

Green marketing in today's life

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Abstract

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. Shoppers are seeking out greener products, energized by the prospects of healthier alternatives, higher quality, preserving the environment and saving time and money. But the "green wash" phenomenon threatens the green-marketing revolution. The potential to confuse consumers with misleading green claims is high. Green issues are highly technical, complex and fast moving. When claims are unclear, marketers can be labeled as green washers and their marketing as greenwash. Being perceived as a green washer seriously can damage a company's credibility. Unfair or deceptive advertising can expose marketers to legal risks and accompanying expense. The impact of green wash can hit the bottom line if disillusioned customers shift their purchases to more trustworthy competitors.

Keywords: Green marketing environmental benefits

1. Introduction

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing

https://en.wikipedia.org/wiki/Green_marketing

2. 5 Reasons Green Marketing Is Going Nowhere

1. It's not working. For all the hue and cry by green marketers over the years, shoppers seem as conflicted and misinformed as ever, as I've pointed out repeatedly through a myriad of polls and market research studies. They trust the brand, but not the company behind the brand, say researchers, though they trust the marketing claims the company makes on its package. Is it any wonder that, when it comes to making green choices, consumers are dazed and confused?

2. It remains a niche activity. Most of the major product purveyors have opted out of green marketing, or have dabbled in it so timidly as to relegate it to a single brand or product line. Of the 10 largest advertisers in 2010 (Procter & Gamble, AT&T, General Motors, Verizon, News Corp., Johnson & Johnson, Pfizer, Time Warner, General Electric and Walt Disney), only two -- GM and GE -- have tried in earnest to market products as green. One of those, GE, is largely B-to-B.

3. It's not moving the needle. After all these years, green marketing isn't making any real difference. It's not changing consumer habits. It's not causing a significant shift in the kinds of goods and services companies are selling. And it's

definitely not making a dent in addressing climate change, water and food security, biodiversity, energy prices, or any of our other serious environmental and economic challenges.

Ironically, there's a new generation of companies that stand to make a difference, even though they don't typically market themselves as green: the growing corps of so-called collaborative consumption companies. They facilitate the sharing or reuse of products and services -- car-sharing or home-trading services, for example -- as well as the exchange of many goods, from food to fashion, and the barter of -- well, just about anything.

4. Its deluding people into thinking they're helping. Green marketing creates a false sense of engagement and action -- that we can simply shop our way to environmental health. And it often creates an excuse for consumers to not do more. We all know (or are related to) someone who, consciously or not, believes that buying organic foods, recycling newspapers or driving a hybrid car offsets the rest of their personal environmental impact. That is, doing these things somehow makes the world safe for their other purchases, lifestyle and travel choices. Of course, it doesn't.

5. It's missing the bigger story. The bigger story is this: Most of what we buy has become greener in spite of our unwavering shopping habits. As I've written about since the late 1980s -- and as Greenish has covered daily since 2000 -- companies are making significant, sometimes dramatic, changes in how they produce what they sell. They're far from sustainable, but these companies are getting better and better. And they're not marketing these things.

<https://www.linkedin.com/pulse/20130312180239-127714-5-reasons-green-marketing-is-going-nowhere>

3. Strategies to Be Executed For Green Marketing

In order to expand the market of green products it require some of strategies which can be conducive to boost up the

market of the green products. Those strategies can be implemented as follows:

1. Product Differentiation:

It is a paramount need to make continuous efforts which can be helpful to differentiate then products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for

2. Value positioning of consumer:

The organization can design environmental products to perform as promoting and delivering the customer's desired value of environmental products and target relevant customer market segment can be proved conducive to organization to differentiate.

3. Designing of bio-degrading prone packaging:

It has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong and moderate on their decision making

4. Product strategy for green marketing

In order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the eco-logical viability of the products

5. Distribution strategy of green marketing

In this strategy of green marketing, it is very essential to take customer support. In this case, the location must be differentiated from the competitors. It can be achieved by promoting the in-store activities like recycling of materials to focusing the environmental and other related benefits
http://www.academia.edu/5450858/green_marketing_challenges_and_strategy_in_the_changing_scenario_introduction

4. Green Marketing Tools

Green marketing tools, such as eco-label, eco-brand and environmental advertisement, will

Make perception easier and increase awareness of green products attributes and characteristics. The consequence of this will guide consumers into purchasing environmentally friendly products. Applying these policy tools plays an essential role in altering consumer purchasing behavior to buy environmental friendly products, therefore, reducing the negative impact of synthetic products on The environment.

4.1. Eco-labeling

One of the significant green marketing tools used is the eco-label on environmentally friendly products. Environmental labels are used by marketing to promote the identification of green products. Labels consist of a range of small pieces of paper, up to very complex diagrams that are included as a part of the goods packaging. Labels can contain simply the brand

products or a range of varied information. In some cases, the seller may want a simple 'Label', but law obliges them to provide additional information.

Information between sellers and buyers. They also state that labels are a signal to accomplish two main functions for consumers: an information function that informs them about intangible product characteristics, such as product quality and a value function, which provides a value in themselves.

4.2. Eco-brand

The American Marketing Association define a brand as "a name, term, sign, symbol, or design, or the combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of a competitor." This definition can be generalized for the eco-brand as well. Eco-brand is a name, symbol or design of products that are harmless to the environment. Utilizing co-brand features can help consumers to differentiate them in some way from other non-green products.

4.3. Environmental advertisement

In the wake of increasing consumer concern about the environment, in the late 1980s and early 1990s, green marketing activities progressed, especially in the field of environmental advertising. In parallel with improving green movements worldwide and with increasing public attention to environmental problems, most organizations have chosen environmental advertisements through the media or newspapers, as a method of introducing their products to environmentally responsible consumers. The objective of green advertisements was influencing consumers' purchase behavior by encouraging them to buy products that do not harm the environment and direct their attention to the Positive consequences of their purchase behavior.

<http://www.qscience.com/doi/pdf/10.5339/connect.2014.5>

5. Conclusion

Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. That this latter concern has been ignored throughout most of recorded human history does not mean it will be unimportant in the future. Indeed, there are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and reengineering of existing marketing efforts on the part of many businesses. Solutions to environmental problems can be characterized into roughly three categories: ethical, legal, and business (economic and technological). I was listening to a report recently that determined that, rather than trying to save the planet by purchasing green cleaners, organic food and other green products, consumers generally are motivated by health- theirs and their children's. This is, of course, a bit of a "duh" for me, since I and most of my marketing colleagues came up with this conclusion awhile ago. But it is a boon to green brands trying to go mainstream.

6. References

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