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DEMAND AND SCOPE FOR GREEN MARKETING**SYED MOHD MURTUZA BUKHARI****STUDENT****AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES****BANGALORE****ABSTRACT**

The article is about the necessity of Green Marketing. We are living in a world, where the communities are concerned about protection of health and environment. To sustain, a marketer has to consider inventive marketing. It focuses on selling products and/ or services based on their environmental benefits. The Companies/Organisations have started more ecofriendly services for the consumers along with multiple environment benefits. The green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles which can be termed as green consumerism. The "Organic Industry" which specializes in the sale of organically produced foods, health and nutritional supplements and other green lifestyle items promote green consumerism.

KEYWORDS

green marketing, organic industry.

INTRODUCTION

 Green Marketing is a marketing of products that are presumed to be environmentally safe. Although environmental issues influence all human activities. The societies and communities across the world start recognizing green marketing, the businesses have begun to modify their behaviour to address the societies. Some businesses have been quick to accept concepts like environment management systems and reduction in waste.

The green marketing and environment friendly marketing has been a deal of discussion in between the media.

The green marketing indulges into a broad range of activities, including product modification, Changes to the product process, packaging changes as well as modifying advertising. Even then to define green marketing is not a simple task. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Henion and kinnear 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, ottman 1993].

The AMA workshop attempted to bring together academics, practitioners and public policy makers to examine marketing impact on the natural environment.

IMPORTANCE OF GREEN MARKETING

The resources on this planet Earth are limited to the mankind. In society, where everyone enjoys the "Freedom of choice", it is accepted by all that individuals and organisations have a right to attempt to have their wants satisfied. Other organisations have committed to be far more committed to the green marketing ideal, conscientiously avoiding marketing green wash, and attempting to bring about a more holistic change in the way they do business. Green Marketing leaders have also suggested that, in order to avoid accusations of marketing green wash and ensure that the principles of green marketing are meaningfully applied to every level of a company's operations, businesses should consider the nature of their involvement with suppliers, franchises and other partners, as well as potentially pursuing new relationships with NGO's regulatory bodies and educators.

OBJECTIVES OF THE STUDY

- a) To create awareness among the public about Green Products.
- b) Measures to improve green marketing
- c) Challenges in green Marketing.
- d) Opportunities of green marketing strategy.

SCOPE OF THE STUDY

- a) To formulate the strategy to be followed by companies in Green Marketing.
- b) Challenges available in promotion of green marketing.
- c) Opportunities available in green marketing.

SOCIAL DUTIES AND BEHAVIOUR

Many Companies are beginning to realize that they are members of wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objective. This results in environment issues being integrated into the firm's corporate culture. Firms in this situation can take two perspectives:-

- 1) They can use the fact that they are environmentally responsible as a marketing tool.
- 2) They can become responsible without promoting this fact.

There are examples of firms adopting both strategies. Organisations like body shop heavily promote the fact that they are environmentally responsible. While this behaviour is a competitive advantage, the firm was established specifically to offer consumers environmentally responsible alternatives to conventional cosmetic products. This philosophy is directly tied to the overall corporate culture, rather than simply being a competitive tool.

GREEN MARKETING MIX

Every company has its own favourite marketing mix. Some have 4 P's and some have 7 P's of marketing mix. The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner.

- 1) Product:- The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources.
- 2) Price :- Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price.
- 3) Promotion :-
There are three types of green advertising: -
 - a) Ads that address a relationship between a product/service and the biophysical environment
 - b) Those that promote a green lifestyle by highlighting a product or service
 - c) Ads that present a corporate image of environmental responsibility

- 4) Place: - The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products.

WHAT IS GREEN MARKETING

- The marketing or promotion of a product based on its environmental performance or an improvement thereof (Charter & Polonsky 1999).
- The holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way (Peattie, 1995).
- A holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being (Charter (1992), p. 394)

CONCLUSION

Green Marketing should look at minimizing environmental harm, not necessarily eliminating it. Green Marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, at last it is consumers who demand goods and thus create environment problems.

The disposing of waste in an appropriate fashion also plays a very important role and the consumers who chose this way also create a impact on environment by keeping nature clean. It is the responsibility of the firms too, it will create a more greater impact on natural environment. Green Marketing requires that consumers want a cleaner environment and are willing to pay for it. Possibly through higher priced purchases/goods, innovated and modified individual lifestyles or even governmental intervention. Until this occurs, it is tough for firms alone to lead the Green Marketing revolution. Green Marketing to some extent strengthen company's image in the mind of consumers that is clear from the trustworthiness of green claims and certainty.

Thus, there is wider scope for green marketing and has to face lot of challenges as many are still unaware of it. We need to educate the people who are unaware. Green Marketer must find a way to enhance their product's performance and strengthen their customer's loyalty.

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