THE GREEN MARKETING STRATEGIES & CHALLENGES

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ABSTRACT

Green marketing involves developing and promoting products and services that satisfy your customers’ wants and needs for quality, performance, affordable pricing and convenience without having a detrimental impact on the environment. Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. Green marketing subsumes greening products as well as greening firms. In addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes. Drawing on multiple literatures, it examines issues such as what needs to be greened (products, systems or processes), why consumers purchase/donot purchase green products and how firms should think about information disclosure strategies on environmental claims. This paper will attempt 1) to introduce concepts of green marketing; 2) briefly focuses on product and pricing issues; 3) examine some of the reason that organizations are adopting green marketing philosophy; and 4) mention some of the problems with green marketing.

KEYWORDS: Consumer Satisfaction, Environmental benefit, Environmental Safety, Green marketing and Socially responsible products.