts their product or service brings about they have the possibility of piercing new target their needs. The use of eco friendly and organic products within the work office, compositing and recycling at work, and carpooling to go to work, less or better packaging, paperless policies, recycling ink cartridges, planting trees, reducing your carbon footprint. Every company has a possibility to shed light on its efforts which is why green marketing has great advantages to reach and educate new markets.
- 2. Gain more profit from GM:** Sustainability is a key concern for the millennial generation. They are willing to pay more for products and services seen as sustainable or

with a positive social impact customers are reassured when their products are chemical-free and made with recyclable materials that do not harm the environment.

- 3. Pope:** Gm and awareness campaigns help customers to make informed choices potentially contributing to environmental causes. This is a major asset, as conscious customers pay attention to the products they buy and use and therefore will become more active invoicing product, leading to an increase in sales.
- 4. Gm brings a competitive advantages:** When we choose gm, we become seen as a conscious or responsible leader in our industry. This is true even for customers that do not prioritize environmental issues. It also creates a wider choice of marketing points that we can promote and discuss with our customers, which go beyond traditional strategies such as having the lowest price, durability and style.
- 5. Raise awareness on important environmental or social issues:** If a company supports any causes, partnering with fellow environmental leaders, can be part of its gm strategy. This can bring huge momentum to a campaign, an event a training workshop and more. for e.g. with large companies, small businesses such as consulting firms can participate any local environmental event such as earth day, which takes place on April 22 or on environment day on 5th June or at the time of devotional festivals like Ganeshotsava or Diwali. These events bring great awareness and usually have their own activities, competitions and promotions in place.
- 6. Other advantages:** When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, organizes employee community cleanup activities, uses recycles materials and creates less waste, it generates positive public relations in its community and industry and with customers.

Advertisement for itself being green can boost sales and create a brand in market.

Disadvantages

- 1. Changes leads to costs:** Changing our marketing tactics takes time and the development of a new strategy, while our sustainable efforts and practices are designed to save money, when a company puts effort into changing their brand to more environmentally friendly, those changes can have expensive costs.
- 2. Costly green certifications:** To commercialize our products a 'green' depending on our industry we might have to go through a long and pricey process to obtain the environmental certifications. The certification, which the governments, industry associations, professional associations and consumer rights groups distribute, use certain certifications to meet industry environmental standards. These standards can be difficult and that disadvantages. Particularly because without these official standards, customers and industries will have no way of measuring the facts of green 'claims'.
- 3. Green washing:** As green marketing brings so many advantage to a business a lot of big companies try to look greener and the majority of it is just green washing. This means a company will make something not sustainable look green by putting all of the attention on a little detail. For e.g. Put a tag line to your product that 'it is not harmful to environment' is not enough.
- 4. Lack of support:** For going green political, governmental support is compulsory. Even public (Customers or consumers) support is must for going green. Lack of this support companies have to face the problem like if consumers become aware that a company is engaging in green washing, the company may suffer harm to its credibility.

Conclusion

Given the global challenges such as climate change we are facing this time, any company that is making a positive impact needs to have a green marketing strategy. Even companies that were not necessarily sustainable before can make important changes within their organization to become better.

A co. that doesn't sell eco-friendly products can start recycling and implement a waste management system or participate in local sustainable initiatives or start carpooling to work. These are ways that gm will allow you to stand out a responsible company.

References

1. The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding by Jacquelyn Ottman.
2. Green Marketing: A Case Study of the Sub-Industry in Turkey By a Kirgiz.
3. Green Marketing Management by Robert Dahlstrom.
4. Times of India
5. Dainik Bhaskar
6. Hindustan Times
7. www.google.com
8. www.wikipedia.com