

## GREEN MARKETING AND ITS IMPACT ON THE SOCIETY- EMERGING CHALLENGES & OPPORTUNITIES

<sup>1</sup>M. K. VENKATESWARA RAO

Dr. R. ELAVARASAN<sup>2</sup>

### ABSTRACT

In the modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has to be collected from multiple sources of evidence, in addition to books, journals, websites, and newspapers. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges and opportunities businesses have with green marketing. Why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

**Key words:** Olive Green, Retail marketing, Environment Science, Social issue etc.

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<sup>1</sup> Ph.D- Research Scholar, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS Deemed to be University), Chennai-600117.

<sup>2</sup> Assistant Professor, Department of Commerce, Vels Institute of Science Technology and Advanced Studies (VISTAS Deemed to be University), Chennai-600117.

## 1.1 INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non- biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

## 1.2 LITERATURE REVIEW

**Cateora Graham**, in International Marketing, has drawn a parallel line between green marketing and product development. The author has cited a variety of examples where the importance of green marketing has been laid focus on. Green marketing is a term used to identify concern with the environmental consequences of a variety of marketing activities. It is very evident from the author's research and examples the packaging and solid waste rules are burdensome but there are successful cases of not only meeting local standards but also being able to transfer this approach to other markets.

**Debraj Dutta and Mahua Dutta**, of Marketing Management, have given an explanation of what is green marketing. According to the authors green marketing incorporates a broad range of activities including the modification of product, production process and packaging. The authors have also discussed a few literature sources that have focused on green marketing and its relevance in today's era. It was evident that the possible reasons because of which organizations engage in green marketing.

**K.K. Shrivastava & Sujata Khandai**, the author of Consumer Behaviour in Indian Context, has discussed green marketing legislation in association with the multinational corporations. These face a growing variety of legislation designed to address environmental issues. Global concern for the environment extends beyond industrial pollution, hazardous waste disposal and rampant deforestation to include issues that focus directly on consumer products.

### **1.3 OBJECTIVE OF THE STUDY**

- To identify the customers to fulfil their need.
- To create awareness about the Ecological process, Environmental, Sustainable, Green Marketing process.
- To educate the customers about Green Marketing.
- To find out the ways to utilize maximum resources in an effective manner.

### **1.4 RESEARCH METHODOLOGY**

During my Research I have used the secondary data method as below:

a) It is obtained from existing literature, different scholars' and researchers' published books, articles published in different journals, periodicals, conference paper, working paper, magazines, newspaper, central & state government website.

b) The secondary data and information will analyse for preparing the paper extensively

### **1.5 RESULTS & DISCUSSION**

The government, politicians and lack of enforcement of laws have been reported as factors responsible for much of the environmental problems. Respondents, moreover, feel that there is little that people can on their own due to reduce environmental degradation. It is rather government agencies and a stricter enforcement of laws that can help in protecting and sustaining the environment. The results are a clear pointer to the ineffective dissemination of information and consumer education on various environmental issues/problems and legislations. A low level of environmental awareness calls for more intensive as well as extensive efforts on the part of various government and non-government organizations (NGOs) engaged in

marketing of green ideas for making people fully aware and knowledgeable of environmental problems and issues.

## **1.6 FINDINGS**

Major Findings of my research paper is-

1.The research findings show that consumers have a strong positive attitude towards Green Marketing.

2. These days consumers are more aware of environmental issues.

3.Consumers agree to that: “In future more and more consumers will prefer Green products.”

4. Consumers agree to that: “Companies which can establish themselves with Green image will have distinctive advantage in the market place.”

## **1.7 SUGGESTIONS**

On the basis of my research there are some suggestions on green marketing are as follows:

Green wash Over the years, green issues have been more talked about by business and industry, financial institutions and the general public. There has been much discussion about the environment and the damaging effects produced by everyday activities. Extensive environmental damage has been caused by continuous consumption, marketing, manufacturing, processing and polluting, along with several environmental disasters. There are various responses to green issues that companies have adopted. These range green product promotion, green marketing, environmental management and aiming for sustainability. This article presents the results of research investigating the green strategies and practices in a sample of companies. It further relates issues such as ecological concerns, conservation and corporate social responsibility.

## **1.8 CONCLUSION**

It appears that consumers are not overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. Ultimately green marketing requires that consumers want a cleaner environment and are willing to “pay”

for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution. Having said this, it must not be forgotten that the industrial buyer also has the ability to pressure suppliers to modify their activities. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally “responsible” fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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