GREEN MARKETING – A NEW MARKETING MANTRA

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ABSTRACT
Green Marketing is a holistic marketing concept where 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 implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services.

Global evidence indicates consumers are concerned about the environment and are changing their behavior towards products and services. As a result green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Both producers & consumers, in recent years, have been turning towards more environmentally friendly products - From organic food to hybrid cars to energy saving appliances to reclaimed furniture growing number of consumers are ready to buy sustainable products these days than ever before.

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Indeed, there are significant indications that environmental issues will grow in importance over the coming years and will require imaginative and innovative redesign and reengineering of existing marketing efforts on the part of many businesses. Long-term sustainability of the planet is likely to require some rather distinct changes in the ethical behavior of its human population. In the short term, business solutions—the enlightened self-interest of commercial enterprises finding new ways to incorporate technology and carry on exchanges with greater concern for heretofore un priced environmental goods and services—offer particular promise. Green marketing and the promotion of responsible consumption are part of that solution.

KEY WORDS: Green Product, Recyclable, Environmentally safe, Eco Friendly