



# RECENT TRENDS IN MULTIDISCIPLINARY SUBJECTS

VOLUME -1

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## **RECENT TRENDS IN MULTIDISCIPLINARY SUBJECTS, VOLUME-1**

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# CHAPTER 2

## GREEN MARKETING

*Abhijeet Jaysing Bendale*<sup>1</sup>

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### **Abstract-**

The activity of designing and advertising products based on their actual or perceived environmental sustainability is known as green marketing. Advertisement of reduced pollution associated with a product's production process or the use of post-consumer recycled products for a product's packaging are examples of green marketing. Some businesses may also promote themselves as environmentally friendly by contributing a portion of their profits to environmental causes such as tree planting. When a company's green marketing efforts aren't backed up by substantive expenditures or operational changes, they risk being accused of deceptive or false advertising. This paper focus on meaning, importance, and objectives of green marketing, along with its strategies and principles. It will also focus on the marketing mix

**Keywords:** *Green Marketing, Green Price, Green Product, Green Place, Strategies*

### **Research Methodology:**

This paper is based on secondary data. The data is gathered from various books, diaries, magazines and sites.

### **Objective:**

1. To study the meaning, importance, objectives of green marketing
2. To study the strategies and principles of green marketing
3. To study the Marketing Mix of Green Marketing

### **Introduction:**

A free society needs both — an elevated degree of individual abundance and a spotless climate. The private undertaking framework needs to foster the ability of giving the components of a superior personal satisfaction. Ventures need to fulfill natural needs but keep up with their abilities to universally contend. The interest for natural improvement offers chances to virtually a wide range of organizations to take part in this immense market. Appropriately created, these business sectors will make monetary development, which can pay for the natural enhancements looked for. There are two unique kinds of chances. The main open door comes from the way that the organizations won't be permitted to dirty the climate. Organizations should recognize processes whose results are being delivered in the climate and subsequently contaminating it. Organizations have trusted that to diminish the emanations or make them innocuous prior to delivering into the climate is continuously going to cost more. Yet, this isn't true. Whenever organizations utilize new innovations to do their discharge creating processes,

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they observe that the adequacy and proficiency of the cycle is improved, notwithstanding decrease of outflows from them. Accordingly, the organization can recuperate the speculations that it made in upgrading the interaction. The thought is that processes which cause dirtying outflows are intrinsically ineffectual and wasteful, and better cycles ought to be planned utilizing new advancements. Organizations want to accept that putting resources into advances that assist them with diminishing discharges checks out. Their cycles become more productive as well as compelling and they receive the monetary rewards of further developed processes for all times to come. The subsequent open door will arrive at those organizations which will foster the innovations, which will empower organizations to do their cycles in climate well-disposed ways. These organizations should put vigorously in innovative work, yet they can be guaranteed of a tremendous achievement when they concoct advancements that lessen or dispense with contaminating outflows from processes. Simply envision the result assuming an organization were to imagine an auto motor that wouldn't produce any dirtying gas, or on the other hand assuming an organization designed advancements to make plastics which would be biodegradable. There are various such open doors ready to be tapped.

### **Objectives of Green Marketing**

The following are the objectives of green marketing:

1. To help companies meet their corporate social responsibility.
2. To improve the companies' brand and goodwill.
3. To help cut down expenses.
4. To implement sustainable business practices.

### **Importance of Green Marketing**

Increased production and business activities are well known for polluting the natural environment. People, crops, and animals have been harmed in various parts of the world. Since resources are scarce and customers' needs are limitless, marketers must make effective use of resources in order to achieve organizational goals without wasting resources. As a result, green marketing is unavoidable. Consumers, not just marketers, are worried about the environment, and thus, they are modifying their behavior patterns as well. Consumers, both individual and corporate, are becoming increasingly concerned with environmentally friendly goods. As a consequence, the term 'green marketing' has become common and significant:

#### **1. Environmental benefits:**

Going green is a responsible option for the environment. Energy production used by companies to heat, cool, and light workplaces is estimated to account for 40% of all greenhouse gas emissions in the United States. Reducing these energy requirements helps to control global warming by lowering carbon dioxide emissions. Recycling business products and conserving water help to save natural resources on a broader scale because companies use more natural resources than individual customers.

#### **2. Economic benefits:**

Lower operating costs and more savings result from waste reduction. Low-wattage or LED lamps, natural lighting, water management policies, mandatory recycling, and hybrid company vehicles are examples of environmentally sustainable business equipment and activities that save money on utilities, fuel, and office supplies. This results in immediate cash flow. Going green also helps a company gain

favours with clients, potential buyers, vendors, activists, watchdog organizations, communities, and future employees.

### **3. Sustainability:**

Going green is about long-term sustainability; this sustainability leads to long-term profits in green industries with bright prospects. Biomaterials, green buildings, personal transportation, smart grids, mobile applications, and water filtration are among the future-proof markets.

### **4. Efficient resource use:**

Today, human demands and needs are limitless, but resources are so scarce that they cannot be met. Markets must make customers' lives easier by efficiently using resources.

### **5. Planned techniques:**

To accomplish organizational objectives effectively without Wasting time or other resources, it is essential to implement well-planned Techniques and innovative policies.

### **6. Consumer attraction:**

Green marketing entices customers to care about the environment. People are acutely aware of their surroundings and behavioral variations. Green marketing is a form of rising marketing that aids in the development of socially and environmentally responsible goods.

### **7. Innovation:**

Green marketing aids in the creation of goods that are both commercially feasible and effectively meet human needs. It creates cutting-edge green goods that use fewer resources.

### **Methodologies/ Strategies/Principles of Green Marketing**

Organizations wrongly accept that their seriousness will be disintegrated assuming their practices and items become greater climate cordial. Maintainable advancement and showcasing is the way to future productivity and organizations need to embrace the accompanying practices:

1. Organizations need to stick to the least climate principles, yet they ought to decide to follow the most rigid guidelines, and do as such before they become legitimately restricting. Organizations which in all actuality do so get additional opportunity to explore different avenues regarding materials, advances and cycles.
2. Savvy organizations diminish the utilization of non-sustainable assets, for example, coal, petrol and petroleum gas as well as inexhaustible assets like water and wood. The organization works with providers to create eco-accommodating crude materials and parts. They give impetuses to their providers to make them greater climate cognizant.
3. To plan eco-accommodating items, organizations look at item life cycles and comprehend customer concerns. For instance, Clorox found that family cleaning was an ecological concern, and sent off a line of non-engineered cleaning items. It then, at that point, convinced a main ecological gathering to underwrite its items.
4. Organizations concoct new plans of action to convey a similar worth to the client. Fostering another plan of action requires an organization to investigate substitute approaches to addressing client needs.



For instance, FedEx electronically moves an archive to its office in the city, to which the report is to be conveyed. The workplace takes a printout of the report and conveys it to the client.

5. Organizations need to contemplate making conceivable what right now appears to be unimaginable, for example, creating waterless cleansers. The greatest advancements have had their underlying foundations in such reasoning. Planes could never have been made in the event that somebody had not considered flying like a bird.
6. Living beings have prospered on the Earth's biosphere for billions of years. It is an incredible working framework, whose practices should be taken on by organizations which need to rehearse manageable assembling.
7. Nature has in excess of 100 components, however it has utilized just 4 components — carbon, hydrogen, oxygen and nitrogen to make creatures. Organizations ought to take on nature's way, and on second thought of utilizing huge number of materials, they ought to utilize a couple of them, which will likewise make reusing simple.
8. Earth's biosphere follows the act of up-cycling, i.e., when a living being kicks the bucket, it recalls its dead remaining parts, brings it back in its creation interaction, and empowers formation of a higher type of creature. For instance, a dead rodent can be reproduced as a feline. Up-cycling doesn't permit worth of materials to weaken, and its presentation is kept up with, and frequently improved. Organizations also can follow the act of up cycling — when an item's life cycle is finished, it tends to be reused to a more important item.
9. Nature's unique plan of life is the multi-celled creature, which appeared multiple a long time back. The multi-celled life form is a broadly useful plan, and all organic entities have been gotten from this plan. Essentially, organizations can use broadly useful stages, the manner in which Microsoft use Windows.

### **Marketing Mix of Green Marketing**

Green marketers can attract customers based on factors of performance, money saved, health and convenience or environment friendliness in order to target a wide range of environmentally conscious consumers. When companies use innovative techniques like eco-friendly products, they are able to do the following:

- Get through to new markets
- Enhance the market shares
- Increase profits

The four Ps of marketing mix are also used in green marketing, and they are explained as follows:

#### **1. Green product:**

Products have to be designed and created based on the needs and requirements of customers who want eco-friendly products. These can be products made from recycled materials or used goods. Such products save water, energy and money and reduce harmful effects on the environment. The marketer's role in product management in green marketing includes providing product designers with market-driven trends and customer requests for 'green' products, such as they should save energy, be organic, use green chemicals, be locally sourced and so on. For example, Nike has made efforts to position itself as green. It has promoted its Air Jordan shoes as environment friendly because these shoes do not have as much harmful glue adhesives as other shoe brands. These shoes have been positioned to show that there is wastage has

been reduced and environment-friendly materials have been used. The use of energy saving compact fluorescent lamps (CFLs) and battery-powered cars, are attempts at designing eco-friendly products.

## **2. Green price:**

Pricing of green products is done taking into consideration people, planet and profit such that the health and well-being of employees and communities is taken care of and productivity remains efficient. Value addition can be done by changing the appearance, functionality and customization of the products. For instance, Fab India, a popular clothing store, and Khadi Gram Udyog use shopping bags made of recycled paper, jute and plastic.

## **3. Green place:**

In green marketing, the 'place' aspect is about the efficient management of logistics to reduce emissions caused during transportation. This in turn reduces the carbon footprint. For example, a green marketer will instead of marketing an imported wine in India can ensure that it is locally produced. This will also reduce the shipping costs and carbon emission of ships and other modes of transport.

## **4. Green promotion:**

Promotion of green products involves innovative use of promotion techniques, such as advertising and marketing, signage, white papers, Web sites, videos and presentations, by keeping people, environment and profits in mind. For instance, Indian Tobacco Company (ITC) has introduced ecofriendly papers and boards that do not use elemental chlorine for processing. Many automobile companies are in the process of developing hydrogen/electric hybrid technology into their cars. There are three strategies by which advertising can be used for promotion of green products:

- Ads that denote a linkage between a product/service and the environment.
- Ads that promote a green lifestyle.
- Ads that present an image of corporate environmental and social responsibility.

## **Conclusion:**

The action of planning and publicizing items in view of their genuine or seen ecological maintainability is known as green advertising.

1. A free society needs both — an elevated degree of individual riches and a perfect climate. The private venture framework needs to foster the capacity of giving the components of a better personal satisfaction.
2. There are two distinct sorts of chances. The principal opportunity comes from the way that the organizations won't be permitted to dirty the climate. Organizations should recognize processes whose results are being delivered in the climate and subsequently contaminating it.
3. The subsequent open door will arrive at those organizations which will foster the advances, which will empower organizations to complete their cycles in climate amicable ways.
4. Buyers need to assume a significant part on the off chance that organizations must be made answerable for protection of the climate. They ought to quit purchasing results of organizations which are contaminating the climate.
5. Purchasers, not simply advertisers, are stressed over the climate, and accordingly, they are adjusting their ways of behaving too. As a result, the term 'green showcasing' has become normal and critical.

6. Organizations incorrectly accept that their seriousness will be disintegrated assuming their practices and items become greater climate amicable. Maintainable advancement and showcasing is the way to future productivity and organizations need to take on climate agreeable practices.
7. An advertiser should compute the social net productivity of their business activity (social advantage less friendly expense).
8. Green advertisers can draw in clients in light of variables of execution, cash saved, wellbeing and comfort or climate kind disposition to focus on a wide scope of earth cognizant buyers.
9. Climate cordial retailers are taking a gander at ways of addressing the green purchasers' requirements and yearnings. These organizations have a reasonable responsibility and are integrating green ethos across movements of every kind of their associations.
10. Organizations are planning items that utilization more reused material, are produced using fabricating processes that consume lesser energy, and don't transmit unsafe squanders. These are together adding to diminish the carbon impression of the organization

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