



## Green Marketing: An Emerging Dimension with Special Reference to Assam

Ms. Aruna Deb Roy

Assistant Professor, Royal Group of Institutions, Guwahati

### ABSTRACT

*Green marketing is the marketing of environmentally safe products. It has a very wide scope as it includes many activities like modifying existing product to make it environmentally safe, promoting green products, educating masses about the importance of green marketing and inducing the habit of purchasing green product. In Assam there is a huge prospect for practicing green marketing. As Assam possesses a huge flora and fauna, natural parks and sanctuaries, the strive to protect these is the prime intention of the people. There are many hurdles which have to be overcome before the concept of green marketing starts reaching the grass root level. The problems of costly production process, high price of finished products, no proper certification to proof the authenticity of a green item, etc.*

**KEYWORDS :** Certification, Green Marketing, Green Product

### Introduction:

Marketing is an age old term which refers to the process of identifying, anticipating and satisfying customer's needs and desires. It tries to create demand amongst customer through the process of promotion and awareness creation. Marketing has many branches. One amongst those is the green marketing. It is an emerging concept and is in a nascent stage in India. It has flourished well in developed countries due to its features. But in India and its various states there is very little awareness about this concept.

Green marketing is the marketing of environmentally safe products. It has a very wide scope as it includes many activities like modifying existing product to make it environmentally safe, promoting green products, educating masses about the importance of green marketing and inducing the habit of purchasing green product, etc. Green marketing, the term was coined in early eighties. Since then it has evolved by increasing its use, customer base, advantages and forms.

**Objective:** To identify the prospects and challenges of practicing green marketing in Assam.

In Assam there is a huge prospect for practicing green marketing. As Assam possesses a huge flora and fauna, natural parks and sanctuaries, the strive to protect these is the prime intention of the people. Thus we have witnessed the introduction of organic farming in Majuli (the smallest river island of the world), opening up of organic vegetable markets in various places of Guwahati city, where vegetables and fruits produced by using organic manure is being sold. There has been an initiation of the process of green marketing in Assam only in a specific sector. The initiative by the business houses is still lacking. There are many industrial parks where production and manufacturing takes place but the initiative for promoting green practices or any sort of move to curb the harmful induction of poisonous gases, fumes and water in the environment is not taken. Any stringent implementation of rules from the government, certification, strategic implementation or initiative from the public also does not exist to check the industrial activities. There is a very wide scope for the development of green marketing activities, strategies and initiative in Assam.

There are many hurdles which have to be overcome before the concept of green marketing starts reaching the grass root level. The problems of costly production process, high price of finished products, no proper certification to proof the authenticity of a green item, etc. There are a few electronic appliances which show the energy efficient stars, but the consumers still doubt the credibility as they lack proper awareness. Awareness as to the organization giving the certification, stringent procedure which the companies have to abide by to get it certified, etc. At this juncture the task that the companies can take up is a strong research and development work to come up with ways of using the green technology there by protecting the environment and manufacturing products at a comparatively lower price so that consumers find it easy to accept it. The non-government organizations can take up the task of awareness creation amongst the public about

the benefits, certification process and need of purchasing green items. The common man has to accept the benefits of using green items for the benefit of the society at large.

### Conclusion:

Taking a strategic action now will help to yield benefits in the long run and the generations to come will be able to reap the benefits of the efforts of the present generation. There is scope to bring in change in many other sectors like introduction of green building, more use of mass transport mode, use of CNG in vehicles, use of energy efficient electrical appliances. These are just a few steps, which can help change the present scenario of our state. But the whole idea will catch up pace only when the business houses, society and the government join hands to respond to the growing menace of green marketing.

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