

Green Marketing and its Problems on Global Environment

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ABSTRACT

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively.

1. Introduction

While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their dollars, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not is called green washing.

- Green marketing can be a very powerful marketing strategy though when it's done right.
- It is also known as: Environmental Marketing, Ecological Marketing, Eco-Marketing.

Examples: Chad's green marketing campaign bombed because he made the mistake of packaging his environmentally friendly product in styrofoam.

2. Why do firms use green marketing?

They are several reasons for the firms increased use of green marketing. Five among them are

- Organizations perceive environment marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe they have moral obligations to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.

- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Cost factor associated with waste disposal or reduction in materials usage forces firms to modify their behavior.

3. Problems of green marketing in global environment:

No matter why firms use green marketing there are a number of potential problems that they must overcome. One of the main problem is that firm using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.

4. Conclusion

Green marketing claims must:-

- Clearly state environmental benefits.
- Explain environmental characteristics.
- Explain how benefits are achieved.
- Ensure comparative differences are justified.
- Ensure negative factors are taken into considerations.
- Only use meaningful terms and pictures.

Acknowledgement

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