

Significances and Challenges of Green Marketing

Dr. C. Sanker

Assistant Professor,

Department of Commerce,

Vivekanandha College Arts and Sciences for Women

(Autonomous),

Elayampalayam, Tiruchengode.

G. Janani

M.Phil Research Scholar,

Department of Commerce,

Vivekanandha College Arts and Sciences for Women

(Autonomous),

Elayampalayam, Tiruchengode.

Abstract:- This main prominence has been given on concept, need, importance, golden rules of green Marketing. It's slant of difference from traditional marketing. Describes the paper current scenario of Indian green marketing. Needs and desires of outperform and better satisfy customers. Today people highly interested and buying green marketing product.

The going concern environment and consumers all across the world are looking out product of green. The role of perceived green marketing and brand equity on customers green purchasing. All activities but very few academic disciplines have inculcated.

Key Words: Green marketing, eco- friendly, green products.

INTRODUCTION:

Modern business is an important part of marketing measures. Green life style change in consumer attitude. Green marketing developed in the whole world to facilitate sustainable development of phenomenon. This paper main prominence has been given on concept, need, importance, golden rules of green Marketing. It's slant of difference from traditional marketing. Describes the paper current scenario of Indian green marketing

It is not going to be an easy concept of green marketing. Green marketing process of delivering the higher standards of marketing products are presumed to be environmentally safe. Green marketing called to be environmental marketing and ecological marketing. Green marketing may not easy to short run but long run impact on society. Many people believe that green marketing refers advertising of products. Green marketing is not only about using marketing mix with a smaller impact on the environment.

STATEMENT OF PROBLEM:

International researches that the consumers worry more about the environment and change gradually their behavior. The follow "Green marketing" refers to the planning. The green concept depends on efficiency it achieves in meeting its goals.

CHARACTERISTICS:

- The product originally grown.
- The recyclable, reusable and biodegradable.
- Do not harm or pollute the environment.
- They have eco- friendly packaging.

OBJECTIVE OF THE STUDY:

- ❖ The concept of green marketing.
- ❖ To identify the importance of green marketing.
- ❖ To study the challenges of green marketing.
- ❖ These concept of eco- friendly with characteristics of products.

REVIEW OF LITERATURE:

(Joshi & Rahman, 2017), provided that respondents have low knowledge and awareness about the green products and green issues, which affect their buying behavior. One probable reason for this may be that only a basic understanding of ecological and social problems might not be enough to inspire consumers towards adopting sustainable consumption practices. Thorough understanding of the consequences of irresponsible consumption might prove to be more effective in making the consumer shift towards green consumption.

(Kumar and Ghodeswar, 2016), Green product is defined as "a product that was manufacturing using toxic-free ingredients and environmentally- friendly measured, and which is certified as such by an acknowledged organization".

(Kordshouli, H.R., Ebrahimi, A., Allahyari Bouzanjani, A. 2018), Green marketing promotion focused on various promotional norms adopts by companies and brought the attention of consumer through packing, promotional advertisement other initiatives to competitors.

(Sachdev 2018), studied the customers were not clear the benefits that eco product providing the society. Legal authority that can certify claims that are made by manufactures. Author suggested that companies focus on two objectives: improved environmental quality and customer's satisfaction.

RESEARCH METHODOLOGY:

The nature of research considered appropriate is 'descriptive'. The aim is to determine the relationship and analyze the associations between variable and the other variable and the type of sampling was convenience sampling.

RESEARCH DESIGN:

Every research needs a scientific approach. This study has following methodology to complete in the research.

A. Area of the study

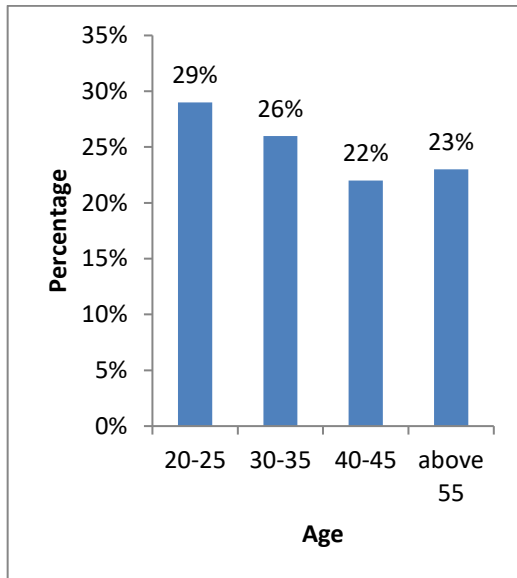
This study is conducted in Erode town, Tamil Nadu.

B. Collection of the study

This study is based on secondary data.

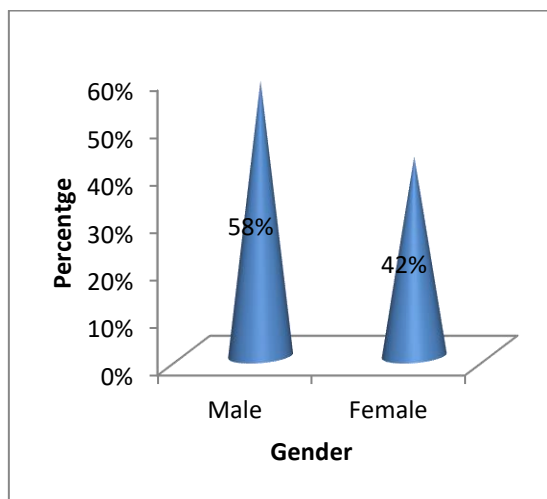
Sample size

The sample size is 130.



S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Male	75	58%
2	Female	55	42%
	Total	130	100

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	20-25 years	38	29%
2	30-35 years	34	26%
3	40-45 years	28	22%
4	above 55 years	30	23%
	Total	130	100%



INTERPRETATION: From table 1 we see that the majority of respondents fall in the age group of 20 to 25 years, and are males. Moreover, the majority of the respondents are from South Marathwada and Central Marathwada. Are the consumer purchasing decisions in Marathwada are influenced by the green marketing practices undertaken.

FINDINGS:

Green marketing is the new idea being adopted all over the world. In order to preserve and protect the earth natural environment and finite resources, both the marketers and the consumers are nowadays focusing on green goods and services. This research study helps to highlight that the consumer purchasing decisions in Marathwada are not unfair by the green marketing practices undertaken by the companies. Consumers agree to the fact that the companies must undertake green marketing activities, but they are neutral about the companies polluting the environment in which they operate. However, such consumers also feel that the companies should abide by the environmental laws set in the country. Moreover, the majority of the buyers are not willing to pay an extra amount for the green products offered in the market and they are not affected by the green marketing activities undertaken by the companies. In addition, the majority of the consumers are not willing to repurchase the „green“ products again from the market. In order to achieve competitive advantage in the market, companies must utilize the 4Ps of the green marketing mix appropriately and they must overcome the challenges of integrate appropriate green strategies into their ready activities, product development processes, and marketing activities.

SUGGESTIONS:

The main objective of this document was to determine the study of green marketing and it' sustainability on the environment and company as well as the tools and marketing mix of green promotion. Moreover, this paper also focuses on the behavior of consumers and branding to attract more consumers. This finding is significant because the earth's resources are gradually depleting and earth is getting more and more tainted. Green marketing is a strategy which benefits the environment and the firms; it is a win-win strategy. The company can definitely reduce costs and impress a positive image on the consumers. A company's reputation plays an important role because having a good status has been necessary being beneficial to the company. Green marketing not only benefits the company.

CONCLUSION:

The marketers must come out with new innovative ways to change the instance, in a matter the green marketing. Motivate their customer toward green marketing by different awareness program. Green market tool, eco-labeling, packaging should be highlighted over the eco- friend feature. The focusing to green marketing and purchase intention on these studying on first focus.

REFERENCES:

- [1] Sachdev.S (2018) “Eco friendly products and consumer perception” “International Journal of Multidisciplinary Research” Vol. 1, Issue 5, pp- 279-287.
- [2] Joshi, Y., & Rahman, Z. (2017). Factors Affecting Green Purchase Behavior and Future Research Directions. International Strategic Management Review, 3(1), 128-143.
- [3] Kumar P and Ghodeswar BM (2016). Factors affecting consumer's green product purchase decision. Marketing Intelligence and Planning. 33(3): 330-347.
- [4] Kordshoul, H.R., Ebrahimi, A., Allahyari Bouzanjani, A. (2018): An analysis of the green response of consumers to the environmentally friendly behavior of corporations. Iranian Journal of Management Studies, 8(3):m315-334.