ABSTRACT

Green Marketing refers to the holistic marketing concept wherein the production, marketing, utilization and dumping of products and services happen in a manner that is less damaging to the environment. With growing awareness about the implications of global warming, non-biodegradable solid waste, dangerous bangs of pollutants etc. Both marketers and consumers are becoming increasingly responsive to the need for switch to green products and services. Green marketing is a experience which has developed particular important in the modern market. This concept has enabled for the re-marketing and packaging of offered products which already adhere to such guidelines. Additionally, the envelopment of green marketing has opened the door of opening for companies to co-brand their products into divide line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the buyer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their merger into the process and content of the marketing strategy for whatever product may be required. This paper discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper identifies the three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. The paper also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will always grow in both apply and demand.

KEY WORDS: - Green Product, Recyclable, Environmentally safe, Eco Friendly.

INTRODUCTION

According to the American Marketing union, green marketing is the marketing of products that are assumed to be environmentally secure. Thus green marketing corporate a large range of actions, including product change, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where a number of meanings meet and oppose each other; an example of this will be the life of changeable social, environmental and retail definitions friendly to this term. Other similar terms used are Environmental marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an dumping of products and services happen in a method that is less negative to the environment with growing consciousness.
about the implication of global warming, non-biodegradable concrete waste, harmful impact of pollutant etc., both marketers and consumers are becoming increasingly responsive to the need for button in to green products and services. While the shift to "green" may show to be cheap in the short term, it will definitely show to be crucial and advantageous, cost-wise too, in the long run.

Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's pains at designing, promote, pricing and distributing products that will not injury the environment. In a definition defines green marketing as all activities designed to produce and make possible any exchanges future to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with smallest harmful impact on the natural environment. Some researcher defines green consumer as one who avoids products that are likely to risk the health of the consumer or others; reason major damage to the environment during manufacture, use or removal; consume a unequal amount of energy; cause needless waste; use materials resultant from in danger type or environments; involve needless use of, or cruelty to animals; unfavorably affect other countries.

WHY GREEN MARKETING IMPORTANT

The question of why green marketing has increased in importance is pretty simple and relies on the basic definition of Economics: Economics is the study of how people use their limited resources to try to satisfy unrestricted wants. It is really scary to read these pieces of information as reported in the Times recently: "Air pollution damage to people, crops and nature in US. Total tens of billions of dollars each year". "More than 12 other studies in the US, Brazil Europe, Mexico, South Korea and Taiwan have well-known links between air pollutants and low birth weight recall birth still birth and child death". As resources are limited and human wants are limited, it is important for the marketers to use the wealth resourcefully without waste as well as to attain the organization's objective. So green marketing is expected. There is growing interest among the consumers all over the world concerning guard of environment. Worldwide proof indicates people are worried about the environment and are varying their activities. As a result of this, green marketing has emerged which speaks for increasing market for sustainable and socially accountable products and armed forces. Thus the growing wakefulness among the consumers all over the world about protection of the environment in which they live, People do want to leave a clean earth to their young. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior outline so as to be less aggressive towards it. Now we see that most of the consumers, both individual and industrial, are becoming more disturbed about environment friendly products. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing began to be available thereafter. According to the Joel takeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public agreement to what constitutes "Green". The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and through this period all marketing actions were worried to help environment problems and provide remedies for environmental troubles. Second phase was "Environmental" green marketing and the hub shifted on clean technology that occupied calculating of original new products, which take care of
pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

GREEN PRODUCTS AND ITS CHARACTERISTICS

Promotion of green technology and green products is essential for maintenance of natural possessions and sustainable development. The products those are manufactured through green technology and that caused no environmental hazards are called green products. We can define green products by following measures:

- Products contents under accepted chemical,
- Products that do not harm or infect the environment,
- Products that will not be experienced on animals
- Products those are at first grown,
- Products those are ecological, reusable and biodegradable,
- Products with usual ingredient,
- Products containing recycled inside, non-toxic substance
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

NEED OF GREEN MARKETING

When looking through the writing there are some suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are:

1. Organizations recognize environmental marketing to be a chance that can be used to achieve its objectives.
2. Organizations think they have a moral compulsion to be more socially accountable.
3. Governmental bodies are forcing firms to become more responsible.
4. Competitor’s environmental behavior stress firms to change their environmental marketing actions.
5. Cost factors related with waste disposal, or reductions in material practice services firms to change their behavior.

Issues like Global warming and reduction of ozone umbrella are the main for the healthy endurance. Every person rich or poor would be interested in quality life with full of health and energy and so would the business class. Financial gain and economic income is the main aim of any business business. But harm to environment cost by maintain business across the globe is realized now though off not on time. This intelligence is building corporate residency in the business class. So green marketing by the business class is unmoving in the egotistical anthological view of long term sustainable business and to please the consumer and obtain the allow by the governing body. Industries in Asian countries are infectious the need of green marketing from the developed countries but still there is a broad gap between their understanding and execution.

CHALLENGES IN GREEN MARKETING

- **Requirement of change (Standardization):** It is found that only 5% of the marketing post from “Green” campaigns are totally true and there is a lack of equality to verify these claims. There is no equality to verify these claims. There is no equality currently in place to confirm a product as natural. Unless some narrow bodies are involved in
providing the certifications there will not be any provable means. A standard quality manage board needs to be in place for such category and licensing.

- **Today Concept:** Indian educated and urban customer is getting more aware about the merits of Green products. But it is still a new concept for the a lot. The consumer needs to be educated and made conscious of the environmental pressure. The new green activities need to reach the lot and that will take a lot of point in time and shot. Indian consumer is showing to healthy living lifestyles such as yoga and natural food use. In those aspects the customer is previously aware and will be tending to acknowledge the green products.

- **Patience:** The investors and business need to view the environment as a major long-term investment prospect, the marketers need looking at the long-term repayment from this new green group. It will need a lot of survival and no direct results. Since it is a new idea and idea, it will have its own taking period.

- **Avoiding Green Myopia:** The first rule of green marketing is focus on client profit i.e. the primary reason why customers buy definite products in the first place. Do this right, and motivate consumers to control brands or even pay a quality for the greener choice. It is not going to help if a product is developed which is totally green in a variety of aspects but does not pass the customer approval criteria. This will lead to green nearsightedness. Also if the green products are priced very high then again it will misplace its market suitability.

**GOLDEN RULES OF GREEN MARKETING**

1. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job it's theoretical to do-they won't give up product class in the name of the environment.
2. **Humanizing your customers:** isn’t just a matter of letting people know you’re doing whatever you're doing to guard the environment, but also a matter of hire them know why it matters. Otherwise, for a significant scrap of your target market, it's a case of "So what?" and your green marketing movement goes nowhere.
3. **Consider Your Pricing:** If you're charging a best for your product-and many environmentally preferable products cost more due to economy of scale and use of Higher-quality ingredients-make sure those consumers can pay for the best and feel it's value it.
4. **Know you’re Customer:** Make certain that the consumer is aware of and afraid about the issues that your product attempt to address.
5. **Being Genuine & clear:** means that a) you are really doing what you claim to be doing in your green marketing movement and b) the rest of your business policies are reliable with whatever you are doing that's environmentally friendly. Both these situation have to be met for your business to set up the kind of environmental qualifications that will allow a green marketing group to succeed.
6. **Giving your customers an chance to contribute:** means personalizing the reimbursement of your environmentally friendly events, normally through hire the customer take part in helpful ecological action.
7. **Thus most important brands should recognize that consumer opportunity have changed:** It is not enough for a company to green its products; consumers wait for the
Products, which they purchase, bag friendly and also to help decrease the environmental crash in their own lives too.

Why Green Marketing Chosen by Most Marketers

Green marketing has been widely adopted by the firms universal and the following are the possible reason cited for this wide adoption:

1. **opportunity** – In, India, around 25% of the consumers favor environment-friendly products, and around 28% may be careful health-conscious. Therefore, green marketers have various and quite sizeable segments to provide to. The Surf Excel detergent which save water and the energy-saving LG consumer durables are examples of green marketing. As demand changes, many firms see these changes as an chance to use and have an aggressive advantage over firms marketing on environmentally responsible alternative.

2. **Government stress** – Various system are frame by the government to guard consumers and the world at large. The Indian government too has developed a structure of legislations to decrease the production of harmful goods and by products. This industry’s manufacture and consumers’ consumption of damaging goods, including those harmful to environment. Government regulations connecting to environmental marketing are calculated to protect consumers in several ways,
   1. Decrease production of damaging goods or by-products adjust consumer and industry's use and/or consumption of damaging goods
   2. make sure that all types of consumers have the skill to price the environmental composition of goods. Government establishes regulations calculated to control the amount of dangerous waste produced by firms.

3. **aggressive Pressure** – Another major force in the environmental marketing area has been firms' want to continue their competitive place. Many companies take up green marketing to keep their competitive border. The green marketing initiative by place companies such as body shop and green and black have encouraged many mainline competitors to follow suit. In many personal belongings firms watch competitors promote their environmental behaviors and effort to follow this behavior. In some instance this competitive force has cause an whole industry to change and thus decrease its harmful environmental behavior. For example when one tuna manufacture stopped up using driftnets the others followed suit.

4. **Social accountability** – Many companies have ongoing realize that they must behave in an environment-friendly style. They believe both in achieving environmental objectives as well as profit related objectives. Many firms are start to realize that they are members of the wider society and so must behave in an environmentally responsible style. This translates into firm that believes they must achieve ecological objectives as well as profit connected objectives. This results in ecological issues being integrated into the firm's business culture

5. **Cost drop** – Decrease of damaging waste may lead to considerable cost savings. sometimes; many firms develop symbiotic relations whereby the misuse generated by one company is used by another as a folding bed effective raw-material. Firms may also use green marketing in an effort to address cost or profit related issues. Disposing of environmentally damaging byproducts. Therefore firms that can decrease harmful wastes may acquire considerable cost savings. When attempt to minimize waste, firms are often compulsory to re-examine their production processes. In these cases they often expand more efficient production processes that not only decrease waste, but decrease the need for some raw materials. This serve as a twice cost
savings, since both waste and raw material are cheap. In other cases firms effort to find end - of - pipe solutions, instead of minimize waste. In these situation firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces sharp waste water as a by-product of production and sells it to a firm involved in neutralize base resources.

SOME CASES

captivatingly, green marketing continues to be an issue of global attention. In fact, Google Trends information that, on a relative basis, more searches for “green marketing” Originated from India than from any other country. Many companies are adopting green for capturing market chance of green marketing some cases.

- **State Bank of India:** By using eco and power friendly tackle in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credit. The twist project is the first step in the State Bank of India's green banking program devoted to the decrease of its carbon footstep and support of power resourceful processes, particularly among the bank's clients.

- **Kansai Nerolac Paints:** Kansai Nerolac Paints Ltd. has always been dedicated to the welfare of society and environment and as a accountable business has always taken initiative in the areas of health, education, community growth and environment preservation. Kansai Nerolac has worked on removing dangerous deep metals from their paints. The dangerous deep metals like lead, mercury, chromium, arsenic and antimony can have unfavorable property on humans. Lead in paints particularly poses danger to human health where it can cause injure to Central Nervous System, kidney and reproductive system. Children are more prone to guide poisoning leading to lower intellect levels and recall loss.

- **India's 1st Green Stadium:** The Thyagaraja Stadium stands tall in the silence residential colony behind the Capital's famous INA Market. It was jointly devoted by Union Sports Minister MS Gill and ChiefMinister Sheila Dikshit on Friday. Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to make sure energy protection and this stadium has been constructed as per the green building concept with eco-friendly materials.

- **CWG Rickshaws:** Chief minister Shiela Dikshit launched on Tuesday a battery operated rickshaw, “E-rick”, sponsored by a cellular services provider, to promote eco-friendly transportation in the city in front of the Common wealth Games.

- **Wipro Green** :- Wipro can do for you in your seek for a sustainable tomorrow - decrease costs, decrease your carbon track and become more capable - all while economy the environment.

- **Wipro's Green Machines (In India Only):** Wipro Infotech was India's first company to start on environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Green ware. These products are RoHS (Restriction of Hazardous Substances) accommodating thus falling e-waste in the environment.

- **Agartala Green City:** Tripura Sunday announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) by 2013, thus making the capital “India's first greenCity”. Tripura Natural Gas Co Ltd (TNGCL), a joint venture of
the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has undertaken a project to supply CNG to all private and government vehicles. CNG will also be offered to those now using electricity, petrol and diesel to run different machineries.

PRESENT POSITION IN GREEN MARKETING IN INDIA

Organizations are see Environmental marketing as an chance to achieve its objectives. Firms have realized that consumers favor products that do not harm natural environment as also the human health. Firms marketing such green products be favored over the others not doing so and thus expand a competitive advantage, concurrently meeting their business objectives. Organizations think they have a good duty to be more socially accountable. This is in trust with the philosophy of CSR which has been fruitfully adopted by many business houses to pick up their business picture. Firms in this state can take two approaches:

- Use the fact that they are environmentally accountable as a marketing tool.
- Become accountable without prompting this fact. Governmental Bodies are forcing Firms to Become More accountable. In most cases the government services the firm to accept policy which protects the benefit of the consumers. It does so in following ways:
  - decrease production of damaging goods or by products
  - change consumer and industry's use and/or consumption of dangerous goods;
  - make sure that all types of consumers have the skill to price the environmental work of art of goods. Competitors' Environmental Activities weight Firms to change their Environmental Marketing behavior. In order to get even with competitors claim to being environmentally friendly, firms modify over to green marketing. Result is green marketing percolates whole industry.
- A Firm develops a technology for dropping waste and sells it to other firms. A waste recycling or exclusion industry develops.

THE FUTURE OF GREEN MARKETING

There are many lessons to be learned to avoid green marketing shortsightedness, the short account of all this is that effective green marketing requires applying good marketing principles to make green products attractive for consumers. The question that remains, however, is, what is green marketing's future? Business scholars have viewed it as a “fringe” topic, given that environmentalism's recognition of limits and protection does not mesh well with marketing's customary axioms of “give customer what they want” and “sell as much as you can”. Evidence indicates that successful green products have avoided green marketing shortsightedness by Following three vital principles:
CONSUMER VALUE POSITIONING

- Design environmental products to do better alternatives.
- Promote and deliver the consumer preferred value of environmental products and objective applicable consumer market segments.

CALIBRATION OF CONSUMER KNOWLEDGE

- Instruct consumers with marketing messages that connect environmental attributes with preferred consumer value.
- Outline environmental product attributes as “solutions” for consumer needs.
- Make educational internet sites about environmental products preferred consumer value.

CREDIBILITY OF PRODUCT CLAIM

- Employ environmental product and consumer advantage claims
- Obtain eco-certifications from reliable third parties and educate consumers about the meaning of those eco-certifications.
- Support consumers social and internet communication network with forceful, interesting and entertaining information about environmental products.

CONCLUSION

Green marketing covers more than a firm and now this is the right time to choose “Green Marketing” globally. It will come with strong change in the world of business if all nations will make harsh roles because green marketing is necessary to save world from pollution. From the business point of view because a intelligent marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be measured as just one more approach to marketing, but has to be pursued with much better energy, as it has an environmental and social measurement to it. With the danger of global warming looming large, it is very important that green marketing becomes the norm rather than an exemption or just a fashion. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless way should become much more systematized and total. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and remuneration of green products as compared to non-green ones. In green marketing, consumers are ready to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to force effects on minimize the unconstructive effects on the environment-friendly. Green marketing assumes even more importance and significance in developing countries like India.

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