

An Analytical Study of Green Marketing and Green Buying Approach

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Abstract

This study the green marketing and green buying behaviour pro-environmental concern is a likely predictor. This creates an opportunity for emerging green market focusing on more educated consumers. The same proposition that has worked. Also consumers want eco-friendly products image as being green there is an increased awareness of global warming and adverse climate conditions and as a result there is a spur in interest toward environmental protection and sustainable development At time the environment issues are becoming non-tariff trade barriers for the exports It makes the company out the line which help them to gain profit in a long time When a company puts efforts into changing their brand to be more environmentally friendly those change can have expensive upfront costs.Cooperates to develop tools that can be used internationally mid-to-long term activity It is currently a loose informal network of professional primarily operating as an internet based electronic forum. Active management of all aspect of the product from raw material to final disposal.Some businesses have been quick to accept concept like environment management systems and waste minimization, and have integrated environmental issues into all organizational activities

Keywords: Green marketing, environmental awareness, Green eco-friendly product, Green buying approach, Green purchasing behaviour

Introduction :

Green marketing is the marketing products that are presumed to be environmentally safe.Thus, green marketing includes a broad range of activities including product modification, changes to the production process packaging changes as well as modifying advertising. Yet defining green marketing is not a simple task where several meaning intersect and contradict each other, an example of this will be the existence of varying social, environmental and retail definition attached to this term. Though, environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. As society develops more concerned with the natural environment, businesses have instigated to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concept like environment management systems and waste minimization, and have integrated environmental

issues into all organizational activities. One business area where environmental issues have established a great deal of discussion in the popular and professional press is green marketing

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants occurs with minimal detrimental impact on the natural environment.

Green Marketing

The concept of green marketing came into existence in the late 1980s and early 1990s. The proceeding of workshop resulted in one of the first book on green marketing "Ecological Marketing" Green marketing affects positively the health of people and the ecological environment people are conscious of pure products and pure methods of producing, using and disposing the products. It inspires integrated efforts for purity in production and consumption as well. Thus, green marketing to all-inclusive 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 implication of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Both marketers and consumers are becoming progressively sensitive to the need for switch in to green products and services while shift to green may appear to be expensive in the short term it will definitely be indispensable and advantageous cost-wise too, in the long run.

Green Buying Behaviour in Indian Consumers

Environmental issues are increasingly becoming important in managing any business today While there are environmental regulation domestically there are also growing demands by the overseas buyers for more and more environment –friendly products. At time the environment issues are becoming non-tariff trade barriers for the exports. Hence, industries Europe and Japan are unstable to environment friendly products or eco-products as the business strategy for future sustainability and competitiveness. Though presently there is a limited market for the eco-products there are definite signs that this trend would grow in a big way. In many countries the government, industries and civil society organization are working together to purchase eco-products which would ultimately benefit the environment and thus the society. For this green purchasing and green supply chain are the two popular methods adopted around the world.

Business and consumers today confront one of the biggest challenges to protect and preserve the earth's resources and the environment. They have become more anxious with the natural environment and are realizing that their production and consumption purchasing behavior will have direct impact on the environment. On a global level, there is an increased awareness of global warming and contrary climate conditions and as a result there is a spur in interest toward environmental protection and sustainable development. One type of environmentally conscious behavior is environmental consumerism (green buying) –purchasing and consuming products that are kindly towards the environment. The rising numbers of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using eco-friendly or environmentally friendly as a component of their value proposition. Indian consumers pro-environmental conscious, knowledge of environmental issues, awareness of eco-friendly products, effects of income level and educational levels and any possible effect that these factors may have on green buying behaviour.

Green marketing is considered as one of the major trends in modern businesses (2001; McDaniel & Rylander, 1993; Pujari & Wright, 1996). Environmental ecological or green marketing are similar terms used in literature, is a way to use the environmental benefits of a products or service to promote sales. Belz & Peattie (2008) specified that green marketing and environmental marketing in the late 1980's focused on green consumers who would be willing to pay premium prices for more environmentally friendly products. Many consumers select products that do not damage the environment over less environmentally friendly products, even if they cost more. With advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents. Green marketing inspires consumers to use eco-friendly products and manufacturers to develop more environmentally beneficial products.

Advantages of Green marketing

Green marketing can mean that you consider the quality of the products that you created and eco-friendly also, those thing are the main advantages for your company when using green marketing campaign. A Company can enter new markets when It bring attention to positive environment impact. You can promote for the better to customer and more attractive products with green.

Gain more profit from green marketing and bring a competitive advantage. Raise awareness on importance environment or social issues. To educate your customers and influencer marketer. It makes the company out the line which helps them to gain profit in a long time. Employee will feel proud, responsible and open the opportunity for customers to participate. Create a new kind of infotainment and promotes corporatesocial responsibility.

Disadvantages of Green marketing

Majority of the people are not alert of green products and their uses. When a company puts efforts into changing their brand to be more environmentally friendly that change can have expensive upfront costs. Educating customers about the advantages of green marketing and not be considered as one more approach to marketing. Green marketing should not neglect the economic feature of marketing. Green marketing is a vast concept and covering the promotion and advertising activities of products and companies with environment concerns.

International Green Purchasing Network

International green marketing is located in Tokyo, Japan etc. It globally promotes the spread of environmentally friendly products and service development and green purchasing activities. It shares information and know-how internationally on green purchasing and environmentally friendly products and service. It also complements the efforts of green purchasing and the development of environmentally friendly products and services from a global viewpoint.

Collect and distribute information on global green purchasing activities, the best examples and recent trends. Hold workshop in each region. Hold regular international conferences on a global scale. Cooperates to develop tools that can be used internationally mid-to-long term activity. Other activities like market research, promoting green purchasing.

Green Purchasing Network India

Green purchasing network India is an evolving network of professional interested and active in the general area of sustainable consumption and production more specifically: Green purchasing and public procurement. It is currently a loose informal network of professional primarily operating as an internet based electronic forum.

1. To create awareness amid Indian industry and other stakeholders about green purchasing and procurement.
2. To encourage and facilities implementation of GPP and greening supply chain projects to enhance the competitiveness of the Indian industries.

Green Purchasing Strategies

Product Standards : Purchase products that have environmentally friendly attributes (recycled material, non-toxic ingredients). Purchase products that disclose their environmental attributes (eco-labelling).

Behaviour Standards: Need suppliers to disclose information about their environmental practices, pollution discharges, etc. Audit suppliers to implement and maintain environmental management system require suppliers to have an EMS that meets recognized standards (such as EMAS, ISO 14001, Responsible Care, etc). Require suppliers to obtain formal certification of their EMS.

Collaboration : Work with suppliers to help them shrink environmental impacts through changes in product design and materials use. Product stewardship: Active management of all aspect of the product from raw material to final disposal.

Conclusion :

A green marketing paradigm now exists who constitutes one's consumer and his or her new need for brands that balance age- old benefits of performance and convenience with minimal environmental and social impacts, and engage their consumers in meaning full dialogue manufacturers, retailers and marketers looking to sustain their businesses long into the future. Green marketing has contributed to the corporate social responsibility although green marketing has become a tool for some firm to climb the ladder of success and them, they keep it as a name just to draw near with the trends and capture the green consumers. The growing concern of ecological issues had begun to company. Society and the government have started to be aware about these issues to make change to contain the negative impact of these problems. Green marketing and green products development strategy are not convoluted. Green marketing is still in its start and a lot of research is to be done on green marketing to fully explore its potential.

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