



**INVENTION JOURNAL OF RESEARCH TECHNOLOGY
IN ENGINEERING & MANAGEMENT (IJRTEM)**

ISSN : 2455-3689

Is hereby this certificate to

Dr. Geetha et al.

In recognition publication of the paper entitled

A Descriptive study on the Importance of Green Marketing India

*In **IJRTEM** Journal Volume 2 Issue 11 November 2018*

journal.ijrtem@gmail.com

www.ijrtem.com



Editor-In-Chief

IJRTEM

A Descriptive study on the Importance of Green Marketing India.

¹, Dr. Geetha ²Jisha.P.

¹Assistant Professor Department of Commerce, SNGC College Chavady Coimbatore.

²Research Scholar, Department of Commerce, SNGC College Chavady Coimbatore

ABSTRACT: Today Our Environment Faces So Many Problems.Among Them More Dangerous One Is Environmental Pollution. A Solution to Environmental Pollution Is Green Marketing Green Marketing Is the Marketing of Product That Are Presented to The Environmentally Preferable to Others. Green Marketing Is Not A Simple Task Where Several Meanings Are Intersecting. And Contradict Each Other. The Similar Term Used Is Environmental Marketing and Ecological Marketing Green Marketing in Corporate A Broad Range of Activities Including Product Modification, Changes to The Product Process, Packing Changes as Well as Modifying Advertising. The Study Is Relating to Green Marketing Trends in India. The Objective of The Study Is to Introduce Green Marketing, Importance of Green Marketing Objectives of Green Marketing, Examine Some Reason That Make the Organization Interest to Adopt Green Marketing and Also to Highlight Some Problems That Organization May Safe to Implement Green Marketing.

I. INTRODUCTION

Today our environment faces so many problems. Among them more dangerous one is environmental pollution. A solution environmental pollution is Green marketing. Green marketing is the marketing of product that are presented to be environmentally preferable to others. Green marketing is not a simple task where several meanings are intersecting and contradict each other. The similar term used are environmental marketing and ecological marketing. Green marketing incorporates a broad range of activities including product modification, changes to the product, process, packing changes as well as modify my advertising. The Study is relating to the Green marketing trends in India. The objective of this study is to introduce green marketing, importance marketing, example some reason that make the organization interest to adopt green marketing and also to highlights some problems that organization may face to implement green marketing. Environment is everything that is around us. It can be living or nonliving thing. It includes physical, chemical and other natural forces. The surrounding conditions or forces that influences a plants or animals characteristics and ability to survive. The social and cultural conditions that affect the life of a person or community. Any use of natural resources at a rate higher than natures capacity to restore itself can result in pollution of air, water and land. A solution to most of these problems is Green marketing.

The term Green marketing came to prominence in the late 1980 and early 1990. The proceeding of this workshop result in one of first book a Green marketing entitled "Ecological Marketing". Green marketing or marketing a product or service based on its environmental friend lines began in the date 1900's , when people more aware of the impact business were having on the planet. After several tragic event, many regulations were passed and organization were formed to product environment Green marketing product that are presumed to a broad range of activities including product modification changes to the product process, sustainable packing as well as modifying advertising.

II. DEFINITION / MEANING

Green marketing refers to the process of selling product and services based on their environmental benefit. Such a product or service may be environmentally. Friendly in itself or produced in an environmentally friendly way. Green marketing product that are presumed to be environmentally safe. It incorporates a broad range of activities including product modification, change to the product process, sustainable packing as well as modifying advertising.

III. HISTORY OF GREEN MARKETING

Worldwide evidence indicate people are concerned about the environment and are changing their behaviour. As a result of this Green marketing has emerged which speak of growing market for sustainable and socially responsible product or services. The Green marketing has evolved over a period of time.

Unfortunately, a majority of people believe that green marketing refers to solely to the promotion or advertising of product with environmental characteristics. In general, green marketing is a much broader concept industrial goods or services.

According to "Peattie" the evolution of Green marketing has three phases.

1. First Phase was termed as "Ecological green marketing and during this period all marketing activities were concerned help environment problem and provide remedies for environmental problem.
2. Second phase was environment green marketing and focus shifted on clean technology that involved designing of innovative new product which take care of pollution and waste issue.
3. Third phase was sustainable green marketing. It came the prominence in the late 1990's and early 2000.

Objectives of Green Marketing: Green marketing is important for a number of reasons from eliminating waste fullness to educating consumers about how a company maintain eco friendly measure. Here is some other objective to consider when thinking about green marketing.

1. Avoiding waste.
2. Re inventing product
3. Making green while being green.
4. Changing Processes.
5. Creating eco- friendly.
6. To utilise maximum resource in an effective manner a cycle process.
7. To create awareness about the ecological process and environmental, sustainable green marketing process.
8. Make environmentalism modification.
9. Bringing out product modification.
10. Changing in production process.
11. Modifying advertising.

Importance of Green Marketing: Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure method of producing using and disposing the product. It encourages integrated efforts for purity in production and consumption as well –

- Now People are insisting pure product edible items, fruits and vegetables based on organic farming.
- Reducing use of plastic and plastic based products.
- Increased consumption of herbal products instead of processed products.
- Recommending use of leaves instead of plastic pieces, jute and cloth bags instead of plastic pieces, jute and cloth bags instead of plastic carrying bags.
- Increasing use of biofertilizers and minimum use of pesticides.
- Worldwide efforts to recycle waste of consumer and industrial product.
- Increased use of herbal medicines, natural therapy and yoga.
- Strict Provisions to protect forests, flora and protection to the rivers, lakes and seas from Pollution.
- More emphasis on social and environmental accountability of producers.

Challenges of Green Marketing in India

(1) **New Concepts:** - New concepts are not easy to reach very quickly to the consumers. When consumer understand the new concept, then only they are going to accept new concept.

(2) **Need for Standardization:** -There is no standardization to authenticate these claims. A standard quality control board needs to be in place of such labelling an licensing.

(3) **Patience:** - The marketer needs to look at the long-term benefit of this new a lot of patience and no immediate result.

(4) **Avoiding Green Myopia:** - The first of green marketing focusing on consumer benefit with safe. It is not going to help it a product is developed which is absolutely green marketing in various aspect but does not pass the customer satisfaction criteria. This will lead to marketing myopia.

(5) **Huge Investment for Technology:** - Huge investment is needed to adopt a new technology in the field of green marketing.

Green Marketing Trends in India

- Organization perceive environment marketing as a opportunity to achieve its objectives.
- Firms have realized that consumer prefer product that do not harm the natural environment as also the human health.
- Firms marketing such green products develop a competitive advantages, simultaneously meeting their business objective.
- Organization believe they have a moral obligation to be more socially can use the fact that they are environmentally responsible as a marketing tool.
- Provides health benefit.
- Improve standard of living.
- Helps to create competitive advantage.
- Sustainable development.
- Optimum utilization of scarce resource.

Green Marketing – Adoption by Firm : Green marketing has been widely adopted by the firm worldwide and the following are the possible reason cited for this wide adoption.

- (1) **Opportunities:** - As demand change, many firms see these changes as an opportunity to be exploited and have a competitive advantage over firm marketing non – environmentally responsible alternatives.
- (2) **Social Responsibilities:** - Many firms are of beginning to realize that they are member of the wider community and therefore must behave in an environmentally responsible fashion thus resulting in environmental issue being integrated in to the firm’s corporate culture.
- (3) **Governmental Pressure:-** Governmental regulation relating to environment marketing are designed to protect consumer through regulation designed to produced by firm by issuing of various environmental licensing thus modifying organization behaviour.
- (4) **Competitive Pressure:** - Another force in the environmental marketing area has been firm desire to maintain their competitive position. In many cases firm observes competitors promoting their environmental behavior environmental I behavior and to attempt emulate this behavior. In some instance this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.
- (5) **Cost of profit issue:** - In minimizing product processes that reduce the need for some raw material thus serving as a double cost saving. In other cases, firm attempt to find end -to- pipe solution instead of minimizing waste by trying to find market and uses for their waste material where one firm waste become another firm input to product.

Objectives of Study

1. To understanding empirically what shapes the green marketing success.
2. The reach of the initiatives to protect the environment by companies.
3. The type customer who is most receptive to the green marketing initiatives.
4. To understand the awareness and acceptance of companies green marketing initiatives.

IV. CONCLUSION/ FINDINGS

Green marketing cover more than firm marketing claims. While firm must bear much of the responsibility should not be their alone. Ultimately green marketing requires that consumers want a cleaner environmental and are willing to “Pay for it” Possibly through higher price good, modifying individual this occurs it will be difficult for them alone to need the green marketing revolution.

Having said this, it must not be forgotten that the industrial buyer also bases the ability to pressure suppliers modify their activities. Thus, an environment committed organization. May not only produced goods. That have reduced their detrimental impact on the environmental, they may also be able to pressure their supplier to behave in a more environmentally responsible fashion.

In this study I set out to broaden the relationship between green purchase perception and green initiatives success and to test it empirically. The findings contribute to the understanding of a number of facts of green marketing process, and the customer profile related to this industry.

Thus, green marketing should look at minimizing environmental harm, not necessary eliminating it.

REFERENCE

1. Marketing management- Philip Kotler Kevinlane Keller
2. Marketing Management – Dr. K Karunakavan
3. Marketing Management- V. S Rama Swamy
4. G Namakumar
5. Marketing Management – C.B Mamoria
6. R K Suri
7. Sathish Mamoria
8. <https://www.caim.info>
9. <https://www.ukessays.com>