



## Importance and Challenges of Green Marketing

Rakesh, Ph.D., Department of Commerce  
Govt. College for Women, Hisar, Haryana, INDIA

### ORIGINAL ARTICLE



Author

Rakesh Ph.D.

shodhsamagam1@gmail.com

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### ABSTRACT

*Green marketing is a new word in the modern era in which the promotion of goods and services that are safe for the environment and economy. It includes the production, development, distribution of goods and services, sales promotion activities, consumption in a sustainable manner so that the damage should be minimum to environment. The green products price are relatively more than the non green products and the customers are ready to pay more if the producer provides the green and the value of additional products. Green marketing is one of the wide movements regarding environmentally and socially practices of business in the present time. The goods and service should be produced in eco-friendly way so that the environment protected from harmful manner. The marketing mix (4Ps) are includes in green marketing. A companies can generate revenue after satisfying the need of the customer by providing green and environment friendly products and services. The companies should implement the green marketing strategy and produced green products for the consumer. The green marketing concept to reach large number of buyers will take more effort and a long time. So it is the exact moment to implement the activities of green marketing. The companies and business should also aware the customer about the green products to safe the environment and themseves.*

### KEY WORDS

*Green Environment, Ps, Green Marketing, Green Product.*

### INTRODUCTION

Green marketing is a new word in the modern era in which the promotion of goods and services that

are safe for the environment and economy. It includes the production, development, distribution of goods and services, sales promotion activities, consumption in a sustainable manner so that the damage should be minimum to environment. Green marketing is one of the wide movements regarding environmentally and socially practices of business. The role of green marketing practices in the life of public and businesses play a significance in the whole world. The business houses consider the green marketing activities to save the earth and these activities increased day by day among the marketers (Awasthi and Soni, 2022).

The goods and service should be produced in eco-friendly way so that the environment protected from harmful manner. In today time the customers are more aware and vigilant towards the goods and services that are purchased by them. Due to these reasons various popular and reputed businesses follow the practices of green marketing to fulfil the requirements of the customers and satisfied the need and protect the environment. Green marketing is an event that develop special value in the modern market. The green marketing concept enabled the existing goods and services according to the present demand. The concept persuades the companies to produce green-friendliness production that is beneficial and not harmful for the environment (Singh and Panday, 2012). The companies invested huge amount in various environmental and social activities in the recent times to run their business in long run.

## Review of Literature

Hasan and Ali (2015), analysed the green marketing policy influenced on the Malaysian certified firms' performance. The results of the study showed that performance of the firms positively affected by the innovation and the green promotion.

Balaji (2017), studied the correlation between green marketing and sustainable development, and the various marketing strategies that facilitated the sustainable development. The study highlighted that it is bound duty of the marketer to satisfy the need of the buyer towards consuming the products that produce less harm to the environment.

Khan (2019), analysed the practices and process of green marketing in the food industry of India through a questionnaire based survey. The results of the research showed that the green marketing practices positively linked with the worth of product and show positive significant impact on the protection of environment.

Milan et al. (2021), studied the consumers preference and sensitivity for a variety of green commodities and practices with a sample data of 86 consumers. They also investigated diverse factors that influence the consumers' opinion to purchase green goods. The result showed that customers play a vital job in the force for defensive the environment and the green product show higher in energy terms, performance, safety and saving.

Tyagi and Yadav (2021), highlighted the green marketing need, concepts and also explored the challenges and practices of business in reference to the green marketing. The study concluded that the green marketing is the need of the present time due to the environmental issues spread worldwide.

## Objectives of the Study

1. To know the green marketing importance & challenges.
2. To study the green marketing mix.

## Research Methodology

Keeping in mind the study objectives, the data is primarily based upon the published data. The data have been also collected from different books, articles, journals, newspaper, etc. The study is theoretical in nature. Searching information through internet is also a very important source of the present study.

## Green Marketing Mix

Green marketing is an important tool in the hand of companies to produce eco friendly product and service to their customers in order to satisfy the needs. Green marketing includes the 4 elements of the marketing mix.

**Green Product:** Marketing mix first p is product. Now these time a large number of companies are aware about the product that are manufactured by the various type of upgraded techniques are used to save the energy, increase the efficiency of environmental resources and to eliminate the use of toxic and polluted items. The products made from non-biodegradable plastic can be consider as green products (Bhalerao & Deshmukh, 2015).

**Green Price:** Green price mean the amount rewarded by the consumer to obtain the environment friendly product. The price of the goods and service affected by many factors like, material, market share etc. The green products price are relatively more than the non green products. In the case of electronic items, TV and LCD TV are relatively low price than LED due to greener than the former. The hybrid cars are costly than the conventional cars (Yusiana et al. 2019).

**Green Place:** Place is commonly known as the channel of distribution. Green place may be something that minimize the hard work of manufacturer and customer in receiving and selling a product. The availability and choice of product and service has significant impact on actual and potential buyers. Now this time, a large number of buyers is interested in green products. The location of the company also increases the value of the company. The green place can convince the smart customers about the features and quality of the products. In the common term the environmental benefit is a added bonus and a factor to decide equal quality and value of the products (Vijai & Anitha, 2020).

**Green Promotion:** Companies took the help of promotional actions to generate consciousness regarding services and products. The smart green marketers used sustainable marketing and communication practices and able to strength the environmental credibility.

## Importance of Green Marketing

The perception of green marketing first come into the existence since 1980s after the 1st workshop of American Marketing Association (Mani & Bhandari, 2019). Green marketing first wave noted in the published form in books that called green marketing. In the today time the issue of environment play a vital role in the business and the demand of the modern market situation. There are diversified benefits of green products and services for the consumers and society.

**Competitive Advantage:** The company or firm attain the competitive advantage by manufacturing and selling the environmental friendly products at higher price than other firms producing non green products. The customers these days aware about green product and they prepared to pay higer value for green products than non green products (Neeraja Rani et al., 2014).

**Corporate Social Responsibility:** Now the present time many companies feel that to produce environment friendly product as a responsibility towards society in which they run their businesses. They can earn profit after satisfying the needs of the customers by providing green products.

**Cut in Cost:** Sometime the reduction of harmful waste can be lead to substantial cost savings for business. The production of waste by one entity may be used by another entity at low charge. Green marketing can assist the companies to reduce production and operating costs due to lowering energy usage.

**Impact of the Government:** The Government from time to time framed various types of consumer protection rules and regulations. So to reduce the production of harmful goods that are not good for the environment it is benefit for the business to produce environment friendly products. The Government designed regulations to control the amount of hazard waste produced by the industries and by products through licence (Aggarwal, 2013). For example ban of plastic bags.

**Purchasing Behaviour of Consumer:** Consumers of the modern time are more aware and conscious about the envioronment. The decision making system of consumer is also reflected by the awareness to purchase a green product. The function of green marketing in the solution of problems related to environmental issues is play a very decisive role according to consumers.

**Effect on Employee:** The companies adopts the environment related activities in their organisation can attract more potential employees due to feel proud they are become part of a positive business culture. The potential employees more attractive towards the companies which are environmentally sensitive and the employees feel a part of positive corporate culture (Poonkothai, 2019).

**Higher Revenue:** The company which is engaged in the green activities earn more revenue than other companies which are not adopted the green activities. At the present time situation the vigilant customers ready to pay more price for green and environmental products in the market.

## Challenges of Green Marketing

**Standardization:** The amount of green campaigns are very samall and no standardization to recognise the authennticaion of these claims. Due to the lack of standardization it is very difficult to certiy that the product is organic or not (Sharath, 2016).

**Cost:** To adopt green marketing activities for the products the costs may increased due to heavy expense of research and development for developing green products and services, green energy, green technology etc.

**Influence on Customers:** The firm strategy about green marketing forces very much for implementing the eco-labelling strategy. But sometime the consumer may not believe in these types of products and strategy also not willing and ready to pay the extra price.

**New Perception:** The literate consumers and urban consumers are more responsive with reference to the advantage of the green and environment friendly goods. This idea is new for the large amount of the society. There will be a need of more practices and effeort and long period to spread the green marketing among the population.

**Sensitive Towards Price:** The consumer of the Inian market are sensitive towards the price. They do not want to pay higher price for the product that are friendly to environment (Gupta, 2017). They want to purchase the goods which are less costly and cheap than green products.

**Risk:** If a company take the decision of green marketing and invested a large amount of money in R&D and green marketing promotion activities then there is no gurantee that company will earn revenue. So there will be risk in the adoption of green marketing activities for future planning.

**Cut Throat Competition:** The common buyers mostly purchase the cheaper goods from the market. The price of the green products higher due to benefits and quality of the products. So the company which adopts the green marketing practices often face the rivalry from other companies which sells their products at low price (Veena & Ajith Kumar, n.d.).

## CONCLUSION

The companies involve in the activities of environment friendly understand the economic aspects of the green marketing activities. There are variety of benefits of green marketing in the present times. The companies should implement the green marketing strategy and produced green products for the consumer. The companies can generate revenue after satisfying the need of the customer. If a company not produced healthy products for the customers then the survival of that company is not possible. So it is the correct moment to implement the activities of green marketing to support the goods and services in present environment. Companies should aware the customer about the green products and their benefits for the safety of environment and health.

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