



STRATEGIES AND CHALLENGES IN GREEN MARKETING

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Abstract

Green marketing is the process where the “firm uses the natural products for production”. The important motive of green marketing is that the nature should be in ecofriendly in manner. The main objective is that waste products should be reduced, as well as involve in the process of reinventing the product. The consumption of “plastic” will be reduced in large amount. The usage of “plastic” plays a major role in the present days through this method of green marketing we can reduce the large amount of consumption. The firms are using the green marketing for the competitors as well as for the governmental purpose. Through green marketing firm can produce large amount of “profit”.

Keywords: *Vehicular Ad Hoc networks, AODV routing protocol, security, Black hole attack*

1. INTRODUCTION

Green marketing is the marketing of “environmentally friendly”, products and services. It is becoming more popular as more people become concerned with “environmental” issue and decided they want to spend their “money” in a way that it is “eco-friendly” towards “nature”. Environmental issue plays a major role in “business” as well as “personal life” of an individual.

Even though “technology” is developing the protection for “green marketing” rate is increasing now a days. Green marketing a changing concept in changing times is a conceptual paper on green marketing which is emerging the area of interest.



Fig.1 Green Strategy

In fig.1 we can see some of the reason why consumers are not able to save the environment. It is not convenient for the people to maintain it. In the fast running world, they are lazy to maintain it. some of the people do not understand the importance of protecting the nature. It is not convenient for the people to maintain it. In the fast running world, they are lazy to maintain it. some of the people do not understand the importance of protecting the nature.

Why consumers are not able to save the environment? Table.1 tells about why the people are not able to save the environment.

Table 1 Conditions that affect to save the environment

Conditions	Percentage
Lazy	23%
No alternative	26%
Not convenient	21%
Don't understand the issue	10%

2. DEFINITION

According to “polonsky ”- green (or) environmental marketing consists of all activities, designed to generate and facilitate any exchange indented to satisfy “human needs” and wants, such that the satisfaction of these needs and wants occur with minimum terminational impact on the natural environment.

According to “mintu and lozada” –green marketing is the application of marketing tools to facilitate exchange that satisfy organizational goals in such a way that the preservation, protection and conservation of the physical environment is upheld”.

3. OBJECTIVES OF GREEN MARKETING

AVODING WASTE

The most important concept of “green marketing” is that the waste products should be avoided. There are many types waste products that are dumped on “the streets, roads”, etc., so through the “green marketing” concept we can rapidly avoid the waste products which is dumped on the earth.

REINVENTING PRODUCTS

The waste which is dumped on the earth through that we can “reinvent” that is we can create new product out of it. There are many methods to recycle the waste product and we can convert into a useful product. There are many methods used in “green marketing” to reinvent the product.

MAKING GREEN WHILE BEING GREEN

Now the usage of using “green based products”, has been reduced in large amount. Even though there are some people who are interest in present days to use the green products (i.e) products which are helpful to nature. In future, it is difficult to make the people to use the eco-friendly products using green products which are in existence.

CREATING ECO-FRIENDLY ENVIRONMENT

The most important factor of “green marketing” is that the environment should be eco-friendly. The people of us should not harm the nature is basic concept of green marketing. We should use the products which will be very helpful to the people as well as mostly to the “environment”.

4. IMPORTANCE OF GREEN MARKETING

TO REDUCE PLASTIC

Plastic which is very dangerous to the nature as well as the people who are consuming it. Without the usage of “plastic” we cannot survey that is the present situation. The usage of “plastic” should be used in lower manner so that we can protect our “nature” also as “green based product”.

TO INCREASE USAGE OF NATURAL PRODUCT

The usage of natural products in present days are decreased in large number, most of the people are using many artificial products which are very harmful to the “nature” as well as the person who are consuming it. Through this green marketing method, we can create awareness among the people for the “usage of the green product”.

TO CREATE DEMAND FOR HERBAL MEDICINES, NATURAL THERAPY, YOGA

The people who are using natural products is decreased in large amount during the period of 2010-2015, but the concept of using natural products is now well known to the users. So, they are using the natural product in large amount now a days. The most important concept is to develop the health issues with the help of “nature” is the important concept of “green marketing”.

TO MAKE NATURE HEALTHY

Through creating an “awareness” among the people of usage of “green products” People get aware about the “green products” they will be using in large amount through that we can save our “nature” also we can make the earth “eco-friendly”.

5. WHY FIRMS ARE USING GREEN MARKETING

FIRMS ARE BECOMING MORE SOCIALLY RESPONSIBLE

In olden days the most important motive of the firm will be to increase “profit”. But now a days the firms are becoming more socially responsible that they are focusing on consumers “welfare”, as well as the “profit”, so the firm will produce the product which will be “eco-friendly” in nature.

CHANGE IN CUSTOMERS ATTITUDE

According to the needs of the customers, the firms are producing the product. In olden days people does not know about the product they just “use it”. But now, the consumers are more knowledgeable about the product which is very useful to them as well as to the nature so they produce the product according to the needs of present situation of the customers.

GOVERNMENTAL PRESSURE

In all most all civilized countries, government has the law to protect the consumers and the environment from the harmful goods or by products to ensure through law that all types of consumers have the ability to evaluate the environmental composition of goods.

COMPETITIVE PRESSURE

The competition which is faced by the firms in the present situation, is most crucial. They have to produce the products according to the competitors are producing the product. The consumers will choose the best product out of it. If the firm are producing the same product at the same situation, the consumer will choose best out of it.

6. PROBLEM WITH GOING GREEN

POOR AVAILABILITY OF ECO-FRIENDLY PRODUCTS

As opposed to the abundance of non eco-friendly products, eco-friendly products are very rarely available and are costly to afford.

WATER CONSERVATION IS HARD IN DEVELOPING COUNTRY

The problem with water conservation is the lack of proper drainage and sewage disposal systems and lack of arrangements like rain water harvesting.

PEOPLE DON'T DUMP GARBAGE IN A PROPER MANNER

In this fast running world, people don't dump the waste in a proper manner. There are two types of waste that is degradable and non-bio degradable, they have to properly dump the waste.

LIFESTYLE ISSUES

Our times are so addicted to technology and its perks that all our life function revolve around electronics which cannot be compromised easily.

PLANTING TREES IS A CHALLENGE

Due to scarcity of land, water “planting of trees” is becoming more challenge in present days. But the trees which we grow will be very useful to us in future.

7. ADVANTAGES OF GREEN MARKETING

A COMPANY CAN ENTER NEW MARKETS WHEN IT BRINGS ATTENTION TO POSITIVE ENVIRONMENTAL IMPACT

When the firm is entering into the new market, if the firm is going with the concept of “go green”, surely it will attract the customers, will create good impression among the customers, through this firm can easily attract the customers.

GAIN MORE PROFIT FROM GREEN MARKETING

Through, the concept of “green marketing” we can easily attract more customers through which we can easily earn “profit” in this present situation of the competition. Gaining profit is the first and foremost function all the firms, through this the firm can easily “gain profit”.

CREATE AWARENESS ON ENVIRONMENTAL OR SOCIAL ISSUE

Through following the concept of green marketing, we can create awareness among the consumer about the advantage of using the green product and how it will be helpful to the environment as well as to the individual. Social problems can also be solved through this concept of “green marketing”.

DEVELOPMENT OF THE FIRM

The firm is developed when the firm is using the “eco-friendly” products. If the profit of the firm is increased means automatically it leads to the development of the “firm”.

8. DISADVANTAGES OF GREEN MARKETING

CHANGE LEADS TO COST

There are many schemes which is introduced by the firm if it is a natural based company the will be lot of measures which should be taken by the firm. For example: if the firm has made the plan and executed, but somehow the firm is based on “green based”, products the consumers will not able to accept it immediately likewise they have to change their “cost”, according to the needs of the people.

COSTLY GREEN CERTIFICATE

As, the firm is going to produce the products on “green”, that is environmentally friendly, they have to get lots of procedures which is involved to get the “green certificate”. These certifications, which the governments, industry associations, professional associations and consumer rights distribute, use certain certification to meet industry environmental standards.

GREEN WASHING

As in the firm based on “green marketing”, they mainly focus on the color of “green”, instead they use lots of artificial products to make it green. Their main aim is to get the product color as “green”. The product which has lot of artificial product in it does not be “healthy”, to the consumers who are consuming it.

For example: there are many firms which say that our products are 100% recyclable, this is the biggest wrong they are promising to the people by saying this type of advertisement.

NOT ACCEPTABLE IN THE PRESENT SITUATION

Green market is not acceptable by the present people.

9. CASE STUDY

PONDS

The Rs.355 crore brand ponds of HLL, tied with united nations for providing the fund for the development for women. The profit will be distributed, and the company will give Rs.2 for the purpose of fight domestic violence.

Vice president skin care, HLL, Ashok Venkatramani told CNBC-TV18, “if the activity is not housed in brand promise than it looks like a charitable activity and in my view, those activities are difficult to sustain in long run. In our case, specific to fair and lovely or even ponds these are strongly housed in what the brand stands for and what brand promise is all about, hence they are easy to sustained and will reap huge benefits”

SUGGESTION

It is good initiative taken by the firm. Their main motive is to “save the nature”, as well as distribute the “profit”, for the development of women, this must be appreciated, and it is acceptable by all.

10. CONCLUSION

Now in present days the green marketing had created a great impact on the “firm” as well as to the people. They are so much aware about the “protection of nature”. Through this we can be “eco-friendly” to the nature.

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