**GREEN MARKETING**

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**INTRODUCTION**

Definition according to American Marketing Association - "Green marketing is the marketing of products that are presumed to be environmentally safe."

**Ellington (1994:93)** defines green consumer as one who avoids products that are likely to:

* Endanger the health of the consumer and others.
* Cause significant damage to the environment during manufacture, use or disposal, consume a disproportionate amount of energy.
* Cause unnecessary waste.
* Use materials derived from threatened species or environments.
* Involve unnecessary use of or cruelty to animals.
* Adversely affect other countries.
* It is also called environmental marketing, or eco-marketing.

Green Marketing range from activities include product modification, changes to the production process, packaging changes, and modifying advertising. Green marketing focuses on the satisfaction of customer needs and wants with no or minimal harm to the natural environment.

**CONCEPT OF GREEN MARKETING**

The concept of green marketing concerns with protection of the environment. Many issues have arisen as a result of modern marketing. Rapid economic growth, mass production using cutting-edge technology, comfortable and opulent lifestyles, style, fierce competition, the employment of unwholesome marketing strategies and procedures to attract clients, and exaggeration in advertising were all outcomes of the expansion of marketing operations etc., created many problems.

Heavy factories have become the source of different pollutions. Production, consumption, and disposal of many products affect the environment.

Economic growth via production and consumption threatens the healthy and peaceful life of human beings on the earth. Green marketing is an attempt to protect consumer welfare and nature through production, consumption, and disposal of eco-friendly products.

**EVOLUTION OF GREEN MARKETING**

**The first wave of Green Marketing.**

It came into the picture in the 1980s. The first company to publish a corporate social responsibility (CSR) report was the maker of ice cream, Ben & Jerry's, whose financial statement provided a more exceptional view of the company's environmental effect.

The Brundtland Report, published in 1987 by the World Commission on Environment and Development, furthered the conversation on sustainability in daily life by defining sustainable development as "meeting the needs of the present without compromising the ability of future generations to meet their own need."

Two published books, both of which were titled Green Marketing, served as concrete turning points in the development of the green marketing movement.

**The second wave of Green marketing.**

In the years after 2000 CSR and the Triple Bottom Line (TBL) were widespread. Such publications as a 2005 United Nations Report, then in 2006 a book by Al Gore and the UK Stern Report brought scientific-environmental arguments to a wide public in an easy to understand way.

**IMPORTANCE OF GREEN MARKETING**

Environmental pollution is caused by rising production and commercial activity. There have been reports of harm to people, crops, and wildlife in various places of the planet. Because human demands are limitless and resources are scarce, marketers must make effective use of their resources to ensure that organisational goals are met without wasting them. Green marketing is therefore necessary. People all throughout the world are becoming more interested in protecting the environment. People are becoming more environmentally conscious and altering their behaviour to safeguard the environment. As a result, the phrase "Green Marketing" has gained popularity. As a result, marketers are conscious of their obligation to protect the environment and value green marketing.

Not only marketers but consumers are also concerned about the environment, and consumers are also changing their perception pattern. Now, individual as well as industrial consumers are becoming more concerned about environment-friendly products.

Green marketing ensures, sustained long-term growth, profitability, helps to promote products in an environment friendly and to break through newer markets for competitive advantages.

**Green marketing concerns with three aspects:**

1. Promotion of production and consummation of pure/quality products,

2. Fair and just dealing with customers and society, and

3. Protection of ecological environment.

**GREEN WASHING**

Some marketers simply adopt a green marketing strategy for products that might not normally be considered green in an effort to capitalise on the rising number of green consumers. When they are not, they attempt to portray their products as being better for the environment. An illustration of this is when a business employs the colour green in its packaging or the word green in its messaging even when neither the product itself nor its eco-friendliness are very noteworthy. Greenwashing can harm a company's reputation in addition to being deceptive.

Customers who want to be sure they are purchasing a green product can check the product packaging for any official certifications.

**ADVANTAGES OF GREEN MARKETING**

1. It ensures long-term growth and profits.

2. It saves money on investments and promotion in the long run of business, although initial cost is high.

3. It helps the companies to market and advertise their products and services as per environment needs. It helps in accessing the new markets.

4. Most of the employees feel proud and responsible for being working for an environmentally responsible company.

5. It promotes corporate social responsibility.

**IMPACTS OF GREEN MARKETING**

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing of the products. It encourages integrated efforts for purity in production and consumption as well

**We can witness following impacts of green marketing:**

1. Now, people are insisting genuine products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on the 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 lethal weapons, atomic tests, etc. Various organizations 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 control efforts and eco-technology in awarding IS), ISO 9000, or ISO 14000 certificates and other awards.

12. Declaration of 5th June as the World Environment Day.

13. Strict legal provisions for restricting duplication or adulteration.

14. Establishment of several agencies to monitor activities of business firms about their measures towards pollution control and production of eco-friendly products.

**REASONS FOR ADOPTING GREEN MARKETING**

Companies are venturing into green marketing for the following reasons

**SOME LEADERS IN GREEN MARKETING INCLUDE**

Starbucks has long been a promoter of sustainable coffee-growing practices, paying a premium price to encourage farmers to adopt more environmentally-friendly practices. Its Shared Planet initiative uses recycled materials in product production.

Johnson and Johnson is the second-largest corporate user of solar power in the United States and has been working consistently over the past 20 years to reduce production wastes. In January 2011 it launched a business plan to become the most environmentally responsible company in the world.

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**Introduction of CNG in Delhi**

New Delhi, capital of India, was being polluted at a very quick pace until Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.

**What companies do in Green Marketing**

* use green energy (such as wind and geothermal)
* reduce production waste (in both energy and materials)
* use eco-friendly methods, including sustainable and organic agriculture
* buy/sell locally, reducing transportation energy
* reduce product packaging
* make products reusable and recyclable promotes environmental responsibility among its stores, employees, and customers.

**MEASURES**

Environmentalists, scientists, social organisations, and aware everyday people are being urged by global warming to start tangible steps to halt further degradation of the ecological environment. Green marketing is now being promoted and used by the World Bank, SAARC, UN, WHO, and other powerful international organisations. The major event that highlights the severity of ecological imbalance is the 2009 World Environment Summit in Copenhagen.

The fifth of June has been designated as World Environment Day in order to raise awareness. Green marketing places a focus on ensuring the long-term welfare of consumers and society through the creation and consumption of products that are pure, beneficial, and of the highest quality without having any negative environmental effects. The media has begun its crusade to stop the planet from degrading any more. Worldwide efforts are made to conserve natural water resources.

Beyond making an environmentally friendly product, business owners can do other things as part of their green marketing efforts. The following can all be part of a green marketing strategy:

* Use of eco friendly paper and inks for print marketing materials.
* Eliminating the use of printed materials for electronic marketing activities.
* Having a recycling program and responsible waste disposal practices.
* Use of eco-friendly product packaging.
* Following efficient packaging and shipping methods.
* Using eco-friendly power sources.
* Taking steps to offset environmental impact.

**CONCLUSION**

Marketers need to know the implications of green marketing. Customers should be concerned about environmental issues and pay a premium for products that are more eco-responsible.They must find an opportunity to enhance the product's performance and strengthen customer's loyalty.

Green marketing has become a need to save the world from environmental pollution in the aspect of marketing. Business firms must make their customer aware of the benefits of green products.

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