

OVERVIEW OF GREEN MARKETING: WITH SPECIAL EMPHASIS TO GREEN PRODUCTS

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ABSTRACT:

The promotion of ecologically friendly products and services is known as green marketing. It is growing in popularity as more individuals become concerned about environmental issues and seek to spend their money in a way that is more environmentally friendly. Green products typically have two primary goals: waste reduction and resource efficiency maximisation. They're made with toxic-free components and eco-friendly techniques, and they're accredited by reputable organisations like Energy Star and the Forest Stewardship Council, among others. This paper reflects overview of Green Marketing and emphasis has been given to green products.

KEYWORDS: Green marketing, green products, environmental

1. INTRODUCTION:

The process of selling products and/or services based on their environmental benefits is known as green marketing. Such a product or service may be ecologically friendly in its design, production, or packaging. "Green marketing, often known as environmental marketing or sustainable marketing, refers to an organization's efforts to design, promote, price, and distribute products that do not affect the environment. Green Consumers are people who avoid products that are likely to endanger their own or others' health; use, or disposal; consume a disproportionate amount of energy; produce unnecessary waste; use materials derived from threatened species or environments; or involve unnecessary use of, or cruelty to animals. A green customer is someone who engages in ecologically beneficial habits and/or chooses green items over traditional alternatives. Green customers believe that environmental conservation should not be left solely to the government, business, environmentalists, and scientists; consumers may also help. They're also less dogmatic and more open to new products and ideas. Their open-mindedness makes it easier for them to accept green products and practices. However, it is becoming increasingly important to understand Green Products and their qualities.

2. ECO-FRIENDLY GREEN PRODUCTS

Green products are ones that are made with green technology and have no negative effects on the environment. Green technologies and green products must be promoted to conserve natural resources and achieve long-term growth.

Thus, the following qualities of green products can be listed at a high level:

- Products those are originally grown.

- Products those are recyclable, reusable, and biodegradable.
- Products with natural ingredients.
- Products containing recycled contents, non-toxic chemical.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

2.1 Green Product Examples

1. Lead Free Paints from Asian Paints

Hazardous heavy metals have been removed from Asian Paints. Hazardous heavy metals such as lead, mercury, chromium, arsenic, and antimony can cause harm to humans. Lead in paints is hazardous to human health since it can harm the central nervous system, kidneys, and reproductive system. Children are particularly susceptible to lead poisoning, which results in decreased IQ and memory loss.

2. Wipro Green IT.

Lower expenses, reduce carbon footprints, and become more efficient - all while saving the environment - is Wipro's new approach for a sustainable tomorrow. Green Machines at Wipro (In India) Wipro InfoTech was the first firm in India to introduce eco-friendly computer peripherals. Wipro has introduced Wipro Green ware, a new line of desktops and laptops for the Indian market.

3. Samsung Galaxy S 22+

Samsung's great recycling and production practices, such as the 18-hour long-life battery, regular use without charging, saving time, money, and the environment, and recycling programmes, help to strengthen the company's environmentally friendly credentials.

4. Due to rising public concern about polystyrene manufacture and ozone depletion, McDonald's changed their packaging with waxed paper.

5. Asian paints employ less chemicals and harmful ingredients in their formulations.

2.2 Green Marketing Practices

It's intriguing to see how different companies respond to their idea in terms of products and operations. The following tables provide a quick overview.

Table No 1.2: Green Marketing Practices

Sr. No.	Name of Company	Green Marketing Practices
1	Asian Paints Ltd	Removal of hazardous products like Lead, Chromium, Arsenic, Antimony etc.
2	Wipro InfoTech	Development of environment friendly peripherals Desktops, Laptops- Wipro Green Ware.
3	Samsung	Samsung Galaxy W- Long life Battery and Excellent Recycling and Manufacturing Policies.
4	ITC	Collecting three times more Rainwater Harvesting potential than ITCs net consumption
5	NOKIA	Minimize use of toxic components and wide-ranging recycling programme

6	HCL	ECOSAFE is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety.
7	Mahindra	Battery vehicle no emission of CO2.
8	Ertiga-Maruti Suzuki	Petrol to CNG

Green Marketing Practices in FMCG products**Table No. 1.3: FMCG Products Green Initiative**

Sr. No.	Product	Company	Green Initiative
1.	Chocolate	Cadbury	Introducing recyclable cardboard packaging for its Roses and Heroes chocolates.
2.	Fast Food/ Foods	KFC	Earth-Friendly Packaging - KFC switching from cardboard to recyclable and biodegradable paper wrapping
3.	Tea	Natalia Ponomareva a company of Russia	Green Berry Tea Natural Tea

CONCLUSION:

Today's global market necessitates green marketing. Green products and activities will aid in the preservation of the environment and the establishment of long-term development. Green marketing should become a part of every company's day-to-day operation. Finally, green marketing has aided in the development of corporate social responsibility. Although green marketing has become a tool for some businesses to climb the ladder of success, they continue to use it as a brand name to keep up with the times and capture green consumers. These businesses, on the other hand, will not exist long. Green businesses will continue to thrive and contribute to society.

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