



IMPACT OF GREEN MARKETING ON ENVIRONMENT AND FIRM'S PERFORMANCE

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ABSTRACT Green marketing refers to the process of selling products based on their environmental benefits. Products or services are environmentally friendly itself or produced in an environmentally friendly way. In green marketing products are manufactured in a sustainable fashion and do not contain toxic material, ozone depleting substances. Products are able to recycled or produced from recycled materials. Green marketing typically practiced by companies that are committed to sustainable development and corporate social responsibility. Green marketing are also practised who wants to attract more consumer and also want to reduce expenses. This research paper evaluates the impact of green marketing on environment and firm's performance.

KEYWORDS : Green Marketing, Environment, Sustainable Development, Firms performance, Recycle.

Introduction

Green marketing refers to the marketing of environmentally friendly products and services. It is becoming more popular as more people concerned with environmental issues. Green marketing involves a number of different things, such as creating an eco-friendly product, developing eco-friendly packaging, adopting sustainable business practices. This type of marketing is typically more expensive. This type of marketing can be profitable also due to the increasing demand. Consumer who prefer to purchase green products fall in to the 'LOHAS' category. LOHAS stands for lifestyle of health and sustainability. These types of consumers are supporters of environmental health and are the purchasers of green and socially responsible products.

Green marketing also known as sustainable marketing, environmental marketing or ecological marketing.

Ben and Jerry's, Whole foods, Starbucks, Johnson & Johnson, Method and timberland are some companies that have employed green marketing strategies.

Green Marketing came into picture in 1980s. Corporate Social Responsibility reports started with the ice cream seller Ben and Jerry's where the financial report was supplemented by a greater view on the company's environmental impact.

Review of Literature

Dr. Shruti P Maheshwari (2014), focuses on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. It further reviews consumer behavior and impact of marketing communication to identify how consumers are persuaded to opt for greener products. The researcher suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Ameet Sao (2014) suggested that green marketing has developed particular importance in modern market. The paper examines the three particular segments of green consumers and explores the challenges and opportunities business have with green marketing. He also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practise and demand.

Jaya Tiwari in her research paper suggested that increasing awareness on the various environmental problems has led a shift in the way consumer go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment.

Anirban Sarkar (2012) describes the current scenario of Indian market and explores the challenges and opportunities business have with green marketing. Why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practise and demand.

Wong FuiYeng & Rashad Yazdanifard (2015) discussed in their paper that the green marketing and its sustainability as well as the tools and marketing mix of green marketing. They suggested that the firm will be benefited once green marketing strategy applied.

Bilal Mohammad Encizan (2016) drawn the conclusion that, green product, green price, green distribution, green promotion, green people, green process, and green physical evidence have a positive effect on the firm's performance.

Sujith T S (2015) in his paper mentioned that the green movement has been expanding rapidly in the world. With regards to this consumer are taking responsibility and doing the correct things. Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumers in developed countries, the Indian consumers has much less aware of environmental issues like global warming.

Objective

1. To know the advantage and disadvantage of green marketing for environment.
2. To know the impact of green marketing on firm.

Importance of green marketing on environment

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and also enjoy competitive advantage over other companies that are not concerned for the environment.

Reasons of adopting the green marketing.

1. For gaining competitive advantage in market green marketing is important.
2. It saves money in long run, although the initial cost is more.
3. It is helpful for companies to market their products and services keeping the environment aspects in mind.
4. It promotes corporate social responsibility.

Advantages of using green marketing

1. Profitability of business increases because green based products create less waste, use fewer raw material and saves energy.
2. The market share of the firm increases.
3. Green based products are higher in quality in terms of energy saving performance, convenience, safety etc.
4. Use of green marketing strategies will result in better physical environment.
5. Green marketing environment is helpful in maintaining achieving sustainable development.

Disadvantages of using green marketing.

1. All the green marketing strategies are expensive and difficult to implement in the short run.
2. The environment benefits are intangible, indirect or insignificant to consumers.
3. Environment benefits are difficult to measure or quantify.
4. Some marketers use false environment benefits.

5. The cost saved through recycling are doubttable.

Conclusion

This paper has suggested that marketing like other functional areas of a business contribute to environmental problems facing the world today. This paper suggests that marketing through green marketing and specifically green marketing strategies is addressing the challenge with positive outcomes of improved organizational performance, better physical environment which will lead to sustainable development.

The green marketing is a means towards the boarder goal of sustainable development. It implies a medium to long term policy strategy that understands and addresses potential poverty and resource scarcity gaps. The key to successful green marketing is credibility.

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