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## GREEN MARKETING - BENEFITS & RESPONSIBLE ACTORS FOR ITS IMPLEMENTATION

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### **Abstract**

*Green marketing refers to holistic marketing concept where in the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. Nowadays, a majority of consumers have realised that their behavior had a direct impact on environment. The objective of this paper is to know the Green marketing management & its benefits and the main actors responsible for its effective implementation.*

**Keywords:** *Green marketing management, Green marketing mix, Green product, Green price, Green promotion and Green place.*

### **1. Introduction**

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green Marketing refers to holistic 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 growing 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. So in this paper let us see few aspects regarding GMM, Gains of green marketing, Green marketing Mix, Participants who need to understand the Green Marketing.

### **2. Green Marketing Management (GMM)**

This means the process of planning and executing the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation

in a manner that is sensitive or responsive to ecological concerns. The management of green marketing activity continues to evolve as companies incorporate new thinking about climate change throughout their organizations. Initial green marketing efforts focused on the recycling of products such as aluminum cans and photocopier toner cartridges. Over time, firms have begun to consider ways to *modify inputs* to production that limit the influence of the products on the environment. The study of green marketing reflects an interest in becoming more aware of ecological and sustainability issues and consistently working to achieve higher levels of sustainability. Increasingly, firms are recognizing that outputs from the production process should be viewed under scrutiny of climate change as well

### 3. Gains / Benefits of Green Marketing

Green marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing.

#### 3.1. Environmental Benefits

The obvious benefactor of green marketing is the environment. Conditions and trends in climate change, air, water, and soil conservation. Green marketing can have an influence on climate change in several substantial ways. Fossil fuel consumption is a major source of greenhouse gases associated with climate change. Green marketing and production position to reduce climate modify and consequently limit hunger and poverty.

#### 3.2. Consumer Benefits

Consumers benefit in several important ways through green marketing. These benefits often influence consumer decision making, and consumers will vary in the extent to which they value these benefits. Initially, consumers benefit from the knowledge that they are doing their part to reduce climate change. These consumers are likely to favor corporate efforts to reduce pollution over efforts to raise corporate profitability. Consumers also value the opportunity to be associated with environmentally friendly products and organizations.

### **3.3. Supply-chain Benefits**

Green marketing influences relationships among the firms that make up the channel from raw material mining to consumption. Green strategies that seek to eliminate waste in the supply chain result in firms analyzing truck loading and route planning in the delivery process. Routing that seeks to eliminate fuel costs can maximize truck capacity utilization and improve customer service.

### **4. Green Marketing Mix**

The combination of 4 Green P's or Green factors (Eco-friendly) is known as Green Marketing Mix namely; Green Product, Green Promotion, Green Place and Green Price. Under GMM "Green factors" should be considered as they closely associated to the success or failure of the marketing of eco-friendly products:

#### **4.1. Green Product**

While manufacturing green products, the firms should use environmentally friendly resources or materials in the product. The characteristics of the resources or materials used in the product and its packaging should influence environmental elements.

#### **4.2. Green Promotion**

The firms should focus more on "Green Advertising" in order to communicate to its green customers (who uses eco-friendly products) and as well as traditional customers (who are not green users) about the concept of environmental protection. Apart from this, the firms should also launch promotional tools such as schemes, coupons, offers and premium etc; in order to attract consumers to buy eco friendly products.

#### **4.3. Green Place**

Green products and services are to be delivered from the point of producers to the point of ultimate green consumers. In this context, the firm should choose a proper channel considering product characteristics, consumer characteristics and market characteristics.

#### 4.4. Green Price

It is often perceived by the consumers that the prices of green products are relatively higher compared to the traditional products. If production and operating costs are lowered, it would give green products more competent force on the market.

#### 5. Participants who need to understand the Green Marketing

- Consumers.
- Governments.
- Companies with recognized environmental reputations.
- Companies highly dependent on scarce human capital.
- Companies with low market power.
- Companies operating in highly regulated industries.
- Companies dependent on natural resources

#### 6. Conclusion

In the present day, a majority of consumers have realized that their behavior had a direct impact on environment as there is mounting amount of evidence indicating that consumers are shifting traditional products to green products to have a positive impact on the natural environment business firms need to change their mind set from traditional marketing strategies to green marketing strategies with a huge investment in technology, R and D and through Green marketing elements such as eco-design of a product, eco-labeling, eco-packaging, green logo in order to survive in the green competitive world and to have a positive impact on the environment. The government must also take very strict rules to develop the green business to the save the country from future problems.

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