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**GREEN MARKETING: CHALLENGES AND OPPORTUNITIES****DR. SHIRISH N GAWALI**

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**ABSTRACT**

*In the modern era of Liberalization, Privatization and Globalization (LPG), it has become a more challenge to keep the consumers in fold and even maintain our natural environment safe. It is the highest need of the time. In this age consumers are also known the environment problems i.e. global warming and the impact of environmental pollution. Therefore green marketing is a phenomenon which has developed in the modern market. The development of green marketing has opened the door of opportunity for companies to company brand their products into separate line loading the green friendliness of some while ignoring that of others. Green marketing also referred to as the Ecological Marketing or Environmental Marketing. Both marketers and consumers are becoming increasingly sensitive to the need to switch into green products and services. Marketing techniques will be explained as a direct result of movement in the minds of the consumer market. The consumers are also willing to pay for all those products which assure them health and reasonable price. In this paper, main emphasis has been made of concept, need and importance of green marketing. This paper is also explains the current scenario of Indian market and explores the challenges and opportunities of green marketing.*

**Key words:-** Green marketing, Environmental pollution, Consumer, Product, Health, Challenges and Opportunities.

**INTRODUCTION:-**

Green marketing is also known as environmental marketing and sustainable marketing. It's refers to an organization efforts at designing, promoting, pricing and distributing products that will not harm the environment. Today for companies and consumers is to preserve and products the environment and maintain a balance in the eco- system. Green marketing is closely with issues of industrial ecology and environmental sustainability, such as extended products liability, life cycle analysis, material use and resource flows and eco- efficiently. So, green marketing is very important implications for business strategy and public policy.

In short green marketing means the development of promotion, price and distribution of products that don't harm the environment. In this way, green marketing is simply the marketing of eco- friendly products.

Green marketing is defined as green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment.

In this way, green marketing includes all types of activities designed to generate and facilitate any exchange intended to satisfy human needs or wants. It is the satisfaction of these needs and wants occurs. Thus green marketing should look at minimizing environment harm not necessarily eliminating it

**OBJECTIVES OF THE STUDY:**

Following are the main objectives of the Study

1. To study the concept of green marketing.

2. To study the successful keys of green marketing.
3. To evaluate the challenges and opportunities of green marketing.

#### METHODOLOGY OF THE STUDY:

The present study uses mainly secondary data. The sources of data are published and unpublished sources like magazines, literature, and published books, articles published in different journals, website, periodicals, conference papers and newspapers.

#### WHY GREEN MARKETING?:

Today, as resource are limited and human needs are unlimited. So, it is very important for the markets to utilize the resources efficiently without waste as well as to achieve the organization objectivity. Therefore the green marketing is inevitable. In this way worldwide evidence indicates people are concerned about the environment and are changing their behavior. Therefore, green marketing is necessary to the society.

#### KEY TO SUCCESS GREEN MARKETING:

The following are the keys of success for Green Marketing

1. **Know your customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
2. **Educating your customers:** It is not just a matter of letting people know you are doing whatever you are doing to protect the environment but also a matter of letting them know why it matters.
3. **Reassure the Buyer:** Consumers must be made to believe that the products and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients make sure those consumers can afford the premium and feel it's worth it.
4. **Being Genuine and Transparent:** It means that (i) you are actually doing what you claim to be doing in your green marketing campaign and (ii) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly.
5. **Giving your customers an Opportunity to Participate:** It means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.
6. **Consumers' expectations:** It is not enough for a company to green its products consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too.
7. **Consumers your pricing:** If you are charging a pricing your product and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients make sure those consumers can afford the pricing and feel it's worth it.

#### CHALLENGES OF GREEN MARKETING:

1. **New concept :** Indian literate and urban consumer is getting more aware about the importance of green products. But it is still a new concept for the masses. Therefore consumer needs to be educated and made aware of the environmental threats. Indian consumer is exposed to healthy living lifestyle i.e. Yoga and natural food consumption. So consumer is already aware to accept the green products.



2. **Need for Standardization** : There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. So, a standard quality control board needs to be in place for such labeling and licensing.
3. **Avoiding Green Myopia** : The first golden rule of green marketing is focusing on consumer benefits i.e. primary reason why consumers buy certain products in the first place. If a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if green products are priced very high then again it will lose its market acceptability.
4. **Patience and Preservance** : The investors and corporate need to view the environment as a major long term investment opportunity. It will require a lot of patience and no immediate results. Since it is a new concept and idea.

#### **OPPORTUNITIES OF GREEN MARKETING:**

1. **Environmentally conscious Business:** Environmentally conscious is a direct benefit for the business itself, green marketing can also benefit society by facilitating not only the communication about but also the use of green business practices.
2. **Business Opportunity:** A majority of the population in countries of varying geographical and economic background want to consume in a more sustainable way. Business can tap into this huge potential client base by stepping up their environmental performance and by communicating this change to their buyers.
3. **Environmentally conscious consumers:** If conducted correctly and credibly, green marketing can enhance the quality and quantity of environmentally conscious consumerism. Therefore, consumers are enabled to make a conscious choice with their purchase.
4. **Acceptance of environment price internalization:** An inherent part of green marketing is to communicate why green products are priced differently than their conventional counter parts.
5. **Business Practice transparency:** Green Marketing is a double edged sword for business. On one hand, they can appeal to green consumers but on the other hand they have to live up to the green reputation.

#### **THE FUTURE OF GREEN MARKETING:**

The version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. So, evidence indicates that successful green products have avoided green marketing myopia by following three important principles.

##### **Consumer value positioning:**

1. Promote and deliver the consumer desired value of environment.
2. Broaden mainstream appeal by bundling consumer desired value into environmental products.

##### **Calibration of Consumer Knowledge:**

1. Frame environmental products as solution for consumer needs.
2. Educate consumer with marketing message that connect environment attributes with desired consumer value.

##### **Credibility of Product Claim:**