



The role of green marketing in environmental protection

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Abstract

Our ancestors have been practicing green activity since ancient times whatever products were required in our daily life were exhausted from in harmony with nature and they were even disposed. There is an increase in the awareness about protection of the environment among the consumers all over the world. The consumers buying patterns have rapidly evolved. Due to this firms have now become active to gain competitive advantage. As the technology grows, rapid changes also take place and so new challenges also arise. This paper is an attempt to overcome the challenges to the environment from the point of view of marketing mix. This paper attempts to discuss the marketing mix and green marketing by considering the 4 ps of marketing.

Keywords: environment, marketing, consumer, technology

Introduction

In recent years, biased ferrite material for microstrip antenna structures has attracted noticeable attention. Ferrite is one of the emergence of Green Marketing may be attributed to increased consumer awareness towards the environment. It is concerned with the way products and services are manufactured and sold. It is now high time that organizations have to rethink on the methodology of sales, marketing and manufacturing. It is a general notion that Green Marketing is related to the manufacturing of product and its operation but if we take various factors that influence the environment then we have to broaden the meaning of Green Marketing. It is a challenge for firms to see that products are produced with the 4 Ps of marketing mix incorporated into green Marketing and that the products are produced in a way that is not harmful to the environment and at the same time is profitable for business. A product would be considered positive if it is marketed without harming the environment. Green marketing incorporated product modification packaging changes modifying changes to the production, process, and advertisement

Green Product

Many companies are using upgraded methodologies in the way the products are manufactured. Polymers are considered a substitute for metals. It may be quite challenging to justify the low- cost non-biodegradable material used in their manufacturing. It is often argued now such products can be considered as safe and green products. The products design is very important as it helps in gaining attention. The products should be safe to use and non-vulnerable. The technology used in development and manufactured a product should be environment friendly and should be acceptable to all stakeholders. The customer should get value for money.

Green Place

It refers to any place where the buyers and sellers can meet and which minimizes their efforts of buying and selling. In this regard Internet can be termed as a green place as it gives the customer comfort of placing the product online

and getting it delivered at his doorstep. He can easily select and purchase the product from a wide variety of merchandise displayed by the firms on their own websites. It gives an opportunity to the manufacturing also to reduce the cost of bringing it to the market. Online marketing nowadays has reduced the efforts of many consumers visiting the market. The challenges faced are that the green place should be able to convince the smart customer about the product features. Especially in case of products which require prior testing. It will benefit by giving a reasonably low cost to the product. So overall in some cases it may be different to adapt to green place.

Green Price

This a general view that environment friendly products are relatively costlier. Usually, environment friendly products are highly priced, but the price of a green product should be priced within the easy reach of the customer. How firms price their products while ensuring about a green product is a big question. An argument in this regard is that whatever is the cost of adhering to environment concerns the cost of green products should not be high.

For eg- LED bulbs are costlier than conventional bulbs, electric cars are costlier than conventional cars. Thus, it may be said that usage of technology and its pricing differs in every segment and industry.

Green Promotion

Promotional activities are important and are taken by firms to create awareness about the product and its services. Every firm has to keep a promotional budget to influence its target audience. Green promotion can be taken up by firms through the following ways

- 1. Selection of partner:** Firms can collaborate with promotion partners who have a good reputation in preserving the environment
- 2. Selection of appropriate material:** Suitable material may be encouraged by firms which is also customer friendly such as using a recyclable bag rather than plastic. Likewise, usage of online promotional material may be increased

- 3. Selection of message:** The advertising message plays a key role. Not only the environmental impact should be kept in mind but also the societal impact. Firms should check the advertising message to be displayed. Messages should be ethical and moral.

Conclusion

Green marketing should be considered a corporate social responsibility and not as merely a promotional activity. The adoption of green marketing will definitely have a positive impact on the firm. Companies may try targeting products towards women as they are more corporate social responsibility sensitive. To emphasize the personal benefits firms must communicate quality and performance in addition to sustainable aspects. Today's consumer is more analytical and has more questioning mindset. It is imperative for firms to introduce and come up with green products and green service to ensure a sustainable growth. The top management should keep evolving different platforms for green environment. The increasing awareness of the consumer about the environment have led to the change in the buying approach of the consumer towards a green lifestyle. The shift to green marketing will prove to be advantageous in the long run.

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