

GREEN MARKETING: COMPANIES INVOLVED IN GREEN ENVIRONMENT

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Abstract

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental, and eco-marketing are part of the new marketing approaches which do not just refocus, adjust, or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Objective:

The objective of this paper is to examine the need, importance, and characteristics of green marketing and to evaluate the initiatives taken by the Indian companies for green marketing in their core business values which has resulted in to their Business growth

Keywords: Green Marketing; Initiatives for green marketing; Characteristics of green marketing;

Research Methodology:

Research will be based on case study as well as secondary data. And conclusions will be drawn on the examples of cases mentioned.

A model green marketing mix contains four "P's":

➤ **Product:**

A producer should provide ecological product that not only must not contaminate the surroundings. However should defend it and liquidate existing environmental damages.

➤ **Price:** Prices such product might be somewhat above typical alternatives even.

➤ **Place:** A distribution logistics is of crucial importance; focus is on ecological packaging.

Marketing native and seasonal product e.g vegetables from regional farms is more straightforward to be marketed "green" than product foreign.

- **Promotion:** A communication with the market should place stress on CP environmental aspects, for example that the corporate possesses a certificate or is ISO 14000 certified. This may be published to boost a firm's image.

Furthermore, the fact that an on organization spends expenditures environmental protection ought to be publicized. Third, sponsoring the natural environment is additionally important. And last but not least, ecological products can most likely need special sales promotions.

The Features of Green Organizations:

- Energy Efficiency
- Indoor Air Quality
- Resource Efficiency Sustainable Landscaping
- Waste Reduction
- Toxic Reduction Smart Growth

The Green Customer:

There are many factors that influence green customers. Products that are deemed negative and the use of which may lead to a set of negative effects (for example, global warming, ozone layer depletion, rainforest's destruction and so on) of consequences (for example, disruptions agriculture, increases in the frequency of draughts/floods) are normally unsuitable.

Various Shades of Green Consumers with their Corresponding Behavior:

➤ **Deep Green:**

These consumers are the greenest on the planet. They understand the need of Green.

➤ **Light Green:**

They have started down the green path & are on their way to living a green life. Some of their purchases and behaviour are already earth friendly.

➤ **Khaki Green:**

They think green some of the time and are just beginning to connect their shopping habits and daily living habits to being earth friendly.

- **Light Brown:** They are not yet conscious about living or buying green but are starting to be influenced.

➤ **Brown:**

They are sceptical of the environment movement and its value. Based on their personality they will not make any earth friendly choices.

Companies Involved in GREEN Environment

➤ **Maruti Udyog Ltd**

Greening of Supply Chain: The company has remained ahead of regulatory requirements in pursuit of environment protection and energy conservation at its manufacturing facilities, and in development of products that use fewer natural resources and are environment friendly.

The company credited the 'Just-in-Time' philosophy adopted and internalized by the employees as the prime reason that helped to excel in this direction. The company has been promoting 3R since its inception. As a result, the company has not only been able to recycle 100% of treated waste water but also reduced fresh water consumption. The company has implemented rain water harvesting to recharge the aquifers. Also, recyclable packing for bought out components is being actively promoted

The company has been facilitating implementation of Environment Management System (EMS) at its suppliers' end. Regular training programs are conducted for all the suppliers on EMS. Surveys are conducted to assess the vendors who need more guidance. The systems and the environmental performance of suppliers are audited. The green co-efficient of this system is much better than the conventional system.

➤ **Johnson & Johnson**

Johnson & Johnson is leading the way in the arena of environmentally responsible personal care products, and has for more than 20 years. Its initiatives reduce the waste its manufacturing and distribution practices create, and it uses sustainable products and packaging methods whenever possible. Johnson & Johnson also owns and operates the single largest fleet of hybrid vehicles on earth. Its strong environmental goals just keep getting stronger year after year.

➤ **Nike**

Nike is another company that highlights the importance of green initiatives in its advertising, yet goes one step further by actually putting those great ideas into practice. Nike makes an entire line of sustainable sporting goods and equipment, including a basketball shoe made of "environmentally preferred materials," which includes recycled polyester. Nike also uses renewable energy sources for its manufacturing facilities. In addition to its environmental efforts on U.S. soil, it has pressed 650 of its contracted suppliers in 52 other countries to develop and carry out written environmental policies. This helps the environment all over planet earth.

➤ **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.

Conclusion:

- Green marketing is a comparatively quiet recent development and its growing awareness amongst shoppers and businesses concerning minimizing the adverse impact on the surroundings.
- Environmental issues area unit given. additional importance these days. This paper helps us to understand the varied practices created by firms for promoting inexperienced surroundings and conjointly aimed toward remodelling the buyer minds and their perceptions towards surroundings.
- Well in this scenario, many company has taken inexperienced promoting additional and as a half of their company strategy simply to make complete image, gain the attention of the consumers.
- Increasingly corporations would like to emerge and additionally facilitate to the surroundings. This paper can additionally be viewed as a supply of latest opportunities to grow in today's extremely competitive international surroundings.

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