

## Buy Green to Save Green- A Study on Green Marketing

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*"It is not the strongest species that survive, nor the most intelligent, but the one most responsive to change" - Charles Darwin*

**Abstract:** Marketing can be really green. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. Corporations turn green washing to make themselves look more environmentally friendly. Now a days people are becoming more and more aware of the dangers and looking for environmentally friendly products. Green marketing involves more than simply presenting an environmentally friendly product. It also speaks to, and actively promotes, a company's processes and business practices as having low environmental impacts.

In this context the present paper attempt to focus on the two concepts Green Marketing and Green Washing, Importance of Green Marketing, Pre-requisites for Effective Green Marketing and Green Consumer. Implementation of effective Green marketing strategies can be a profitable endeavour for sustainable growth.

With environment and environmental problems gaining importance for people, companies have started changing their production, goods or service generation, and hence marketing strategies accordingly. They have started producing environment-friendly products and have tried to make the concept of 'Green Marketing' reach the consumers.

**Key Words:** Green Marketing, Importance of Green Marketing, Pre-requisites for Effective Green Marketing and Green Consumer.

### I. What is Green Marketing?

**Green Marketing** refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. Marketers also need to anticipate the changes which can take place in future and accordingly frame the marketing strategies.

*Greening Marketing provides full-service, campaign-driven marketing to help your business promote itself and capitalize on its initiatives. Everyone knows that business means making money. By community organizations and incorporating environmentalism, a company can increase brand awareness and create a positive impact. Sustainability is a key element to the survival of any institution. Greening Marketing takes a **Triple Bottom Line approach of People, Planet and Profit for marketing business.***



Today's challenge of marketing is environmental marketing. It means care must be taken while developing the marketing plans, strategies and policies as to prevent the environment from any harm caused due to its operations not only today but also in future. This concept is usually known as Green Marketing. It is also known as **Environmental Marketing, Ecological Marketing, Eco-Marketing**. According to the American Marketing Association (AMA), Green Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment. Green marketing is the marketing of products that are presumed to be environmentally safe.

## II. Importance of Green Marketing?

This study aims to give information about the effect of green marketing on customers purchasing behaviors. First of all, environment and environmental problems, one of the reason why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. A company cannot succeed simply by highlighting a green aspect of a particular product, but must demonstrate a commitment on multiple levels, such as in production processes or environmental engagement. Customers are particularly skeptical of many green claims; they know that businesses seek profit and aren't above "green washing" their everyday business to make it appear environmentally friendly when it's of no real concern to them. Marketing Managers direct green campaigns and integrate them with overall business strategy.



Green products have been around since the 1970s, but it's only in recent years that they've become ubiquitous. It's not because consumers suddenly prize sustainability above all. It's because savvy green marketers are no longer trying to "sell the earth"—instead they're promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits—the new rules—is critical to winning over the mainstream consumer.

Every producer has to create an awareness how to promote the product and flourish profits through strategies like:

- market the green message through advertising.
- promote the green aspect(s) of the company brand.
- initiate market research, and use the results to recommend green product improvements and initiatives.
- make recommendations for green product packaging, including representation of green certifications and value claims.
- make recommendations on improving the green aspect of upstream processes (such as resource extraction) and downstream effects (such as reusability and recycling).

## III. Challenges for Effective Green Marketing:

One of the first challenges of effective green marketing is establishing credibility through a comprehensive plan. Marketers must also remember that green virtues compete against other factors such as quality and price, and generally cannot be sold on their own. Effective individual product marketing will focus on direct benefits like health first, adding the environmental benefits simultaneously.



First, green marketing has to be business-wide. It does no good to advertise the green properties of a product if the company's production and distribution entirely ignore environmental concerns.

Second, it has to be honest; unsubstantiated claims should be avoided.

Third, it should be transparent. Consumers need information about a business to evaluate its claims and reputation; therefore, the business should promote awareness of its products' histories, including origin and manufacturing.

Fourth, a product can be certified green by a third party. Some companies do self-certification; however, for that to be credible, a third party needs to be able to review and approve their certification processes.

#### **Advantages of Green Marketing:**

Green marketing can mean that you consider the quality of the product that you created and eco friendly also, those things are the main advantages for your company when using green marketing campaign. And now in this article you will know more advantages that you can get by using green marketing strategy, here they are:

- ☞ You can promote a good consumer.
- ☞ More attractive products with green.
- ☞ Educate your customers to become better at preserving nature.
- ☞ Realize the importance of environmental sustainability and health.
- ☞ Invite consumers to participate in the green campaign.
- ☞ Maintaining the quality of the products that make your employees feel proud and more responsible.
- ☞ A new sect of gaining information.

#### **IV. Green Consumer**

The green consumer is generally defined as one who adopts environmentally friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and Aysel Boztepe 8 ideas. Their open-mindedness helps them to accept green products and behaviors, more readily (Shamdasani at al. 1993:491). As the world is increasingly embracing the mantra of green products and services, the legal community is encountering a proliferation of litigation surrounding false and misleading environmental marketing claims.

#### **V. Conclusion:**

With industrialization and development and progress of technology, diversification in human needs has increased. As result of increase in diversification in the needs, our world has faced with the devastation and pollution of its natural resources. As result of use of natural sources, environmental devastation and pollution affect human life negatively.

Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, they have started to consider whether the products they purchase is environment-friendly or not apart from price and quality features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly.



They have started to produce environment-friendly products and have tried to reach `Green Marketing` concept to the consumers. A study was conducted in February 2012 in which 99 companies across 18 industries were studied on sustainability efforts of companies like Green Marketing efforts and found that companies

which focused on these efforts outperformed in the financial markets compared to those that have not during the economic crisis. The study revealed common characteristics among more sustainability-focused companies that may have led to better performance. These sustainability efforts include focus on long-term strategy and not just short-term gains, strong corporate governance, sound risk-management practices, a history of investment in green innovations.

The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographical features of consumers on purchasing behaviors of consumers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products. By doing green marketing campaign you will get benefit as I have mentioned above, with a variety of benefits that you can certainly get, this campaign worth to become your consideration to become a new breakthrough, a more humane can make your customers motivated to more loyalty in your product brand.

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