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GREEN MARKETING : GREEN ENVIRONMENT - STRATEGIES AND CHALLENGES

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Abstract:-Green marketing is a phenomenon which has developed particular import in the modern market. This concept has enabled for the re-marketing and packing of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques as will be explained are as a direct result of movement in the minds of the consumer 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 incorporation into the process and content of the marketing strategy for whatever product may be required.

Keywords:Green marketing , Green Environment , phenomenon , Strategies and challenges.

RESEARCH METHODOLOGY-

The research paper is descriptive and analytical in nature. The research paper is mainly base on primary and secondary sources which include books, journals and WebPages.

INTRODUCTION-

Green marketing is a golden goose. Green marketing can be defined as, “All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment.” Green marketing involves developing and promoting products and services that satisfy customer's want and need for Quality, Performance. Affordable Pricing and Convenience without having a detrimental input on the environment.

DEFINITION-

Promotion of environmentally safe or beneficial products. Green marketing began in Europe in the early 1980s when certain products were found to be harmful to the earth's atmosphere. Consequently new types of products were created, called “green” products, that would cause less damage to the environment. The movement quickly caught on in the United States and has been growing steadily ever since. The development of ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls are all aspects of green marketing. Green marketing has produced advances such as packages using recycled paper, phosphate-free detergents, refill containers for cleaning products, and bottles using less plastic.

WHY IS GREEN MARKETING CHOSEN—

Most of the companies are venturing into green marketing because of the following reasons:

(A) Opportunity-

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketer have diverse and fairly sizeable segments to cater to. The Surf Excel detergent which saves water (advertised with the message—“do bucket paani roz bachana”) and the energy-saving LG consumers durables are examples of green marketing. We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal. In India, the green building movement, spearheaded by the Confederation of Indian industry (CH) – Godrej Green business Center, has gained tremendous impetus over the last few years. From 20,000 sq. ft. in 2003, India's green building footprint is now over 25 million sq. ft.

(B) Social-Responsibility & GREEN MARKETING—

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

The Future of Green Marketing—

Clearly, there are many lessons to be learned to avoid green marketing myopia. The short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Historically, green marketing has been a misunderstood concept. Business scholars have viewed it as a “fringe” topic, given that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of “give customers what they want” and “sell as much as you can.” In practice, green marketing myopia has led to ineffective products and consumer reluctance. Sustainability, however, is destined to dominate twenty-first century commerce. Rising energy prices, Evidence indicates that successful green products have avoided green marketing myopia by following three important principles: consumer value positioning, calibration of consumer knowledge, and the credibility of product claims.

Strategies-

The marketing strategies for green marketing include:-

- 1.Keep your message focused and answer the question : “Why would someone buy your product?” A focused message that answers this question is preferable to generalities that require the buyer to search for meaning.
2. Information support structures to help people navigate the green landscape, truly designed to make their lives easier, not burden them with more.
- 3.More visible and clear recycling directions on product packaging.
- 4.Trusted sustainability standards for all products.
- 5.Provide green solutions that are at least as easy and convenient as traditional products and services.
- 6.Lower costs so that cost does not become a barrier to adoption, including creative financing solutions for higher ticket items, eg. Community purchase plans.
- 7.Whenever possible tie in personal/family health into the environmental equation.

Challenges Ahead—

Green marketing is a new territory which is still being explored. Marketers thus face a lack of standards and benchmarks by which to validate their successes when they employ green marketing. As such it is advisable that they test the efficacy of their green marketing efforts with a small audience first before ramping them up. Meanwhile, they should be ready for the following challenges:

- A lack of awareness among customers about green products and their benefits.
- Lack of customer willingness to go out of the way to buy a green products.
- Unwillingness to pay a premium for a green products.
- Difficulty in winning customer trust as to the greenness of the organization.
- Huge investments in R & D for product innovation.
- Water treatment technology, which is too costly.
- Green products require renewable and recyclable material, which is costly.

Organizations are increasingly realizing that is not enough to offer functional benefits alone to their customers. The opportunities and competitive advantages offered by environmentally friendly green products are becoming increasingly important for product sustainability.

CONCLUSION—

Everyone is concerned about global warming and other environmental concerns Organic product eco-friendly cars, reusable grocery bags, and celebrity documentaries about global warming are inescapable in everyday life . It is impossible to ignore that there has been a growing concern with the Earth and people are very preoccupied with environmental issues. Every company seems to be jumping on the green band wagon and coming out with an eco-friendly product or donating some of their proceeds to reducing greenhouse gas emissions.

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