

# CHALLENGES IN GREEN MARKETING

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*Abstract - Generally Green marketing is the marketing of particular products or services which is based on the environmental factors. Many companies which are involved in green marketing will make some decisions relating to the entire process of the company's methods of production such as processing, packaging and distribution. These green marketing companies go beyond the traditional marketing by promoting the environmental values by that the consumers will aware about these values with their company brand. Also Green marketing is a tool for protecting the environment for the coming future generation. Not only companies, Marketers also have the responsibility to make the consumer to understand about the need and benefits of the green products as compared to non-green ones. Green marketing assumes even more importance and relevance in the developing countries like India.*

*Index Terms: Green Marketing, Relevance, Environmental Factors.*

## I. INTRODUCTION

Generally as we know the resources are limited and human wants are unlimited, so it is important for the marketers to utilize the resources efficiently without any waste as well as to achieve the organizations objectives. So green marketing is inevitable now a days. Now a days we can see there is growing interest among the consumers all over the world regarding the protection of environment. As a result of this green marketing has emerged as growing markets for a sustainable and socially responsible products and services. Green marketing refers to the process of selling products and services based on their environmental benefits. Such products or service may be environmentally friendly in itself. In green marketing mainly the products are manufactured in a sustainable fashion. It does not contain toxic materials or any kind of ozone depletion substances. Most importantly green market products are to be recycled or it is produced from recycled materials, and also it is being made from renewable materials (such as bamboo etc...). The products not making use of excessive packaging.

## II. CHALLENGES IN GREEN MARKETING

### *Definition:*

According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe." Thus green marketing incorporates a board range of activities including product modification, changes to the production process, packaging changes, as well as the modifying advertising.

### *Challenges:*

#### *A. Need for standardization*

It is found that in green marketing only 5% of the marketing from Green Campaigns are entirely true and there is a lack of standardization to authenticate the claims. At current there is no standardization in place to certify a product as organic .But some regulatory bodies are involved by providing the specific certifications. Also a standard quality control board needs to be in place for such labeling and licensing.

#### *B. Patience and Perseverance*

The investors and corporate need to view the environment as a major long term investment opportunity, the marketers need to look at the long term benefits from this new green movement. It requires a lot of patience and at the same time it will not give any immediate results. So green marketing is a new concept and idea, and it will have its own acceptance period.

#### *C. New Concept*

Green marketing is entirely a new concept. The consumer needs is to be educated and made aware of environmental threats. This new concept need to reach the masses and that will take a lot of time and effort. Now a days Indian consumers appreciate the importance of using natural and Ayurveda products. This may consider as an impact of green marketing.

*D. Avoiding Green Myopia*

The first rule of green marketing is focusing on consumer satisfaction, benefits etc... The primary reason why the consumers buy this certain products. The consumers may get motivated to switch brands or they even pay a premium for the greener alternative. This will lead to green myopia. At the same type if the green products are priced very high. It will naturally lose its market acceptability among consumers.

III. CONCLUSION

So, green marketing is considered as a tool used for protecting the environment for future generations. Green marketing has a positive impact on environment safety, because of the growing concern of environmental protection, and there is an emergence of a new market which is the green market.