Introduction:
The process of selling Products or Services based on their environmental benefits is referred as Green Marketing. Such products or services may be environmentally friendly in itself or produced or packaged in an environmentally friendly manner. Recently Green Marketing is considered to have great prominence on providing environmental awareness in number of consumers who are willing to bank their environmental consciousness with their money. The basic aim of green marketing is to minimize the adverse effects that affect the natural environment. The marketing that promotes the green products convey a relationship between the product, the benefit to the user, and the environment. In a way such promotional campaigns reflect the principle of an eco-friendly and a socially responsible organization. In an effort to create the importance of ecology and maintenance of its balance, Ariel’s ‘Save the Tiger’ campaign promoted this cause.

Reasons for choosing Green Marketing by Marketers

Opportunity
Green Marketers have diverse and fairly sizeable segments to cater to. Many companies have green buildings which are efficient in their use of energy, water and construction materials and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal.

Social-Responsibility
Many Companies have realized that an environment-friendly behavior is the order of the day. Achieving environmental objectives as well as profit related objectives is essential. The world’s first bank to go carbon-neutral was HSBC.

Governmental – Pressure
The Government has framed many regulations to protect consumers and the society at large. The Indian Government too has developed a framework of legislations to reduce the production of unsafe goods and by-products. These reduce the industry’s production and consumer’s consumption of harmful goods including those detrimental to the environment. For example, the ban of plastic bags, Prohibition of smoking in public areas, etc.

Cost-Reduction
Cost savings can be achieved by reduction of harmful waste. Sometimes many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost effective raw material. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

Green Penetration
None can definitely say how much the green products have penetrated the traditional market. As demand for organic food and sustainable products increases, some big companies are reinvesting their products for capturing a share of growing green market. Innovative green marketing products like fair-trade coffee, recycled furniture, organic clothing, etc., have been placed in consumer hands. The empowered consumers choose products which are environmentally preferable. Green consumerism has resulted in various consumer products trying to be certified with a ‘green label’.

Green Marketing in India
For the cause of environmental concerns and issues requiring immediate attention like: global warming, water and air pollution many Indian companies have come forward in India. Around 25% of the consumers prefer environmental-friendly products and around 28% may be considered health conscious. Therefore, there is a lot of diverse and fairly sizeable untapped segment in India which green marketers can serve through offering eco-friendly products for profitability and survival in the era of globalization. For example, Mahindra Group launched a project Mahindra Haryali in which 1 Million trees to be planted nationwide by Mahindra employees and other stakeholders including customers, vendors, dealers, etc. In India, the green building movement, spearheaded by the Confederation of Indian Industry (CII)-Godrej Green business center, has gained tremendous impetus over the last few years. From 20,000 sqft in 2003 India’s green building footprint is now over 25 million sqft. Among the companies that have succeeded so far in their green marketing strategies are Apple, HP, Microsoft, IBM, Intel, Sony and Dell. HCL has a comprehensive policy designed to drive its environment management program ensuring sustainable development. HCL is duty bound to manufacture environmentally responsible products and comply with environment management processes right from the time products are sourced, manufactured, bought by customers, recovered at their end-of-life and recycled.

Promotional caused of the Green Element Marketing
The term environment friendly reflects the notion of recycle products, bio-degradable products, eco-friendly products, green product and the like. Some promotional caused of the green element markets which were flow through Marketing are:

- LG energy star series of products which promise better viewing at low energy consumption.
- The new concepts of Scooters that run on battery power that supports solar energy.
- Nokia’s has taken an initiative to promote recycling of mobile phones.
- Confederation of Indian Industries has set up of the Green Industrial park
- The napkin and bags that are used by Mc Donald’s are manufactured by using recycled paper.
- Extensive waste management program was conducted by Walt Disney
- The use of plastic bags has been banned in many countries have banned and in reality have been strictly implemented.
- The other remarkable promotional campaigns that serve to preserve power by the use of solar energy are sponsored by the Government.

Benefits of Green Marketing
Today’s consumers are becoming more and more mindful about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumer’s...
aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are:

- Sustained long-term growth along with profitability is ensured
- In the long-run money is saved, though initially the cost is more.
- Companies are able to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- The employees also feel proud and responsible to be working for an environmentally responsible company.

Challenges in Green Marketing
As an increasing number of consumers want to associate themselves with environment-friendly products many organizations want to turn green. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, many consumers often find distrust regarding the credibility of green products. Therefore to ensure consumer confidence, advertiser of green products needs to introduce transparency and refrain from breaking any law or standards relating to products or business practices.

- Green products require renewable and recyclable material, which is expensive.
- Requires a technology, which requires huge outlay in R&D.
- Water treatment technology, which is too costly.
- Majority of the people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.

Conclusion
Green marketing refers to a holistic marketing concept where in the production, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. While firms can have a great impact on the natural environment, the responsibility should not be theirs alone. Clearly now, green marketing is now a part and parcel of overall corporate strategy, along with manipulating the traditional marketing mix. For green marketing to be effective, be genuine, the customers must be educated and given an opportunity to participate. Environmental issues have gained importance in business as well as in public throughout the world. It is not like that a few leaders of different countries or few big renowned business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming and green marketing provides solution for this environmental issue.

References

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