Green Marketing–Arising trend in Marketing Sustainability

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ABSTRACT:-The green movements have gained massive popularity globally. Companiesurgently need to redefine their methodology of work that does benefit the organization and environment. Marketing is an important sector that should deal with this. As more companies are working towards sustainability, marketers must frame out ways to show differentiation. Products from green brands and what sorts of green and cons are related to it. Sustainable marketing lets you check the vendor and the consumer selection and have a look to which area the consumers have a bend on. Surprisingly, it was found that consumers chose green products. The power of the educated customers as well as the organizations which mobilize these customers are expanding and involving taking in account of both the environmental aspects and the social factor of the product, whatever may be the drivers. Green Market opportunities benefit the development as well as conservation, but one has to appreciate that “green” has diverse and wide set of practices but most customers and companies still poorly appreciate biodiversity conservation. Altering the language in ways such that it is useful in the wildlife conservation which leads to buyer’s appreciation and their interest in biodiversity conservation increases ultimately.

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

I. INTRODUCTION

Green Marketing is a term widely used in industry which is used to describe the business happenings in a sector where the environmental friendliness is a priority. It is used to describe the products/services which are given by the company so as to make them environmental friendly and useful to the customers [1].

If we see globally the countries are more concerned with natural habitats and environment which has lead to privatization or there has been some governmental influence in such cases and which was further followed by the activities performed by the organization targeting to adapt with this social trend.

In today’s world people think that green marketing is a way of promoting and advertising products using environmental means such as television, internet, etc. But they do not know the story behind it. These companies/organizations have kept a regulatory mark which marks the usage of products/services and several important means such as green advertising, eco-declaration, which forma core part of green marketing [3].

Green marketing has a deep impact on the economy of any country. It not only leads to the safeguard and protection of the environment but also it creates new job opportunities for the youngsters and thereby creating an economic market. By adopting such policies the companies not only have established themselves in the global market but also have gained manysatisfied and loyal customers.ii.

II. GREEN MARKETING

Business Dictionary defines green marketing as “promotion activities aimed at taking advantage of changing consumer attitudes towards a brand.” The changes in the policies of an organization are greatly dependent on the demographic and the quality of environment which clearly shows how the concern for the customer. By adopting such practices we can say that it is a technique of promoting the environment-friendly products and biodiversity. In simple terms Green Marketing gives us the meaning of how to market a product/services that are in line with the environment [2].

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This can be insured by the companies insuchaway that the product or the services they are marketing for are environmentally friendly in itself or they are packaged in an environment-friendly way.

Green marketing includes overall promotion of fit products in the market which is under the supervision of the companies. Those companies manufacture the products which tell 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 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 into the product in future[2].

III. GREEN MARKETING ROLE INSUSTAINABILITY

Sustainable environment of a human being leads to a sustainable society in which a person has good control over the surroundings and he/she is responsible for preserving the culture and heritage for its future generations. Almost all the aspects of life of an individual, sustainable development has played a major role in changing one's life dramatically. Changesthatoccurinone's life not only deeply influenced by the spending habits which know how different companies have on the customers but also about the knowledge of an individual has in the field of politics, economics and society. The companies/organizations which aim high for establishing themselves in different markets so that 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 logical values necessary for existence and development of an individual as a human being. Realizing the importance of people's concern for a healthy environment and life, individuals are trying to focus on the concepts of 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 a marketing strategy, the companies are adopting away that could easily replace a product with another that could be environmentally friendly. The services that need to be adopted by the companies are those that are 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 away that the product is easily available to the customers and in that 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 types 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 content 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 organization 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 relationships 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.

REFERENCES

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