



GREEN MARKETING AND ITS SCOPE

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ABSTRACT

The article is about the necessity of Green Marketing. We are living in a world, where the communities are concerned about protection of health and environment. To sustain, a marketer has to consider inventive marketing. It focuses on selling products and/ or services based on their environmental benefits. The Companies/Organisations have started more ecofriendly services for the consumers along with multiple environment benefits. The green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles which can be termed as green consumerism. The "Organic Industry" which specializes in the sale of organically produced foods, health and nutritional supplements and other green lifestyle items promote green consumerism.

KEYWORDS: Green marketing, organic industry.

INTRODUCTION

Green Marketing is a marketing of products that are presumed to be environmentally safe. Although environmental issues influence all human activities. The societies and communities across the world start recognizing green marketing, the businesses have begun to modify their behaviour to address the societies. Some businesses have been quick to accept concepts like environment management systems and reduction in waste.

The green marketing and environment friendly marketing has been a deal of discussion in between the media. The green marketing indulges into a broad range of activities, including product modification, Changes to the product process, packaging changes as well as modifying advertising. Even then to define green marketing is not a simple task. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Henion and kinnear 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, ottman 1993].

The AMA workshop attempted to bring together academics, practitioners and public policy makers to examine marketing impact on the natural environment.

IMPORTANCE OF GREEN MARKETING

The resources on this planet Earth are limited to the mankind. In society, where everyone enjoys the "Freedom of choice", it is accepted by all that individuals and organisations have a right to attempt to have their wants satisfied. Other organisations have committed to be far more committed to the green marketing ideal, conscientiously avoiding marketing green wash, and attempting to bring about a more holistic change in the way they do business. Green Marketing leaders have also suggested that, in order to avoid accusations of marketing green wash and ensure that the principles of green marketing are meaningfully applied to every level of a company's operations, businesses should consider the nature of their involvement with suppliers, franchises and other partners, as well as potentially

