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ROLE OF GREEN MARKETING IN SUSTAINABLE DEVELOPMENT: EMERGING TRENDS



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ABSTRACT

Concept of green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems.

Environmental protection, go green, eco-friendly products, green riots etc. are the concepts of protecting our Planet Earth and nature meant for generations yet to come in existence. Green marketing is an accord used by various companies in more or less mode to support Sustainable growth. Now it is also the need of hour to precede environment friendly for the reason of the collapsing of natural assets like soil eruption, ozone layer depletion, global warming etc. This piece of work analyzes the impacts of green marketing strategies on customer responsiveness, execution and environmental wellbeing. This concept has also set marketers to re-market and re-packaged the offered merchandise which already adheres to such benchmark. The extension of this perception has also leads companies to launch novel eco friendly commodities, subsequently that they can have a competitive edge over others. As a result of this, trades have augmented their cost of contemplating customer who is worried on the subject of environmental protection. This fragment of investigation resolve study the recent trends of green marketing and will make out the efficacy of it designed for sustainable development and practices required for the same as well.

KEYWORDS :Sustainable Development, Eco friendliness, Social Marketing, Customer, Green Marketing.

INTRODUCTION:

The term 'green' is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly debated topic for lay people to highly professional groups.

According to the American Marketing Association "Green Marketing is the marketing of products that are presumed to be environmentally safe". Therefore green marketing includes an ample range of activities together with product revolutionize, modifications into the manufacturing process, wrapping technique, as well as modifying promotion. Yet describing green marketing is not an uncomplicated task wherever a number of meanings interweave and contradict each other; an example of this will be the occurrence of varying environmental, social and economical definitions attached to this term in a single platform. Other corresponding terms used are Environmental Marketing and Ecological Marketing. Consequently "Green Marketing" refers to holistic marketing theory wherein the fabrication, casing, advertising, consumerizing and discarding of goods and services proceed in an approach to facilitate less baleful to the environment with emerging awareness with reference to the implications of global warming, dumping of non-biodegradable solid waste, harmful impacts of pollutants etc. Marketers and consumers are becoming progressively more susceptible to the need for switching from the strategy of "Demand & Supply" in to Promoting Green products and Services. While the shift to "Green" possibly will materialize to be expensive in the short phrase, but courage unquestionably attest to be prerequisite and beneficial for the extensive run.

WHY GREEN MARKETING

Man has exceedingly limited resources on the Planet, through which he/she ought to seek to effort for rewarding unconstrained requirements and wishes too. Despite the fact that there is deliberation as to whether the earth is a resource for gratifying his countless needs & greed or a dumping ground for waste disposal. In general, it is an observation that we human feel that we have liberty of choices ignoring the accessibility of resources for in the present days and for future also. Since firms put up with limited natural resources, they have to make an effort to amplify innovative or another customs for fulfilling these infinite needs and wishes. In due course green marketing draw closer into illustration looking next to how promotion tricks make the most of these inadequate resources, although satisfying regulars desires, together with those and industry, as well as achieving the organization's objectives.

Recent Trend and Practices for Sustainable Development

In current decades, there has emanated a new trend of "green marketing" targeting ahead environmental protection. This new liking has been putting strong impact on the predictable approach of global marketing and will be in the prevailing affair of international marketing for the next century. Few characteristics of Green Marketing are as follows:-

- **Accede with Legislation:** Apart from proactively encompassing green marketing, it is also important to accede with environmental legislation. Government is being supposed to make an effort to shield consumers and the general public by minimizing the upshots of commerce on the environment.
- **Respond to competition with green marketing:** At this time companies who have taken green marketing initiatives, supplementing market value and contribute to as a result of it. Competitors, recognizing the worth of the "GREEN and its dynamics," may introduce their own revelation.

• **Providing complete information of Eco-friendly products to consumer:** At present it is more or less mandatory to put into practice green marketing, it is crucial that companies' actions in addition to their interactions should not hoodwink purchaser or industry, and do not rift the rules, regulations or laws dealing by means of environmental marketing.

• **Recognition of products with green characteristics:** Here are a wide range of products with the intention to support sustainable development and to reveal commitment to green marketing, together with:

- Products made from recyclable goods like Jute bag, cloth bags or paper bag etc.
- Products that can be recycled or reused.
- Products with energy conserving electric appliances like- CFL.
- Develop the way of life to use renewable energy resources like- solar energy.
- Use of mass transport to save fossil fuel.
- Concomitant harmonious product to ensure health together with saving of fuel like Bicycle.

▪ **Focusing product development based on sustainability:** The very recent trend in product development is manufacturing a product which is produced, distributed, used and recyclable.

▪ **Annihilate excessive packaging:** One latest approach in green marketing is avoiding unnecessary wrapping for goods and custom of Eco- friendly wrapping material.

▪ **Practice green distribution of product:** In the world of Just-in-time delivery, the concept of offering green distribution options may give the impression to be abomination to a retailer's traditional view of customer support. And it may even scare the wits out of inventory and transportation managers given the charge to make it happen. However, what if – instead of just offering overnight, two day or ground distribution – a retailer could offer green distribution that saves even hundreds of kilograms of carbon emissions that won't be released into the air.

▪ **Communicating the importance of green environment:** Go Green is a splendid goal for any company or organization. With green initiatives you can help to make a positive impact on your instantaneous environment in and around your trade, your community and the world. Sustainable business practices can also be excellent customs to save riches in the course of waste reduction and energy savings.

CONCLUSION

Today, consumers are much more aware about climate change in comparison to even few years ago. Currently, they are expecting their favorite brands not only to contribute to their concern but to acquire to uphold environment. The former perception of industry towards green marketing was that the demands for making marketing environment green and behaving in a more responsible manner especially comes from Government, its legislations and awareness campaigns of NGOs etc. At the present time, that old perception is altering all over the globe as studies surveys done on consumers, reflect that in most countries consumers are becoming more aware and eager to act on environmental concerns. There is a drastic change in consumer preferences and life styles. They prefer environment friendly products greater than others and several times are ready to pay a little superfluous charge for such green products. Consequently green marketing is a tool for sustainable development in nation.

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