ABSTRACT

Green marketing is a sensation which has developed in such a way that it happens to come into contact with our contemporary society. The contemporary market has created a lot of problems and hence the concept of green marketing concerns with the protection of ecological environment. Additionally, the process of green marketing has increased in such a way the consumers are indeed ready to invest in the concerned process with the main intension of waste reduction. Green marketing inspires people with pure products and pure methods of producing and disposing of products for purity in production and consumption as well. The important factor for adoption of green marketing in today’s business is acquiring consumer’s consciousness and tendency to prefer eco-credential products. The paper indicates the green marketing concerns with three aspects and traverse the opportunities and challenges that today’s business and environment have with green marketing. The paper also provides detailed description on how to let the contemporary businesses go green and certain guidelines to spread the marketing philosophy to promote production and selling with protection of ecological balance. The paper analyses the type of fertilizers to be used and provided a detailed study on recycling of consumer waste and waste from industrial products. The paper clearly portrays in detail about the 4P’s of marketing which directs and provides opportunities to reduce resource consumption and to increase conservation of scarce resources and concludes that green marketing is a process that has abundant growth and it is about doing the right thing and providing consumers with a clean and green environment with making and marketing of sustainable products.

I. INTRODUCTION

In today’s scenario human activities have a wide adverse impact over our environment. Our today’s society is more concerned in natural environment which has paved way for the development of the concept of green marketing. The government is very much concerned in green marketing that they have brought in the concept of green marketing in the curriculum of students to bring in awareness among the young generation. Green marketing can solve various issues like it can bring down pollution which is really deleterious, reduce emission of gas and is also recyclable. Majority of organizations are planning to minimize the production of hazardous products on climate and other conditions that are environment unfriendly. Hence although the concept may emanate to be expensive surely in future it would emerge to be advantageous as well as brings in the indication portraying about the advancement of our society.

II. GREEN MARKETING CONCERNS

The main problem of green marketing is that it does not portray a proper definition or awareness for the acceptance of the concept by the society. Green marketing, as with any relatively new way of thinking, can fall easily into one of two unacceptable traps. The first is that it becomes a cloud nine area of venture—an esoteric, quasi-mystical field of investigation, more concerned with the survival of the universe. The second trap for green marketing is that of excessive adhesion to certain rituals which aim to satisfy emotions much more than the contribution to practice. Hence the concept has certain
difficulties in acceptance but it can overcome these traps by bringing in awareness as well as belief in using these products.

III. OPPORTUNITIES AND CHALLENGES

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about environment. In 1992 study of 16 countries, more than 50% of consumers in each country other than Singapore indicated they were agitated about the environment. A study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicates that they had brought in changes in their behavior, including their purchasing behavior, due to environment reasons. As demand changes, many firms see these changes as an opportunity to be exploited. Given these figures, it can be assumed that firms marketing goods with environmental characteristics will have a competitive advantage over firms marketing non-environmentally responsible alternatives.

The main challenges are:

Need for standardization: Only 5% of marketing messages are entirely true from the ‘Green’ company and there is problem of lack of evenness to authenticate these claims. It is very difficult to certify a product as a green or organic product because there is no standardization. A standard quality control board needs to be in place for such labeling and licensing to bring in belief among the society.

New concept: In India more educated and urban consumers are getting updated with the benefits of the usage of green products. But still less literature or awareness is brought in to the consumers. Consumers needs to be educated and made aware of the concept of green marketing. The new green movements needs to reach the masses and surely that will take a lot of time and effort. By India’s homeopathy heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption that clearly portrays the interest of people in green or natural products. In those aspects the consumer is already aware and will be inclined to accept the green products. Barauni refinery of IOC is taken steps for restricting air and water pollutants.

IV. TO LET CONTEMPORARY BUSINESS, GO GREEN!

Every company has to fight stagnation from period to period. It can be easy to get locked into a way of doing things and never be questioned about the concerned process is really the most effective or efficient solution. One underrated benefit of going green is that it forces you to evaluate every aspect of your business and identify many new, more efficient means of production. It can become addictive to look for (and find) money-saving innovations. Going green doesn't just mean using renewable energy or more efficient light bulbs. Companies can reduce their energy usage and emissions drastically through simple things like optimizing delivery routes, streamlining the manufacturing process, and using less bulky packaging. A full audit of your energy usage and emissions can reveal these opportunities to cut costs and operate more efficiently. It helps the environment. This point is obvious, but bears repeating. Beyond the prudent economic reasons to go green, it’s an important step in preserving.

V. PROCEDURE TO SPREAD MARKETING PHILOSOPHY

➢ Four competing philosophies keenly regulate the role of marketing and marketing activities within an organization. These philosophies are commonly referred to as production, sales, marketing, and societal marketing orientations.

➢ The production orientation focuses mainly in achieving lower prices for consumers. It assumes that price is the critical variable in the purchase decision and it is the main criteria of purchasing a product.

➢ A sales orientation assumes that buyers refuse purchasing items that are not essential and that is not much aware by the environment and that consumers must be persuaded to buy.

➢ The marketing orientation is based on an understanding that a sale predominantly depends on the customer's decision to purchase a product and hence the product’s advantages and effectiveness should be keenly explained to the consumers and win their belief and perception of the value of that product. Responsiveness to customer wants is the main focus of the marketing concept.
➢ The societal marketing orientation holds that the firm should strive to satisfy customer needs and wants while meeting organizational objectives and preserving or enhancing both the individual's and society's long-term best interests.

V. 4P’S OF MARKETING

The marketing mix, also known as the four Ps of marketing, is the combination of product, price, place (distribution), and promotion. Marketers develop strategies around these four areas in marketing to enhance branding, sales, and profitability. The marketing mix forms the foundation for creating a sustainable marketing strategy. Sustainability marketing, unlike traditional marketing, needs to adhere well to sustainability principles throughout the marketing mix. This helps to (1) strengthen the brand identity; (2) provide credibility; and (3) ensure honest, truthful communications and radical transparency with stakeholders, one of the cornerstones of good sustainability marketing principles.

The Four Ps Model:

- **Product** – The first of the Four Ps of marketing is product. A product can be either a tangible good or an intangible service that satisfies the need or want of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it’s imperative that you have a clear grasp of exactly what your product is and what makes it unique and it should be based of consumer’s need and welfare before you can successfully market it.

- **Price** – Once a concrete understanding of the product offering is established we can start making pricing decisions. Price determinations will impact profit margins, supply, demand and marketing strategy. Products and brands may need to be positioned differently based on varying price points, and the value of the product should be worth for the concerned price of the product, while price elasticity considerations may influence our next two Ps.

- **Promotion** – We’ve got a product and a price now it’s time to promote it. Promotion looks at the many ways marketing agencies present relevant product information to consumers and differentiate a particular product from the other. Promotion includes elements like: advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing etc. Each touchpoint must be supported by a well-positioned brand to truly maximize return on investment.

- **Place** – Often you will hear marketers saying that marketing is about putting the right product, at the right price, at the right place, at the right time. It’s critical then, to evaluate what the ideal locations are to convert potential clients into actual clients. Today, even in situations where the actual transaction doesn’t happen on the web, the initial place potential clients are engaged and converted is online. And nowadays the most targeted place to sell or bring awareness to the product is through e-commerce and this is considered as the best place to market our product and also it collects feedback about the product which helps in bringing in updated features as per the consumer need.

VI. RECYCLING PROCESS OF CONSUMER WASTE

Waste outputs for industrial materials like solvents, paints, oils and adhesives are difficult to deal with since they are used in many harmful ways, either laden with or exposed to chemicals which are hazardous to humans and the environment, the proper disposal and containment of these products and their packaging is highly regulated by the agency of U.S., Environmental Protection Agency (EPA) and cannot typically be captured or processed by municipal waste systems. Companies, manufacturers and small businesses are thereby responsible for the private management of this waste, which typically entails linear disposal solutions like incineration, land disposal and underground injection wells.

Industrial waste materials must be disposed of properly and safely, but like all types of waste, viable waste solutions are contingent upon economics. There is little economic incentive to employ other solutions for discarded industrial waste materials in addition to the usual linear disposal. Non-linear technologies for hazardous waste management now exist, to prevent hazardous problems occurring in the environment. Top most
businesses dealing with industrial materials do not offer regenerative waste solutions for their products and packaging.

VII. CONCLUSION

Now this is the right time to select “Green Marketing”. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes mandatory in every one’s life. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimizing the negative effects. Green marketing assumes even more importance and relevance in developing countries like India.

VIII. REFERENCES


