

## GREEN MARKETING – CONCEPTS, BENEFITS AND STRATEGIES

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#### Abstract

Green items typically characterized as items that are Environmental or Eco cordial and can be reused. Not with standing, every individual might have various feelings about green items. This paper makes sense of about customary promoting and green showcasing, green advertising strategies, and brilliant standards of green advertising. As an outcome, the presence of green items has made another market known as the green market. Finally, makes sense of the Benefits and Challenges of green showcasing and inspects the idea of green advertising and maintainable turn of events.

**Key words:** Green marketing Benefits, GM Importance and GM Strategies

#### Introduction

The modern era has emerged as a time of struggle due to the impact of globalization. This is to deny that we live in a competitive age where more money is desperately wanted because of natural disasters, global warming, environmental pollution, and human health. All this has become a difficult and burning issue in the modern age of the world. This is why the integration of customers and consumers and the preservation of our environment are the greatest needs of our time.

Green marketing is a phenomenon that has developed particular important in the modern market and has emerged not only as an important concept in India as well as at the global level; and is seen as an important strategy for facilitating sustainable development. In this research paper, the main focus has been made on the concept, need, and importance of green marketing.

Green marketing is a category of marketing where products and services are promoted on the basis of their environmental benefits.

Green marketing is a unique category of marketing in which products are promoted based on their environmental benefits. The purpose of using the word “Green” is that the production of products is done without causing any damage to the environment, and also ingredients and packaging of products are environmental-friendly.

## Concepts

The green marketing term was first introduced in the late 1980s and early 1990s when industries started showing concern towards the environment in order to attract customers.

And in the present times, green marketing has become one of the most popularly used methods of marketing because of the degrading condition of environment and climate change. With green marketing campaigns, companies show that they are concerned about the environment and are doing their bit to save the environment.

Green marketing is not only limited to advertising, but it consists of various things such as the production of eco-friendly products, using sustainable business practices, using eco-friendly packaging, and creating a marketing campaign that talks about the environment-friendly features of the products. Making all of these changes makes green marketing an expensive type of marketing.

But green marketing can prove to be beneficial for the company and can provide a competitive edge over competitors. More people are becoming concerned about the environment.

Therefore, customers who prefer environment-friendly products are even ready to pay high prices for these products. It is the right choice of marketing for an organization and has many benefits.

The best green market policy

- Customers beware
- Reassure customers
- Transparency in application
- Price consideration
- Customer involvement

## Benefits

### 1. Improves credibility

The first and most important benefit is the improved credibility of the organization. An organization needs to have an excellent image to draw profits in the long run.

A company with a positive vision in the market will not only attract more customers but also attract business partners who value its credibility. If you, as an organization looking for methods to improve the credibility of your organization, then using green marketing is the best option for you.

### 2. An opportunity to enter a new market

It opens a new market segment for the organization. In order to produce and sell green products, companies are required to make changes in their production process, replace

the material used in production with eco-friendly material, and are required to opt for environmental-friendly packaging for the products.

The green market is quite a new market with less competition. You get an opportunity to enter a new market by adopting green marketing methods.

### **3. Long-term growth**

Opting eco-friendly methods might be expensive initially, but it is worth for long term growth. Green marketing is a good option for long term growth. Because in the present times, more and more people prefer eco-friendly products, and their number is going to increase in the future.

### **4. More profit**

Eco-friendly methods are expensive, and thus it is ok for you to increase the price of your products. People don't mind to pay a little extra as long as they are getting the right quality product and the satisfaction of doing their part to protect the environment.

Your initial cost of adopting green methods can be recovered in the initial few years. You will generate more profit than your competitors as people now prefer to buy environment-friendly products.

### **5. Good for the environment**

The last benefit where the money is not concerned is the benefit of satisfaction that you will get by saving your environment. You will be leaving a better place for your coming generations to live. Your small effort can do huge. Therefore, if you haven't yet adopted green methods, then it is still not too late to do so.

Let us learn about the examples of companies that have adopted green marketing methods are as follows;

Examples

#### **1. Starbucks's marketing campaign**

Starbucks is one of the few companies which not only adopted but also remained committed to using environment-friendly methods to conduct their business and to attract consumers. Starbucks uses solar energy in its stores to minimize the use of electricity.

In addition to this, they have been committed to using responsible building material in their stores to reduce carbon footprint. One of their most popular Facebook campaigns was to urge people to join their campaign to plant trees and paint streets for the sake of the streets.

That campaign became very popular and was appreciated by people everywhere. At present, they are working on to use recyclable cups in order to reduce the waste created by them.

## **2. Apple's marketing initiative**

In 2019, when Apple launched its new Mac Book Air and Mac Book Mini. They made the announcement that these products were created by using 100% recycled aluminum. This year their slogan was, "Truly Innovative products leave their mark on the world but not on the planet."

The meaning of this statement is that they are making efforts to reduce the waste of electronics produced by them and to develop new products. In addition to this, Apple uses materials and chemicals in its products, which are not only safe for the person who uses them but are also safe for the environment.

## **3. Johnson & Johnson's marketing initiative**

Johnson & Johnson, a well-known company of Band-aid and baby's products. It is also famously known for its efforts to establish internal environmental-friendly practices in which they provide on the job training to their employees for adopting environmental-friendly practices.

The company has set a goal for the reduction of carbon emission by 20% by 2020 and to maximize product recycling. They are so sure of their initiative that people can track their progress online on their official website.

The company has gained recognition and honor because of its efforts to minimize waste and saving energy. Johnson & Johnson's company is an inspiration for many other companies.

## **4. Unilever**

Unilever, one of the giant companies around the world, has made green investments and made a sustainable living plan as an essential part of their programs. The company is making changes to save energy, water, and to reduce waste.

The CEO of the company won the Champion of earth award in 2015 for their **green efforts**.

## **Green Marketing Strategies**

### **1. Make people part of your marketing**

People feel associated and valued when you make them part of your campaign. Therefore, announce your plan and ask people to participate in your campaign. For example, Starbucks took the help of the Face book social media platform to invite people to join in their campaign to plant trees and paint streets.



Starbucks 'campaign is one of the most successful campaigns where they involved people in marketing their ideology. The campaign was so successful that along with making plant earth a better place to live company also gained appreciation and credibility.

If you are also planning to adopt the methods, then this could be one of the best strategies. This strategy would not require you to make the changes in your production process immediately, but you can gain popularity and credibility fast.

## **2. Share your marketing progress with people**

Going green can't happen overnight. It requires you to take baby steps to reach your goal. Then why not share your plan and your progress with people, so that they can also know that you do what you preach.

To do, you are required to choose areas where you want to make changes and decide a duration in which you are expected to achieve your goal. Then share your plan with people on your social media platforms and your official website and update people about your progress on a regular basis.

## **3. Recycle marketing strategy**

Recycling is one of the best and cost-effective strategies of green marketing. Many big companies like Apple have adopted recycling to enhance their credibility. The meaning of recycling is to reuse the material. Recycling helps in reducing the carbon footprint on the earth and also helps in reducing the waste on the planet.

You can ask your customers to return broken and unused products and recycle them into brand new products. Like Apple buy used devices from their customers and in return, give them a discount on new product and recycle the material of old products to build new products.

## **4. Use renewable energy**

Making the use of renewable energy is not only cost-effective but also helps you save non-renewable resources. You can plant solar panels on the roofs of your stores to produce solar energy and can also invest in wind energy.

## 5. Packaging

In modern times, when everything is sold online, using eco-friendly packaging to reduce paper waste and plastic uses is also an excellent strategy. Moreover, it will also help in building a positive image of your company in the eyes of your customers.

## 6. Partner with organizations which hold the same beliefs

Associating with organizations that hold the same beliefs is also a strategy. You can get into partnership with an NGO that provides education to underprivileged children.

In order to support their cause, you can collect donations from your customers for the initiative by sponsoring an event to spread awareness about green methods. This will also help in building a positive image of your organization.

## Importance

The followings are the importance of this marketing.

1. Green marketing helps in making the earth a healthy and beautiful planet. If we don't adopt green methods, then we will not be living the right place for our future generations to live.
2. Green marketing helps in reducing the use of plastic and plastic-based products. Plastic is not suitable for our earth as it is non-biodegradable. That means one piece of plastic is going to stay on earth forever. Just think if people keep using plastic as they use now, then there will be piles of plastic all around. We will get to see oceans and forests full of plastic rather than the beauty of nature.
3. People demand natural and eco-friendly products. If you want to stay in business for a long time, then it is advisable for you to start adopting eco-friendly methods.
4. You will get a competitive edge over your competitors.
5. The credibility of your organization will improve, and you can expand your business in foreign lands.
6. Green equals reduced waste, which means lower operating costs and greater cost savings, both environmentally and economically.

## Conclusion

A good green company must not only be able to provide green information, but also be able to analyze, analyze, plan and integrate various aspects of this market information to benefit from it. A good company can provide you with the skills and knowledge to do these jobs.

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