

## Green Marketing and Consumerism

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### Introduction

Green marketing is a way to brand marketing message in order to capture more of the market by appealing to people's desire to choose products and services that are better for the environment. Nowadays, awareness on different environmental problems increased significantly and it is of global concern to reduce side effect on the environment. In relation to this, there has been a change in consumption and customer satisfaction patterns. Green marketing, identified as the marketing that refers to an organization's efforts at scheming, stimulating, valuing and allocating products that will not damage the environment. As a result of green marketing a new segment of consumers is introduced. Green marketing tries to adapt by putting in the center of attention the needs of such a consumer.

### Concept

"Green Marketing" refers to 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 awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. Green marketing concept has been come around since the first Earth Day in 1970. The term Green Marketing came into prominence in the late 1980s and early 1990s. It serves two key objectives: (To develop products those have minimal impact on the environment and environmental compatibility with convenience.

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### Green Marketing Mix

The marketing mix strategy approach is one of the most popular traditional marketing management tools. Marketing mix is composed of the 4Ps: product, price, place and promotion. It is a practical categorization used by marketers in industry.

- **Product:** Green products can be green for a number of reasons, including being manufactured in a green way or products when used make for a greener way of life. For example, products that are made from recyclable materials are green-manufactured; and green cars are green because of their application. The green customer's preferences for green product attributes include energy, water and money saving or organic and green ingredients.
- **Price:** Pricing strategies are also important from a revenue-generating standpoint. It is the only 4P strategy that is not cost based for an organization. There are numerous pricing strategies for organizations, including for example, penetration pricing, skimming pricing, bundle pricing, and premium pricing. Example of potential topics would include whether industrial customers and consumers would be willing to pay premium pricing for green products.
- **Place:** In marketing, place is typically associated with distribution channels. Place refers to providing the product for easy access and includes intensive distribution, selective distribution, exclusive distribution. It also includes green distribution strategies, other than logistics and movement materials, require further investigation.
- **Promotion:** Marketing promotion represents organizations seeking to build brand knowledge and corporate awareness. Promotion strategies include advertising, public relations, personal selling, viral advertising and any form of communication between the organization and consumers.

Taking social responsibility and customer education into consideration, companies green their promotion methods by targeting certain customer segments with specific green value. Green Consumers A consumer can be defined nowadays with the slogan "Tell me what you consume so that I should be able to tell you who you are! The effective and efficient use of the natural resources segments to form green consumerism. Awakened by the severity of environmental deterioration, consumers are gradually changing their attitude, behavior and approach in matters of consumption.

The market for consumption of green products is expanding internationally. This marketing trend and resulting consumer purchasing patterns have favored a segment of green or ecological consumers. Green Products and its characteristics, the products those are manufactured through green technology and that caused no environmental hazards are called green products.

Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can be defining green products by some of the following measures:

- Products those are originally grown
- Products those are recyclable, reusable and biodegradable
- Products with natural ingredients
- Products containing recycled contents, non-toxic chemical
- Products contents under approved chemical
- Products that do not harm or pollute the environment
- Products that will not be tested on animals
- Products that have eco-friendly packaging i.e. reusable, refillable containers.

### **Sustainable Development through Green Marketing**

Consumerism is a social phenomenon that empowers the buyers and consumers. Its effects are visible in the laws, regulations and also the marketing practices. It keeps a check on the companies and ensures that the consumers get quality products which are safe for them at the correct price. These are some marketing strategies should be followed by companies for green marketing:

- **Green Design:** Oftentimes, companies resort to green washing because their products and services are not green to begin with. A take-out bag with a big recycle symbol on the front may actually be made from virgin, and not recycled, paper. A fuel-efficient car that experts are raving about on social media may contain conflict materials.
- **Green Positioning:** A company should explicitly promote its sustainability performance-and those of its products and services-as a key component of its business activities.
- **Green Pricing:** A company should highlight how a green product or service can help consumers save key resources. For example: A car company, for instance, can promote its latest vehicle by emphasizing how it is more fuel-efficient compared with other leading car brands. This allows consumers to actively participate in sustainability.
- **Green Logistics:** In addition to a product or service being green, its packaging must also be green. Packaging is the first thing that consumers see. Unsustainable packaging has the potential to encourage consumers from purchasing sustainable products.
- **Green Disposal:** An effective green marketing strategy takes into consideration every aspect of a product's life cycle. Unsustainable disposal practices can be hazardous to both the environment and human health. Businesses should take the high road by employing effective and truthful green marketing strategies.

### Examples of Green Marketing

- **Digital Tickets by Indian Railways:** IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.
- **No Polythene Carry Bags:** Forest & Environmental Ministry has ordered to retail outlets like Big Bazar, More, Central, D-Mart etc that they could provide polythene carry bags to customers only if customers are ready for pay for it.
- **IT Project:** State Bank of India: SBI (State Bank of India) is also entered into green service known as “Green Channel Counter”. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards.

Indian literate and urban consumer is now getting more aware about the merits of Green products. But it is still new concept for the masses. The first rule of green marketing should be is focused on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative.

### Conclusion

Green Marketing and consumerism is a phenomenon which has developed particular importance in the modern market. It is a way to use the environmental benefits of a product or service to promote sales. Green marketing is performing the same thing with considering the environment. It also consists of all activities designed to facilitate human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal harmful impact on the natural environment.

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