



## Enhancing the organizational products among consumers through the green marketing

Dr. Mamta Joshi Lohumi<sup>1</sup>, Subiya Naaz<sup>2</sup>

<sup>1</sup> Assistant Professor, Department of Commerce, DSB Campus, Kumaun University, Nainital, Uttarakhand, India

<sup>2</sup> Research Scholar, Department of Commerce, DSB Campus, Kumaun University, Nainital, Uttarakhand, India

### Abstract

Green marketing plays a significant part to promote and reinforce the idea of environmental protection and sustainable development both in the minds of the customer and the firms. Many global players in diverse businesses are now successfully implementing green marketing practices, Green Marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Now is the era of recyclable, non-toxic and environment-friendly goods. This paper is an attempt to discuss the role and future aspects of Green marketing which has become the new mantra for marketers to satisfy the needs of consumers and earn better profits.

**Keywords:** Green marketing, organizational products, consumers

### Introduction

#### Green marketing: A comprehensive overview

Green marketing, also known as eco-marketing or sustainable marketing is the practice of developing and promoting products or services that are environmentally friendly. As awareness about environmental issues grows, consumers are increasingly seeking out products that minimize their ecological footprint. This shift in consumer behaviour has prompted companies to adopt green marketing strategies, which not only help protect the environment but also create a competitive edge in the market.

#### The evolution of green marketing

The concept of green marketing emerged in the late 1980s and early 1990s, coinciding with the rise of the environmental movement. Early efforts focused on recycling, reducing waste and using eco-friendly materials. Over time green marketing has evolved to encompass a broader range of practices, including sustainable sourcing, energy efficiency and corporate social responsibility (CSR).

#### Key Principles of green marketing

- 1. Sustainability:** Companies aim to create products that have a minimal impact on the environment throughout their lifecycle, from production to disposal.
- 2. Transparency:** Honest communication about the environmental benefits and limitations of products is crucial. Green washing or making misleading claims about a product's environmental benefits can damage a company's reputation.
- 3. Innovation:** Developing new, sustainable technologies and practices is at the heart of green marketing. This can include anything from using renewable energy sources to designing products that require less packaging.
- 4. Consumer education:** Educating consumers about the environmental impact of their purchasing decisions helps build a market for green products. This includes

information on product labels, advertising and public relations (PR) campaigns.

#### Advantages of green marketing

- 1. Enhanced Brand Image:** Companies that are seen as environmentally responsible often enjoy a stronger brand image and greater customer loyalty.
- 2. Competitive Advantage:** Green marketing can differentiate a company from its competitors, attracting environmentally conscious consumers.
- 3. Cost Savings:** Sustainable practices often lead to cost savings in the long term. For example, energy-efficient processes can reduce utility bills and reducing waste can lower disposal costs.
- 4. Regulatory Compliance:** As governments impose stricter environmental regulations, companies that adopt green marketing practices are better positioned to comply with these laws and avoid penalties.

#### Challenges and the way forward

- **Higher costs:** Sustainable materials and practices can be more expensive than traditional ones, which may lead to higher product prices.
- **Consumer scepticism:** Due to instances of green washing, some consumers are sceptical of green marketing claims. Companies must work hard to build and maintain trust.
- **Market limitation:** Not all consumers prioritize environmental concerns in their purchasing decisions, which can limit the market for green products.

#### Successful examples of green marketing

- 1. Patagonia:** Known for its commitment to sustainability, Patagonia uses recycled materials in its products and encourages customers to buy used clothing through its Worn Wear program.

2. **Tesla:** Tesla's electric vehicles are marketed as a sustainable alternative to traditional gasoline-powered cars. The company also focuses on energy storage solutions and solar power.
3. **Unilever:** Unilever's Sustainable Living Plan aims to decouple the company's growth from its environmental footprint. Brands like Dove and Ben & Jerry's have incorporated sustainable practices into their production processes.

### **Future of green marketing**

The future of green marketing looks promising as environmental concerns continue to rise. Advances in technology and a growing emphasis on corporate social responsibility are likely to drive further innovation in this field. Companies that embrace sustainability and communicate their efforts transparently are expected to thrive in the evolving market landscape.

### **Conclusion & findings**

Green marketing is more than just a trend it is a crucial aspect of modern business strategy. By focusing on sustainability, transparency, innovation and consumer education, companies can not only contribute to environmental preservation but also gain a significant competitive advantage. As the market for green products continues to grow, businesses that prioritize and effectively implement green marketing practices will be well-positioned for success.

### **References**

1. Anirban Sarkar. International Journal of Marketing, Financial Services & Management Research, 1(9).
2. Dr. Satpal Singh, International Journal of Advanced Research in Management and Social Sciences, (1)6.
3. [https://en.wikipedia.org/wiki/Green\\_marketing](https://en.wikipedia.org/wiki/Green_marketing)
4. Indal Kumar. SOCRATES, 2014, (2)2.
5. Mayank Bhatia, Amit Jain. Electronic Green Journal, 1(36).
6. Saxena RP, Khandelwal PK. 'Green marketing: a challenge or an opportunity in the global environment', Global Studies Journal, 2009;2(3):59-73.
7. Yasmin Begum R Nadaf, Shamshuddin M Nadaf. IMPACT: International Journal of Research in Business Management, 2014;2(5):91-104.