

Saving the Environment is the Goal of Green Marketing

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ABSTRACT

Innovative and exclusive, green marketing affects many elements of society, business, agriculture, and so on. The environment is receiving far less attention than it deserves in today's rapidly evolving world, which relies heavily on cutting-edge technologies. As technology advances, it is imperative that we take responsibility for our immediate surroundings so that we don't have an unfavourable impact on the environment. As a method for saving the environment and keeping it clean, green marketing can be used. It is argued in this paper that environmentally friendly marketing practises should be used by businesses and individuals alike in order to protect the environment and reduce waste.

Key words: green, marketing, environment, wastes

1. INTRODUCTION

With increasing knowledge about the effects of global warming, non-decomposable solid waste and other harmful pollutants, green marketing refers to the general marketing concept wherein the manufacturing, business, depletion and waste disposal occur in a manner that is less harmful to the natural environment. As part of the overall business and marketing plan, it is essential. Additionally, it is necessary to have a grasp of how individuals make decisions. An eco-friendly marketing training is being held by the American Marketing Association. When it comes to generating and producing any exchanges that are intended to satisfy people's expectations or demands, green marketing is known as green or eco-friendly marketing. [1]

Sadly, many people believe that green marketing refers primarily to the promotion of products with natural attributes. Like phosphorus-free recyclables, refillables, ozone friendly and eco-friendly are some of the characteristics buyers typically associate with green marketing. While these are green marketing claims, the term "green marketing" generally refers to a broader concept that encompasses anything from consumer goods to industrial machinery and everything in between. [2]

It's easy to mislead clients by making green claims that aren't true. Environmental challenges are increasingly complex, specialised, and dynamic. They can be known as "green washers," and their business or marketing is referred to as "green wash." A company's reputation can be damaged if it appears to be a greenwasher. Adverse publicity can expose advertisers to legal liability and extra costs. If disillusioned consumers shift their purchases to other honest competitors, the green wash impact can have a devastating effect on the bottom line. As a result, it is critical for businesses to acquire the trust of the public by building their own reputations of trustworthiness. In order to protect the environment, it is common practise to use only natural products. [3]

2. GOLDEN RULES OF GREEN MARKETING

- I. Make sure your buyer is aware and concerned about the issues you are trying to address in your presentation.
- II. To educate your customers, it's not only about letting them know what you're doing to help the environment; it's also about why.
- III. Real and visible means (a) doing the same thing every time you advertise and (b) all of your marketing policies are consistent with what you're actually doing.
- IV. Support the customer: Customers must have faith in their products' ability to execute their work as well as nature's product quality in terms of nature's standards.
- V. The cost of many natural products is high because of economies of scale and the use of higher quality components, so it's important to make sure that customers can afford the premium and appreciate that it's worth the extra expense.

PRESENT TRENDS IN GREEN MARKETING IN INDIA

Government agencies and other organisations are putting pressure on businesses to improve their reputation for reliability. Most of the time, government agencies compel businesses to adopt policies that prioritise the needs of their customers. Rival environmental actions compel businesses to alter their traditional methods of doing business and advertising. [4]

THE FUTURE OF GREEN MARKETING



Figure 1: Green strategy

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1. BENEFITS OF GREEN MARKETING



Figure 2: Advantages of Green strategy

In the United States, air pollution is a serious problem. Every year, it does enormous damage to crops and forests, resulting in billions of dollars in losses. Many other studies in the United States, Brazil, Europe, and elsewhere have found correlations between air pollution and low birth weight and stillbirth. Because resources are limited and consumer demand is limitless, it is critical for company leaders and marketers to make efficient use of those resources while also achieving the organization's goals. As a result, green marketing tactics may be counted on. [8,5]

GREEN OPPORTUNITIES

The following are potential advantages of going green:

1. Spirited advantages
2. Increasing the number of customers
3. A decrease in the cost of goods
4. Public accountability in business

2. THESE OPPORTUNITIES ALSO BECOME THE REASON FOR COMPANIES TO ADOPT GREEN MARKETING

1. In the eyes of the administration, environmental marketing is a viable option for achieving its goals.
2. Companies are forced to be more reliable because administrations believe they have an obligation to be more publicised responsible government institutions.
3. Companies are forced to change their environmental business practises due to competition from environmentally favourable initiatives.
4. Companies are under increasing pressure from government agencies to improve their reliability.
5. Companies are compelled to change their behaviour because of price issues linked to waste retention or product reductions.

3. IMPORTANCE OF GREEN MARKETING

In the early 1990s, there was a great deal of concern about the ecological impact of industrialised areas on wildlife. It's not only about explaining the connections between different groups of people and the government and the environment; it's also about understanding the implications of those connections. That has led to the creation of new or reimagined solutions to issues like as nature-friendly products and materials, recycling, waste reduction, the price of fumes, and the value of naturalism in the pricing of goods and services [6]

It's not uncommon for a market or corporation to be under ongoing and persistent scrutiny as a result of pressure from various government agencies, non-profit organisations, and individual customers. In industrialised countries, stricter rules and regulations to protect nature might be seen as a direct outcome of this. As a result of their desire for environmentally friendly items and resources, the customers of some other countries are more comprehensible at that time. [7]

4. MANAGERIAL/ STRATEGIC IMPLICATION OF GREEN MARKETING

This includes green products and materials, as well as companies that have been greened. The manager needs to know what systems should be green. Anticipatory, moderating (and influencing) factors are just few of the components that make up this model. Marketing or commercial strategy might be affected by a company's eco-friendly stance. For the sake of the political economy paradigm, four categories of preceding elements are distinguished: external polity, socio-political, and system. [4,6]

The way resources are offered to release appropriate and pleasant output depends on the way power and administration are held within the organisation and its internal economy. Precedents affect the values, trust and personality of organisations towards naturalism and related materials, which reacts as a communicator on eco-friendly business and marketing strategies. It is the basic concept of environmental marketing and business strategy that includes nature-related adjustments to the standard business and marketing mix elements for a specific target market and company environment. Environmental marketing plan execution has certain economic, market, client and competition outcomes for the administration's business and marketing performance. [8]

10. Conclusion

For long-term sustainability, marketers must address and execute solutions to environmental concerns. " To achieve sustainable development, economic and ecological factors must be incorporated into decision-making processes by implementing policies that preserve agricultural development and environmental preservation. Finally, green marketing is all about protecting our planet for generations to come. All of these things are part of green marketing, which leads to a more sustainable future. When it comes to sustainable development, green marketing is an important tool. In other words, it indicates a medium- to long-term policy plan aimed at addressing possible poverty and resource scarcity gaps, as well as providing chances for the development of alternative economic, production, and livelihood models. Authenticity is the most important ingredient for a successful green marketing campaign. Communicate in a way that people can trust and avoid exaggerating

environmental claims or setting excessive expectations. If sustainable growth is a necessity, then green marketing may meet this need and become a tool for sustainable development, as green marketing includes people, profit, and the planet all together.

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