

Green Marketing

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ABSTRACT

In the wake of global warming, environmental degradation, "green marketing" has gained tremendous gains. Earth ecologists are concerned about the future of this earth's mother. This paper attempts to focus on various aspects related to viz green marketing. the definition and need for raw marketing, the effects of market integration, the reasons for the failure of green marketing, the role of government and the private sector in green marketing.

Keywords: global warming, environmental degradation, environmental inequality, natural disasters

I. INTRODUCTION:

The term "green marketing" means the production and marketing of products and services based on environmental factors or awareness. It means identifying, anticipating and satisfying the wishes and needs of customers without compromising the profitability of the organization on the other hand, keeping in mind "sustainable development". Raw marketing involves trading products that are considered safe for the environment and the environment. Without compromising the local ecological balance, when products and services are marketed, it refers to "raw advertising". Raw marketing is the marketing of products that are considered environmentally friendly. Means the process of selling products and / or services based on their natural benefits. Such product or service may harm the environment or be manufactured and / or packaged in an environmentally friendly manner. The obvious assumption of green marketing is that potential buyers will view a "green" product or service as profitable and support their decision to buy accordingly. The less obvious perception of the green market is that consumers will agree to pay more for raw products than they would otherwise pay for a different green product. So raw marketing involves a wide range of activities, including product modification, changes in production

process, packaging changes, and advertising conversions. However defining raw marketing is not an easy task when several definitions are contradictory; an example of this would be the various social, environmental and commercial meanings associated with this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Green marketing companies want to go beyond traditional marketing by promoting basic environmental standards in the hope that consumers will integrate these companies with their company or product. Performing these sustainable activities can lead to the creation of a new product line that caters to the new target market. It is also known as sustainable marketing, environmental marketing or environmental marketing. Green, environmental and eco marketing are part of new marketing strategies that not only redefine, refine or improve existing thinking and practice, but seek to challenge those approaches and offer a very different perspective. In detail, green, environmental and environmental marketing are part of a process that seeks to redress the inequalities between marketing as it currently takes place and the environmental and social realities of the wider commercial environment.

Objectives: The objectives of this paper are:

1. Enlighten people about the concept of "green marketing"
2. Tracking the history of raw marketing
3. Proposing alternatives for government and the private sector by promoting green marketing.
4. Explain the reasons for the failure of the green marketing, to date contrary to expectations.

The concept of Green Marketing: The concept of green marketing can be easily explained by adding the word "green":

G - Blue ideas: environmentally friendly ideas

R - Reuse, reuse, minimize: reuse, reuse and reduce
Use of E: use of electronics

E - Emerging technology: emerging technology is used to satisfy desires

N - Clean, next? : efficient use of materials.

History: The name Green Marketing first came to prominence in the late 1980's and early 1990's. The American Marketing Association (AMA) hosted the first workshop on "Environmental Marketing" in 1975. The continuation of this workshop led to it being one of the first books on green marketing called "Ecological Marketing". Corporate Social Responsibility (CSR) reports began with ice cream vendors Ben & Jerry where the financial report was supplemented by a larger view of the company's environmental impact. In 1987 a document prepared by the World Environment and Development Commission described a sustainable development conference "current needs without compromising the ability of future generations to meet their needs", this was known as the Brundtland Report and was another step towards widespread consideration of day-to-day work. Two visible steps of wave 1 of green marketing came through published books, both of which were called Green Marketing. They were Ken Peattie (1992) in the United Kingdom and Jacquelyn Ottman (1993) in the United States of America. According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) new and communication with all central points. The full range of raw materials also indicates that in addition to suppliers and vendors new entrants will be registered, including teachers, community members, regulators and NGOs. Environmental problems should be weighed against the basic customer needs. The last ten years have shown that using consumer power to bring about positive environmental change is much easier said than done. The so-called green consumer movement in the U.S. and other countries has been difficult to reach a critical center and stay at the forefront of consumer minds. While public surveys conducted since the late 1980's have consistently shown that a large percentage of consumers in the U.S. and elsewhere say they are willing to favor environmentally friendly products and companies, consumers' efforts to do so in real life remain unclear. One of the challenges of green marketing is the lack of standards or public consensus on what constitutes "green," according to Joel Makower, green marketing author. In short, there is no definition of "good enough" when it comes to a product or company that makes green marketing claims. This lack of contracts - perpetrated by consumers, advertisers, activists, regulators and influential people - has slowed the growth of raw

materials, says Makower, because companies are often reluctant to disclose their green credentials, and consumers are often skeptical about claims. Despite these challenges, green marketing has continued to gain fans, largely due to growing global concerns about climate change. These concerns have led many companies to advertise their commitment to reduce their impact on the climate, and the effect this has on their products and services.

The importance of raw marketing:

Green marketing is necessary for the following reasons:

1. Growing environmental degradation: The world is facing unpredictable environmental degradation. Because of this, governments, NGOs, people need environmentally friendly or eco-friendly products.

2. Environmental inequality: As environmental degradation continues unchecked, it leads to environmental inequality. Requires raw marketing.

3. Unexpected disasters: The scale of this disaster is rising daily. Disasters are increasing in number and size. It leads people to turn to the idea of green.

4. Increasing awareness levels: As people become more aware of the environment, green marketing is growing around the world.

5. Pressure from Government and NGOs: Companies are sometimes forced to convert because of pressure from government and the private sector.

Marketing Effects: Green marketing has an impact on the overall marketing mix. The four p's of marketing mixes need to be significantly changed by looking at green marketing.

Product: The product needs to be completely redesigned by looking at raw marketing strategies. The product should be made to consume less raw ingredients. It would be even better if unconventional, renewable resources are used to produce a product. Instead of machinery, when hard-working industries are established, they can do wonders for the world, because they will provide employment opportunities for a number of people, thereby narrowing the gap between the haves and have-nots and thus, the opportunity for slums.

Price: The price of a product should be made to discourage the purchase of the product when it is produced from common resources, that is, non-renewable energy resources. Here, it is the responsibility of government and the private sector to see that the price of these products and services is high. Taxes can be increased on such products.

Promotion: The company's promotional strategies should be modified to the extent that, the product or service is offered in the market closest to the consumer if it is most effective and in the market near the raw material when the raw material is heavy and scarce. Similarly, companies should be forced to invest less in promotional campaigns as it could lead to the purchase of products that may not be required by consumers under normal circumstances.

Location: When selecting a product location again, green marketing should be kept in mind. The government should take steps such as recognizing that a particular industry or industries will not meet in the same area. Companies should take responsibility for it. Additional public advertising "P's" used in this process are as follows:

Community- Active Social Marketing knows its audience, and can appeal to many groups of people. "Public" external and internal groups participating in the program. External communities include the target audience, secondary audiences, policy makers, and gatekeepers, while internal communities are those who are actively involved in the authorization or implementation of the program.

Partnerships - Many social change problems, including "green" programs, are too complex to be managed by one person or one group. Joining other groups and collaborative efforts strengthens the chances of success.

Policy - Social marketing programs can do well to promote individual behavior change, but that is difficult to maintain unless their environment supports that change in the long run. Often, policy changes are needed, and media promotion programs can be an effective complement to the public marketing program.

Wallet strings- How much will this strategic effort cost? Who supports this effort?

Reasons for green marketing failure:

Sometimes it is difficult to face reality, especially when a dream is very appealing. And the fascinating dream of green marketing is this: that consumers will vote for a fair and stable world every time they shop.

But the truth was very different. The reasons are many and complex, but the result is clear: With the exception of other energy-saving

devices, no raw product has ever captured more than a small piece of the market.

Think of it: No automobile, carpet, laundry, cosmetics, clothing, coffee, credit card, or cell phone has taken over more than 2 percent of its market. In most cases, sales of raw products reflect well below one percent of a given category.

There are many suspicions to be made. The efforts of the marketing companies have been imperfect, humorous, and inspired. Raw products themselves have been used incorrectly, are expensive, disruptive, ineffective or unavailable. Too often, green marketers have tried to persuade consumers to take action by relying on guilt or by encouraging people to "save the Earth," which has not been seen as the most desirable or attractive.

And consumers have made it clear with a crystal: They don't want to change, at least in the name of Mother Earth or the best. After all, we change our preferences and lifestyle all the time: how we communicate (email, cell phones, text messages, Twitter), how we shop (what is a "recording store"?), What we eat and drink and what we drive and wear and do . But those decisions benefit us personally, today — not the distant forest or the future.

The following are the reasons for the green sales failure:

It doesn't work. In all the hues and cries of green sellers over the years, consumers seem to be in conflict and have more false information than ever before, with lots of voting and market research studies. They trust the product, but not the company that comes with the product, the researchers said, although they do believe that marketing means the company is making it out of its own pocket. Is it any wonder that when it comes to making green decisions, consumers are confused and confused?

It is always a niche activity. Most major retailers have opted out of green advertising, or have gone through it in such a way that they have been moved to sell it in one form or another. 3. It does not move the needle. After all these years, green marketing doesn't make a real difference. It does not change consumer behavior. It does not cause much change in the types of goods and services sold. And it certainly does not punish us in the face of climate change, water and food security, biodiversity, energy prices, or any of our serious environmental and economic challenges.

Ironically, there is a new generation of companies that have to make a difference, even though they do not sell themselves green: the growing corpses of so-called co-operatives are

being used. They facilitate the distribution or re-use of products and services - car sharing or home trading services, for example - and the exchange of many goods, from food to fashion, and trade - well, almost anything.

These firms contain what sustainability is all about: reducing unnecessary spending, getting high value on tangible assets, connecting people, creating a community, sharing. These firms often market themselves or their services as raw or sustainable. They're just better.

Therefore, what is sold as raw does not carry the needle, while the needle can be sold as raw.

It deceives people into thinking they are helping. Green marketing creates a false sense of belonging and action - that we can simply buy our way to environmental life. And it often creates excuses for consumers to do less. Someone, knowingly or not, believes that buying organic food, renewing newspapers or driving a hybrid car removes all other environmental impacts. That is, doing these things in a certain way makes the world safer with their purchases, lifestyle and travel options. Of course not.

Prices: Prices for raw materials and markets on the market are relatively high. Most buyers cannot afford these prices.

Consumer Opinions: Consumers do not have a measurement indicator that indicates whether a product or service is marketed raw or not.

The role of Government in green advertising:

Government can play a major role in green advertising in the following ways:

1. Tax Incentives: Tax incentives can be given to those companies that participate in green advertising.

2. SGZs: based on the same line of SEZs, Special Green Zones can be approved by the government where free permission can be granted to future companies.

3. Research: Research activities should be encouraged by the government by freely funding green projects.

4. Penalties: The government should impose fines on those companies that ignore environmental concerns.

The role of NGOs in green advertising:

1. Awareness campaigns: They should start public awareness campaigns by informing each other about green marketing.

2. Pressure: They should pressure the government and companies to go green. They should enlighten people about raw products.

3. Donations: At the discretion of the private sector, donations can be easily collected from the public so that the proceeds can be donated to small companies that come in handy.

4. Research activities: NGOs should try to do research activities in green advertising, as this stimulates momentum.

II. CONCLUSION:

With the world facing a number of issues such as environmental degradation, environmental inequality, depletion of the ozone layer, green marketing is the order of the day and the day would not be too far away when companies would be accepted or rejected by people in the green lines only.

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