

Green Marketing–Arisingtrendin MarketingSustainability

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ABSTRACT:-The green movements have gained massive popularity globally. Companiesurgentlyneedtoredefinetheir methodology of work that does benefit the organization and environment. Marketingisan important sectorthatshoulddealwiththis. Asmorecompaniesareworkingtowards sustainability, marketers must frame out way show to differentiate their

Productsfromgreenbrandsandwhatsortsofprosandconsarerelated to it. Sustainable marketing lets you to check the vendor and theconsumerselectionandhavealooktowhichareadotheconsumershava a bend on. Surprisingly itwas found that consumers chose green products. The power of the educated customers as well as the organizations whichmobilize these customers areexpandingandevolving takinginaccount ofboththe environmentalaswellasthe social factorsof theproduct,whatever maybethedrivers.GreenMarketopportunities benefitthe developmentaswellasconservation, but one hasto appreciate that “green” hasa diverse andwide set ofpracticesbutmostcustomers andcompaniesstillpoorlyappreciatebiodiversityconservation. Altering thelanguageinawaysuchthatweusethe wildlifeconservationwhich leads to buyer’s appreciation and their interest in biodiversity conservation increases ultimately.

Keywords:- Sustainability, energy saving rating, green products, content marketing

I. INTRODUCTION

GreenMarketingisatermwidelyusedinindustrywhichisusedtodescribethebusinesshappeningsinordertored ucethenegativity ofthe products/serviceswhicharegivenby thecompany soastomakethem environmental friendlyand useful to the customers[1].

Ifweseegloballythecountriesaremoreconcernedwithnaturalhabitatsand environment which has leadto privatization or there has been some governmentalinfluenceinsuchcasesandwhichwasfurtherfollowedby the activitiesperformedby theorganizationtargeting toadaptwiththissocial trending.

Intoday’sworldpeoplethinkthatgreenmarketingisa wayof promoting andadvertising productsusing environmentalmeanssuchas, television,internet,etcbuttheydonotknowthestory behinditthatthe companies/organizationshavekeptaregulatorwhichmarks the usage of products/servicesandseveralimportanttermssuch as,greenadvertising,eco- declaration, which forma corepart ofgreen marketing [3].

Greenmarketing hasadeepimpactontheeconomyofanycountry.Itnotonly leadstothesafeguardandprotectionoftheenvironmentbutalsoitcreates newjobopportunitiesfortheyoungstersandtherebycreatinganewmarket. By adoptingsuchpolicesthecompaniesnotonlyhaveestablishedthemselves in theglobal market butalso havegained manysatisfied and loyalcustomers.

II. GREEN MARKETING

Business Dictionary definesgreenmarketingas“*promotionalactivitiesaimed attakingadvantageofchangingconsumerattitudetowardsabrand.*” The changesinthepoliciesofanorganizationaregreatly dependantonthe demographyandthequality ofenvironmentwhichclearlyshowstheconcern fortheircustomer.By adoptingsuchpracticeswecansay thatitisatechnique ofpromotingtheenvironmentfriendly productsandbiodiversity.Insimple termsGreenMarketinggivesusthemeaning ofhowtomarketa product/servicesothatitcanbenefittheenvironment [2].

This can be insured by the companies in such a way that the product or the services they are marketing for are environment friendly itself for they are packaged in environment friendly way.

Green marketing includes in overall promotion of its brand in the market which is under the supervision of the companies in such a manner that they also take care of the manufacture of the products which tells about its positive and negative impact on the environment. In today's scenario green marketing has become a vital component of marketing research which is due to immensely increasing media coverage and the pressure on the government to present the eco-friendly nature. The progress in the area of green marketing over the years has been majorly due to the promotion by adopting innovative packaging of the products, how they are presented in front of the customers and also including what the customers feel about that particular product by having the feedback and what all changes they can incorporate in that product in future [2].

III. GREEN MARKETING ROLE IN SUSTAINABILITY

Sustainable environment of a human being leads to a sustainable society in which a person has good control over the surroundings and he is the sole person responsible for preserving the culture and heritage for its future generations. Almost in all the aspects of life of an individual, sustainable development has played a major role in changing one's life dramatically. Changes that occur in one's life are not only deeply influenced by the spending habits which he knows that differ from person to person but also about the knowledge that an individual has in the field of politics, economics and society. The companies/organizations which aim high for establishing themselves in different markets for their business and revenues always take into consideration the different environmental aspects [4].

Green marketing is the vital segment of social marketing, because it covers the safeguard and preservation of the ecological values necessary for existence and development of an individual as a human being. Realizing the importance of people's concern for a healthy environment to live and preferring environmental friendly products and services to consume [4]. Marketers these days are trying to focus on the same to ensure sustainable development and using these concepts in developing their marketing strategies.

4. 4P's of MARKETING and CONTENT MARKETING

The 4P's of marketing are as follows:-

1. Product
2. Place
3. Price
4. Promotion

Product: For an adequate marketing strategy the green companies are adopting away that could easily replace a product with another one that could be environment friendly. The services that need to be adopted by the companies are also needed to be eco friendly. Companies should wisely choose what sort of product they have to launch in the market and what its consequences should be because in today's world launching the right product is the most important thing and consumer likeness should be also taken care of.

Place: Choosing the right place is also another factor that companies should take into consideration. The companies should choose the place in such a way that the product is easily available to the customers and at the right time. This can be very useful in metropolitan cities where the pollution rates are increasing at an alarming rate. The companies should take measures so that this can be reduced and the products can be replaced by green products.

Price: The pricing should be made in such a way that the companies should target every segment of the society. If the green products and services are

replaced it would be really very beneficial for the society. Regarding the pricing the companies should fix their prices in the way that they remain competitive in today's market scenario.

Promotion: It basically focuses on how to draw the attention of the customers providing an appealing product and advertisements that can attract the customers. It can be done in such a way that the companies do right promotion according to the different type of market in different regions.

Content Marketing is any such marketing strategy in which the companies take the help of sharing media and publishing the contents so that they can attract the customers. It doesn't only focus on selling the products but also maintain a healthy relationship with the customers. This type of marketing strategy is being adopted by companies like P&G, Microsoft, and Cisco Systems etc.

IV. CONCLUSION

It is a high time that the organizations should realize the importance of green marketing and putting into use the terms like content marketing, sustainability, etc which can be beneficial for the environment. In this paper, we are trying to develop a relationship between green marketing and sustainability so as to maintain an ecological balance between man-made and natural environment. Companies should aim on adopting marketing strategies that can be beneficial for both the consumers as well as the environment.

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