



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

Green Marketing

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ABSTRACT

Green marketing is a occurrence which has developed particular importance in the modern market. Green marketing came into Indian in 1990s. Green marketing main object has start for the re-marketing and packaging of existing products in eco-friendly product as per the guide lines. green marketing has help the company tu macke brand ther product into separate line marketing techniques will be given a direct agitation in the minds of the consumer market. This businesses increased their customers and targeting consumers who are anxious about the environment. These same customer through their concern are interested in integrating These same customer through their concern are interested in unified environmental problems into their purchasing decisions through their consectary into the procedure and content of the marketing strategy for whatever product may be required.

This paper discusses how it is a important for a aspect to fulfill their corporate responsibility and companies have increased targeting green consumers, them who are concerned with the environment and allow it to affect their purchasing decisions. Or the paper examines the current trends of green marketing in India. The reasons why companies are accepting this and predict the future of green marketing and conclude that green marketing is the only thing that will continue to grow in practice and demand or both.

KEY WORDS: Green Product, Recyclable, Environmentally Safe, Eco Friendly.

INTRODUCTION

Green marketing has also onwon environmental marketing or ecological marketing.

Green marketing means marketing of environmentally safe products or goods. It refers to the organization's effort to properly design and promote products that will not harm the environment. Green marketing includes a wide range of activities such as product modifications, packaging changes and modifying advertisements. It satisfies human needs or desires with minimal harmful impact on the natural environment. Green marketing tries to avoid damage to the environment during construction, consuming disproportionate amounts of energy; Avoid unnecessary wastage. Green marketing means all activities maid to create and facilitate any exchange process intended to satisfy human wants with minimal effect on the national environment. It help to developing and promoting products and services that satisfy the customers need and want for Good Quality, Good Performance and Affordable Pricing and facility without having a harmful on the environment.

EVOLUTION OF GREEN MARKETING

The growth of green marketing has three phases

1. First phase of green marketing "Ecological" all this marketing in which, all marketing activities were concerned to help Environment problems and provide resolution for environmental problems.
2. Second phase comes as "Environmental marketing" and this marketing focus on use of clean technology and designing and innovation of new products, which take care of pollution and waste issues.
3. Third phase is termed as "Sustainable green marketing". It came into entity in the late 1990s and early 2000

GREEN MARKETING PRACTICES IN INDIA

Tata Consultancy Services: TCS has a globally accepted Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.

EXAMPLES OF GREEN MARKETING

Starbuck

as one of the most unrecognizable brands in the United States with a large global impact, Starbucks has been promoting sustainability and humane sourcing for its products since the early 2000s. The company has donated renewable energy development and other environmental programs every year. Starbucks works to reduce use in its packaging and products with disposable cups, plastic elimination, and green packing materials.

CHALLENGES OF GREEN MARKETING

Green marketing firms face many problems to implementing not an easy job. The are some Challenges faced are listed

1. The products require renewable and recyclable material, which is expensive
2. huge investment in R & D and The profits will be very low
3. Water treatment technology, which is too costly
4. Higher products price may affect the sales of the company
5. Customer not ready pay for high price
6. Green marketing will be successful only in long run time.

BENEFITS OF GREEN MARKETING

1. reduce the minus impact of production on the environment
2. production recyclable products
3. improve your reliability
4. get a new audience segment
5. ascertain long-term growth
6. receive a higher revenue

CONCLUSION

Green marketing is a business approach that recognizes the importance of balancing the satisfaction of human needs and desires with the preservation of the natural environment. While environmental concerns have often been overlooked in human history, it is becoming increasingly apparent that they will become more critical in the future. There are several categories of solutions to environmental problems: ethical, legal, and business (economic and technological).

1. Ethical solutions involve changes in the ethical behavior of the population, emphasizing the long-term sustainability of the planet. However, such changes may take a considerable amount of time to become widespread.
2. Legal solutions involve legislation, which can drive social change more rapidly than moral persuasion. However, the outcomes of legislation may not always align perfectly with intended goals.
3. Business solutions focus on the enlightened self-interest of commercial enterprises. This approach involves incorporating technology and conducting exchanges with a greater concern for environmental goods and services that were previously not considered in business practices. Green marketing and promoting responsible consumption are part of this business-oriented solution.

In the context of green marketing, businesses are encouraged to adopt environmentally friendly practices throughout their operations. This not only benefits the environment but also aligns with a growing consumer demand for eco-friendly products and services. The emergence of a green market, where consumers are willing to pay a premium for products and services that are environmentally responsible, has created incentives for businesses to go green.

In summary, green marketing is both a tool for protecting the environment and a marketing strategy. It acknowledges the growing importance of environmental protection and offers businesses opportunities to meet consumer demand for environmentally friendly products and services. By adopting green practices, businesses can not only contribute to a more sustainable future but also enhance their brand image and appeal to eco-conscious consumers.

Acknowledgment

I would also like to extend my gratitude Prof.Radhika Bajaj and Dr. Shrikant Waghulkar for their able guidance and support in completing my research paper

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American Psychological Association (APA6th) – author-year, commonly used in psychology, economics, educational sciences and health sciences (see the free guide at Purdue University)

Harvard – author-year, a general reference system used in many disciplines (and used here at Søk & Skriv). See for example Quote, Unquote.

Modern Language Association (MLA) – author -page number, widely used in linguistics and literature (see, e.g., the description at Cornell University).