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A Study on Green Marketing Mix Towards Green Products

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ABSTRACT

"Green marketing is a phenomenon which has developed particular import in the modern market. The development of green marketing has opened the door of opportunity for companies to laud the green-friendliness of some while ignoring that of others. Such marketing techniques as will be explained are as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required. This paper is focuses on green marketing mix and green products. Different benefits of green products to society.

Keywords : Green Marketing Mix, Green Products and Consumers

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

GREEN CONSUMERS AND GREEN PRODUCTS

Green product is known as an ecological product or environmental friendly product. Shamdassami et al. (1993) defined green product as the product that will not pollute the earth or deplete natural resources, and can be recycled or conserved. It is a product that has more environmentally sound content or packaging in reducing the environmental impact (Elkington and Makower, 1988; Wasik, 1996). In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment. Krause (1993), in his research found that consumers were becoming more concerned about their everyday habits and the impact on the environment. The outcome of this is that some of the consumers translated their environmental concern into actively purchasing green products commitment (Martin and Simintiras, 1995). Consumers who are aware of and interested in environmental issues are called green consumers (Soonthonsmai, 2007). These green consumers usually organized petitions, boycotted manufacturers and retailers and actively promote the preservation of the planet (Ferguson, 1991).

GREEN PRODUCTS:

Products that are non toxic, energy and water-efficient, and harmless to the environment are called green products. There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product

- does not present a health hazard to people or animals;
- is relatively efficient in its use of resources during manufacture, use, and disposal;
- does not incorporate materials derived from endangered species or threatened environments;
- does not contribute to excessive waste in its use or packaging; and
- Does not rely on unnecessary use of or cruelty to animals.

RESEARCH METHODOLOGY:

The methodology of study explains the systematic way of finding the answers to pre-determined questions. Data were collected from internet, websites and articles. This research is based on secondary data.

TECHNIQUES OF ANALYSIS:

At the time of analyzing the data, the relevant statistical tools are used.

OBJECTIVES OF STUDY:

To study the Green marketing concept.

To study the green marketing mix.

To study the green products benefits.

TARGETING GREEN CONSUMERS

Knowing your audience is certainly a necessity if you want to have an effective environmental marketing campaign. In general, there will be at least three levels of green consumers in any industry. Deep green consumers are serious about their choices and will be looking for hard proof of the eco-friendliness of your claims. This group requires verifiable proof that you're providing products and services that will truly benefit the environment. The second group includes people genuinely interested in helping the planet, but not as current on the biggest environmental issues. This group may also be less willing to pay a premium for your green offerings. The third group includes people who are either apathetic or antagonistic toward green marketing efforts. Regardless of your target market, an eco marketing campaign should have several important factors in order to ensure long-term sustainability in the green space:

- Your green claims should be genuine and verifiable.

Above all, be transparent and explicit about any environmental claims you make.

- Informed consumers are loyal consumers, so educate your consumers about the benefits of your product or service for the environment.

Make it possible for your customers to give back to the environment by choosing your service or product. Creating customer satisfaction and building long-term profitable customer relationship are some of the primary objectives firms try to achieve to sustain their businesses in the competitive business world. With an increased in the social and political pressures, many firms embraced green marketing strategies and exploited these environmental issues as a source of competitive advantage. Profit driven firms are usually motivated to adopt the concept of green marketing in their businesses provided that consumers demonstrate a high degree of environmental attitude and hence translate this into environmental friendly purchasing commitment. Hence many companies started to be more socially responsive in addressing pollution and waste disposal by developing environmentally friendly packaging and putting in numerous efforts to keep in-step with the environmental movement. However, some of the greatest challenges faced by these firms are changes in consumer preferences, suspicion of green advertising claim, unfavorable consumer perception of green products and the high cost invested in developing green products. As a result, it is vital to explore how consumers view the environmental issues, and how they behave, especially in their attitudes towards green products or environmental friendly products.



The Green Marketing Mix

A model of a green marketing-mix should, of course, contain all 4P's:

- **Product:** A producer should offer ecological products which not only contaminate the environment but should protect it and even liquidate existing environmental damages.
- **Price:** Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.
- **Place:** A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed "green" than products imported.
- **Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm's image. Further-

more, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important

RULES OF GREEN MARKETING:

1. Know your customer.

If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address. (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers didn't know what CFCs were!).

2. Empower consumers.

Make sure that consumers feel, by themselves or in concert with all the other users of your product, that they can make a difference. This is called "empowerment" and it's the main reason why consumers buy greener products.

3. Be transparent.

Consumers must believe in the legitimacy of your product and the specific claims you are making. Caution: There's a lot of skepticism out there that is fueled by the raft of spurious claims made in the "go-go" era of green marketing that occurred during the late 80s early 90s one brand of household cleaner claimed to have been "environmentally friendly since 1884"!

4. Reassure the buyer.

Consumers need to believe that your product performs the job it's supposed to do they won't forego product quality in the name of the environment. (Besides, products that don't work will likely wind up in the trash bin, and that's not very kind to the environment.)

5. Consider your pricing.

If you're charging a premium for your product and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients make sure that consumers can afford the premium and feel it's worth it. Many consumers, of course, cannot afford premiums for any type of product these days, much less greener ones, so keep this in mind as you develop your target audience and product specifications.

BENEFITS OF GREEN PRODUCTS:

Household Benefits:

People who live in a household that is cleaned and maintained with natural materials are at a far lower risk of becoming sick as a result of exposure to toxins. Natural cleaners, paints, carpets, building materials and finishes help to create an indoor environment that is benign to the health of both people and pets. The act of using green products also helps to educate families about issues of health and sustainability, and makes it more likely that they will be aware of health in the fields of food, transportation and employment.

Environmental Benefits:

Toxic products create toxic waste, most of which ends up in the environment. Products that are manufactured, marketed and utilized in a sustainable manner have less impact on the environment. Many green products also use their sale as an opportunity for public education through information included on the packaging. Using a green product can encourage a consumer to use still more green products and to spread the word to their friends and neighbors. The natural world has evolved to function in a balanced manner, and the more accurately human productions can mimic that balance, the less harmful they will be.

Economic Benefits:

Although many green products are more expensive than conventional products, largely due to the economics of scale, it still pays to buy them in the long run. When a consumer purchases a green product that functions as a vote for a green economy. As more green products and fewer toxic products are sold, the overall economy is slowly transformed into an

economy that is more sustainable and earth-friendly. In addition, as green economies grow, the costs of individual items will come down, due to the increased efficiency of larger production runs.

Peace of Mind

Consumers who use green products can be confident that they are reducing the chances of harm to themselves, their families and their planet. In addition, they can feel good about themselves, knowing that they are making efforts to make the world a healthier place. Every dollar is a vote, and people who put their dollars toward things they believe in feel that they are doing something good.

CONCLUSION:

Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. There are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and reengineering of existing marketing efforts on the part of many businesses. Solutions to environmental problems can be characterized into roughly three categories: ethical, legal, and business (economic and technological). In the short term, business solutions—the enlightened self-interest of commercial enterprises finding new ways to incorporate technology. Green marketing and the promotion of responsible consumption are part of that solution

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