

GREEN MARKETING: AN APPROACH FOR ENVIRONMENT SUSTAINABILITY

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Abstract Nowadays, Environment related issues are arising constantly. There are various causes for this issue. Normally, the companies aim for their profits by manufacturing and selling of the product. The product can be an environment friendly manner otherwise it will create the environment related issues. To overcome these, the companies choose green products that have a less or sometimes no impact on the environment. If the companies produce the green product and green practices that will be a benefit for the society and nation. To protect the nature and world, green marketing is one the needed thing in today's scenario. The paper focuses on the significance of green marketing in the business for the environment sustainability.

Keywords Nature, Environment, Society and Green Products

INTRODUCTION

Every day the consumer consumes more quantities of products. Companies are earning their profits through selling their products. If these products were not produced in an environment friendly manner that product will affect the environment at the same time if the product were produced with environment friendly manner that company will earn their profit at the same time these products protect the environment.

Green marketing can be referred to as the marketing actions can be done in the green manner that means all the business activities can be done through green initiatives. For example, some banks adopt green practices in their ATM services. These machines do not provide the transaction slip and the purpose of these is reducing the usage of paper and at the same time it reduces the environment issues.

GREEN MARKETING MIX

The marketing mix of the company can be done in the green manner. It focuses on the environment friendliness in the areas like Product, Price, Place and Promotion.

Green Products

Products are playing a vital role in business. The company spends more amounts on the manufacturing of a product. The packaging of the green product have the option recycling and the product will not have any harmful chemicals the environment will be protected. In case of automobiles

the company's focuses on vehicles which are operated by electricity that will not create any air pollution.

Green Price

The cost involve in the green product will be a higher one when compare with the normal product because the ingredients cost were high for manufacturing a green product. This will lead to a high price for their green products. In this situation the company may able to justify the price for their green products and also they have to create awareness about this product among the consumers.

Green Place

The distribution of the product normally take various expenses. The green product distribution focuses on saving the energy and controlling the cost for the fuel etc. If the distribution can be needed for small area it may be done through e-vehicles that will control the air pollution and save the environment.

Green Promotion

Normally the companies are spending huge amount for their promotion activities. For the magazines and newspapers more number of trees are used for paper manufacturing. Even though the plantation also done in the society but cutting the large number of trees lead to the environmental issue. Here, if the companies promote their products through digital way through social media for their promotional activities the cost can be reduced and that will not affect the environment.

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GREEN MARKETING BENEFITS

There are various benefits on the green marketing. These benefits can be adopted for the companies, consumers, society and environment.

BRAND IMAGE

The consumers are ready to accept the green products they look for the companies who are doing this green marketing as the consumers also are aware of environment-friendly products. They will not think about paying additional amount for the green product. They may buy the product and at the same time brand image will be very high on their green product.

ENERGY CONSERVATION

Consumption of more energy is one of the environmental issues. More consumption of energy will take during the production, transportation etc. When the company prefers the green marketing including the green practices there will

be less amount of energy conservation take place in their business.

CONCLUSION

Nowadays most of the nations have issues on climate change. So many factors lead to this climate change like pollution, harmful products and so on. Some of the companies have already adopted the green marketing and green practices for their business. The companies should switch their marketing practice to green marketing practices that will benefit their business and also the society. On the other side, the consumers also show their willingness on the acceptance of the green products and practices adopted by the companies. This will bring the profit for the company and also the consumers as well. The society will be benefited on their goal attainment that will lead to achieve the environment sustainability.

REFERENCES

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