

Green Marketing: A review

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Abstract- Recently, customers aren't solely listening to the standard and worth of the merchandise however also curious about the impact of products on the setting throughout their lifecycle. Therefore, to satisfy the customer's desires, businesses are forced to vary the assembly processes and selling operations. within the field of promoting, the Green Marketing strategy, that appears to be a useful tool for resolution that drawback, had appeared and have become common within the developed countries. During this paper we have a tendency to aim to introduce concerning Green Marketing in addition because they ought to apply it.

Index Terms— Green Marketing; Green product; Green price

I. INTRODUCTION

Green Marketing is that the selling of setting friendly product and services. It involves variety of various things, like making associate eco-friendly product, victimization eco-friendly packaging, adopting to speak a products inexperienced edges. This kind of promoting will be dearer, however it may be profitable thanks to the increasing demand.

Some of the samples of Green Marketing are:

- Cola Company of U.S.A tense sweetener directly from tank instead of plastic that saved 68million pounds a year.
- Another example is megacycle Donald's replaced its clam shell packaging with waxed paper as a result of instead client concern.

II. EVOLUTION OF GREEN MARKETING

The Green Marketing has evolved over a period. According to Peattie (2002), the evolution of green marketing has three phases.

Initial phase was “Ecological” green marketing and through this all selling activities were concerned with ecological problems and provide solutions to solve those ecological problems.

Second phase was "Environmental" green marketing and also focused on shifting Clean Technology that concerned planning of innovative new product which manages pollution and waste problems.

Third phase was "Sustainable" green marketing. It came to picture in late 1990s and early 2000.

III. WHY GREEN MARKETING??

The thought of Green Marketing has emerged as a viable answer to deal with environmental problems and market the product of the corporate at constant time.

- Social Responsibility

Companies have determined to include Green Marketing in their formidable company social responsibility initiative. It integrates nicely with the ways of business. The globe is rousing to property development and environmental protection. Firms have accomplished the requirement to behave in an exceedingly additional environmental-friendly fashion.

- Competitive Advantage

Going inexperienced provides a degree of competitive advantage to the business within the sense that its product is satisfied amongst the customers and it will aim to sell them at the next worth than the commercial norm because the customers are willing to pay additional for inexperienced product.

- Consumer Awareness

The increasing client concern towards Green Marketing makes it a profitable business chance for the business. Additional then twenty fifth of Indian urban customers like inexperienced selling.

III. BENEFITS

Green Marketing will involve variety of various things, like making associate eco-friendly product, victimization eco-friendly packaging, adopting property business practices, or focusing selling efforts on messages that communicate a product inexperienced edge.

Some of the benefits are:

- i. It enhances the image of the corporate in society.
- ii. It will promote the renewal of the product and its improvement.
- iii. It will increase the possibilities of coming into the premium phase and it's any growth.
- iv. It will kind friendly relations with public organizations and with native government bodies.

IV. ADVANTAGES OF GREEN MARKETING

Being inexperienced or property encompasses several elements; energy potency, the employment of renewable energy, conservation, utilization and waste management, eco-friendly attire, organic manufacture and far additional. The key to triple-crown inexperienced selling is to speak and concrete facts concerning company's engagement toward social and environmental causes.

Some of the benefits of Green Marketing are:

- i. It ensures sustained long-run growth at the side of gain.
- ii. It saves cash within the long haul, though initial value is additional.
- iii. It helps the businesses to promote their product and services keeping the setting aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- iv. It conjointly promotes company social responsibility.

V. DISADVANTAGES OF GREEN MARKETING

Some firms have created an endeavor to become additional environmentally friendly, conjointly called "going inexperienced."

However, there can be many numbers of disadvantages for going green for a corporation.

- i. Change ends up in value:

Changing our selling techniques takes time and also the development of a replacement strategy, which generally interprets into multiplied prices

- ii. Conversion Expense:

It will be expensive for an organization to green initially. For example, the switch to alternative energy can produce

the requirement to put in star panels at business facilities. the value reductions in energy savings gained by going inexperienced aren't perpetually enough to offset the initial direct conversion prices.

VI. GOALS OF GREEN MARKETING

Companies that elaborate new and better output and services with setting inputs in mind provide themselves access to new markets, increase their profit property and revel in a competitive advantage over the companies that are not concerned for the setting.

Goals of Green Marketing are:

- i. To eliminate the thought of waste.
- ii. To reinvent the thought of product.
- iii. Make costs replicate actual and environmental prices.

VII GREENING OF THE MARKETING MIX

The selling combine contains four annotation namely-product, price, place and promotion. Inexperienced selling impacts them in an exceedingly huge means.

A. GREEN PRODUCT

There are many characteristics that a product should possess to be tagged as a "green product.

Several them are as follows:

- i. The product should not hurt any animal or person in any manner.
- ii. The product should not hurt setting in any manner throughout its life cycle.
- iii. The product should not consume a disproportionate quantity of resources.
- iv. The product should not cause redundant waste.

B. GREEN PRICE

The business typically well worth the inexperienced product a tiny low quantity on the far side their non-green equivalents. This increased value is even by citing a price intensive production technique. The buyers further typically than not are able to pay the increased value and show their support for the initiatives taken for a greener setting. As an example, organic fruits and vegetables are typically priced on the far side ancient grocery things.

C. GREEN PROMOTION

Green promoting is usually thought of solely as promotion of the inexperienced product. Though promotion is a vital part of inexperienced promoting. It's not the sole one. With the arrival of inexperienced promoting and it's gaining large quality, it became a typical sight to envision a embarrassment of product being promoted as inexperienced product. The inexperienced promotion became such a good development that the authorities had to intervene and set some ground rules for the product to be published as inexperienced.

VIII. CONCLUSION

Green Marketing mustn't overlook the economic facts of Marketing. Marketers got to perceive the implications of inexperienced marketing or green marketing. If the marketers are in the illusion that the buyers are not involved in concerning about the surrounding and environment issues or won't pay a higher price for more eco-friendly products, then they are wrong. They should find a way in which they can enhance the performance of the product and make the buyers, or the customers believe in the higher priced eco-friendly products. Green Marketing is still in its infant stage and it is taking little steps, as lots and lots of research are going on this field to fully implement it in the future.

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