

## **Research Paper on buy Green to Save Green- A Study on Green Marketing**

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### **Abstract:**

Marketing can be really green. Increasing awareness on the assorted environmental issues has semiconductor diode a shift within the manner customers set about their life. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a amendment in shopper attitudes towards a in green way. People ar actively making an attempt to scale back their impact on the surroundings. Corporations flip green laundry to form themselves look a lot of environmentally friendly. Now a days people are becoming more and more aware of the dangers and looking for environmentally friendly products. Green selling involves over merely presenting associate degree environmentally friendly product. It additionally speaks to, and actively promotes, a company's processes and business practices as having low environmental impacts. In this context the current paper arrange to specialise in the 2 ideas green marketing and green laundry, Importance of green marketing, Pre-requisites for Effective green marketing and green shopper. Implementation of effective green marketing methods is a profitable endeavour for property growth. With surroundings and environmental issues gaining importance for individuals, companies have started changing their production, goods or service generation, and hence marketing strategies accordingly. They have started manufacturing environment-friendly product and have tried to form the thought of `Green Marketing` reach the customers.

**Key Words:** Greenmarketing , Importance of greenmarketing , Pre-requisites for Effective greenmarketing and green shopper.

### **Introduction**

Green selling involves developing and promoting product and services that satisfy customers need and want for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

## Evolution of Green Marketing

The greenmarketing has evolved over a amount of your time. The term greenmarketing came into prominence within the late Eighties and early Nineteen Nineties. The evolution of greenmarketing has 3 phases. First section was termed as "Ecological" greenmarketing , and through this era all selling activities were involved to assist surroundings issues and supply remedies for environmental issues. Second section was "Environmental" greenmarketing and therefore the focus shifted on clean technology that concerned planning of innovative new product, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence within the late Nineteen Nineties and early 2000.

**Green marketing** - A new concept and a step to protect the Environment.

**Green marketing** refers to the method of merchandising product and/or services supported their environmental advantages. Such a product or service is also environmentally friendly in itself or made in associate degree environmentally friendly manner, such as

- Able to be recycled and/or is produced from recycled materials
- Not containing toxic materials or ozone-depleting substances
- Being manufactured in a sustainable fashion
- Being made from renewable materials
- Not making use of excessive packaging
- Being designed to be repairable and not “throwaway”



## Example of Green Marketing :



## Why Green Marketing?

As resources are restricted and human desires are unlimited, it's necessary for the marketers to utilize the resources expeditiously while not waste more over on bring home the bacon the organization's objective. So green marketing is inevitable. There is growing interest among the shoppers everywhere the planet relating to protection of setting. Worldwide proof indicates folks are involved regarding the setting and are ever-changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services



## Importance Green Marketing -

This study aims to provide info regarding the impact of greenmarketing on customers buying behaviors. First of all, environment and environmental problems, one of the reason why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. A company cannot succeed just by light aigreen side of a specific product, but must demonstrate a commitment on multiple levels, such as in production processes or environmental engagement. Customers ar significantly skeptical of the many green claims; they grasp that companies ask for profit and aren't on top of —green washing‖ their everyday business to form it seem environmentally friendly once it's of no real concern to them. Marketing Managers direct green campaigns and integrate them with overall business strategy.

Green product are around since the Seventies, but it's only in recent years that they've become ubiquitous. It's not as a result of shoppers suddenly prize property specifically. It's because savvy green marketers are no longer trying to —sell the earth‖—instead they're promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central stress on primary benefits—the new rules—is essential to winning over the thought client. Every producer must produce associate awareness a way to promote the merchandise and flourish profits through ways like:

- market the green message through advertising.
- promote the green aspect(s) of the company brand.
- initiate market research, and use the results to recommend green product improvements and initiatives.
- make recommendations for green product packaging, including representation of green certifications and value claims.
- make recommendations on improving the green aspect of upstream processes (such as resource extraction) and downstream effects (such as reusability and recycling).



## Marketing Mix of Green Marketing

Green marketing mix contains four “P’s”:

**Product:** A producer ought to supply ecological product that not solely should not contaminate the surroundings however ought to defend it and even liquidate existing environmental damages.

**Price:** costs for such product could also be a touch more than typical alternatives. But target teams like for instance LOHAS area unit willing to pay further for green product.

**Place:** A distribution provision is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed “green” than product foreign.

**Promotion:** A communication with the market ought to place stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm’s image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural surroundings is additionally important. And last however not least, ecological products will probably require special sales promotion

## Impacts of green marketing:

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of individuals seeking eater food is on rise.
2. Reducing use of plastics and plastic-based products.
3. Increased consumption of herbal products instead of processed products.

4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.
11. Imposing strict norms for pollution control. Consideration of pollution management efforts and eco-technology in subsidization IS), ISO 9000, or ISO 14000 certificates and alternative awards.
12. Declaration of 5th June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration.
14. Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

## **PROBLEMS IN GREEN MARKETING**

Ensuring that promoting activities aren't dishonorable to customers or trade and don't breach any of the prescribed laws is that the main downside in green marketing. Claims of green marketing must: a) Clearly state environmental benefits b) Explain how environmental benefits are achieved. c) Justify comparative differences d) Use only meaningful terms and pictures

## **CHALLENGES OF GREEN MARKETING**

The challenges before producers and marketers of green products are many: Green Marketing strategies provide more benefits to consumers as well the society. It also helps to create green environment by adopting eco – friendly marketing practices. Even though getting more benefits from green marketing, there is lot of challenges or hurdles also available for its development. Green products require renewable and recyclable material, which is costly Requires a technology, which requires huge investment in R & D. Water treatment technology, which is too costly . Majority of the individuals aren't awake to green product and their uses

## CONCLUSION

With industrialization and development and progress of technology, diversification in human needs has increased. As results of increase in diversification within the wants, our world has round-faced with the devastation and pollution of its natural resources. As results of use of natural sources, environmental devastation and pollution have an effect on human life negatively. Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to surroundingsal issues like environment pollution and warming, they need began to contemplate whether or not the product they purchase is environment-friendly or not apart from worth and quality options of the product. With surroundings and environmental issues gaining importance for individuals, firms have began to amendment their production, goods or service generation, and hence marketing strategies accordingly.

They have began to manufacture environment-friendly product and have tried to achieve `Green Marketing` idea to the customers. A study was conducted in February 2012 within which ninety nine firms across eighteen industries were studied on property efforts of firms like green promoting efforts and located that firms .

which focused on these efforts outperformed in the financial markets compared to those that have not during the economic crisis. The study unconcealed common characteristics among additional sustainability-focused firms which will have junction rectifier to raised performance. These property efforts embody concentrate on long strategy and not simply short gains, strong corporate governance, sound risk-management practices, a history of investment in green innovations. The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographical features of consumers on purchasing behaviors of customers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products. By doing green promoting campaign you may get profit as I actually have mentioned on top of, with a variety of benefits that you can certainly get, this campaign worth to become your thought to

become a brand new breakthrough, a additional humane will build your customers impelled to additional loyalty in your product whole.

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