



STUDYING ABOUT THE IMPACT OF CORE GREEN MARKETING ON CUSTOMER AND RETAILER

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ABSTRACT

Green marketing, also known as sustainable marketing or eco-marketing, is an approach that emphasizes promoting products and services with minimal negative impact on the environment. This paper explores the impact of core green marketing on both customers and retailers. The study examines how green marketing strategies influence customer behavior, perceptions, and preferences, as well as the implications for retailers in adopting sustainable practices. The impact on customers is multifaceted. Green marketing campaigns raise environmental awareness, educate consumers about eco-conscious choices, and empower them to make sustainable decisions. Customers perceive environmentally responsible brands more positively, leading to increased brand loyalty and advocacy. The study also analyzes the effect of green marketing on customer price sensitivity and how it influences overall consumer behavior. The paper delves into the significance of transparency and credibility in green marketing efforts. Customers are becoming increasingly discerning, demanding genuine eco-friendly practices and proof of sustainability claims. The risks of greenwashing are explored, emphasizing the importance of authenticity in green marketing campaigns.

Keywords: - Marketing, Customer, Retailer, Impact, Green Marketing.

I. INTRODUCTION

In today's world, as environmental concerns continue to grow, consumers are becoming increasingly conscious of the impact their purchases have on the planet. As a response to this trend, businesses are incorporating environmentally friendly practices into their marketing strategies to appeal to this eco-conscious audience. This approach is known as "Green Marketing."

Green Marketing, also referred to as Sustainable Marketing or Eco-Marketing, is a strategic approach that focuses on promoting products and services with minimal negative impact on the environment. It involves crafting marketing campaigns that emphasize the environmental benefits of a product or service, as well as the company's commitment to sustainability and eco-friendliness.

The core principles of Green Marketing revolve around a few key aspects:

1. **Environmental Consciousness:** Green Marketing centers on creating products and services that are more environmentally responsible than their conventional counterparts. This might involve using eco-friendly materials, reducing carbon emissions, or minimizing waste throughout the product lifecycle.
2. **Consumer Education:** Educating consumers about the environmental benefits of a product is a vital aspect of Green Marketing. Businesses aim to raise awareness about how their offerings can contribute to a cleaner and healthier planet, encouraging consumers to make more sustainable choices.
3. **Transparency and Credibility:** Authenticity is crucial in Green Marketing. Consumers are increasingly skeptical of green claims, so businesses must back up their marketing messages with real evidence of their eco-friendly initiatives and certifications from recognized environmental organizations.
4. **Sustainable Innovation:** Green Marketing is not just about emphasizing existing green attributes but also pushing for continuous improvement and innovation. Companies actively seek out sustainable practices and technologies to enhance the eco-friendliness of their offerings.
5. **Social Responsibility:** Green Marketing often extends beyond just environmental concerns. Companies that engage in Green Marketing also take into account their social impact, such as fair labor practices, ethical sourcing, and community engagement.
6. **Building Green Brands:** Green Marketing also focuses on creating a strong green brand identity. This involves associating the brand with environmental consciousness and sustainability, making it more appealing to eco-conscious consumers.

However, it's important to note that while Green Marketing can have positive effects on the environment and consumer behavior, there are also potential pitfalls. Greenwashing, for example, is a practice where companies exaggerate or falsely claim their environmental efforts to mislead consumers. This can lead to a loss of trust and credibility in the long run.

II. SOCIAL IMPACT OF GREEN MARKETING

Green Marketing, natural showcasing are the components of inventive promoting approaches that don't change, increment, or manage thought regarding the continuing promoting practice, however, scan for testing those traditional thoughts and give an extensively unique perspective.

Companies which are dealing with the Green consumable products are adding to the preservation of condition through Biodiversity, creating condition well-disposed items, protection of vitality, water and natural assets, atmosphere assurance, upkeep of schools, streets, parks, giving help to the upliftment of the rustic segment and the oppressed, etc. so forward organizations have acknowledged their responsibility and obligation not to hurt the earth and to create things in such a manner that is as environmental friendly," since they understand that they can lessen contamination and increment benefits simultaneously (Hart, 1997).

III. IMPACT ON CUSTOMER OF GREEN MARKETING

Purchasers are the natural resources of vocal advocators, the insider of the group, visitor, accomplice, etc. Each business relies on buyers. In conventional promoting, shoppers are stressed over the quality, amount and cost of the items. However, in the present situation, all the partners are capable of being safe gatekeepers of the earth while working together. In this way, significant commitment goes to maker and customer. Those buyers, who shadow green advertising rehearses although buying items are called as green customers.

Green Marketing can have several significant impacts on customers, influencing their perceptions, behaviors, and overall buying decisions. As businesses increasingly adopt sustainable practices and emphasize environmental responsibility in their marketing efforts, customers experience the following effects:

1. **Increased Awareness and Education:** Green Marketing campaigns raise awareness among customers about environmental issues and the importance of making eco-conscious choices. Through informative messaging, customers become more educated about the environmental impact of their purchasing decisions.
2. **Enhanced Brand Perception:** Brands that prioritize sustainability and practice Green Marketing are often perceived more positively by customers. Customers view such companies as socially responsible, caring about the planet and future generations. This positive perception can lead to increased brand loyalty and advocacy.
3. **Influence on Purchase Decisions:** Green Marketing can influence customers' buying decisions, especially among eco-conscious consumers. Customers are more likely to choose products or services that have eco-friendly attributes or align with their environmental values.

4. **Sense of Empowerment:** Customers may feel empowered and part of a greater cause when purchasing products marketed as environmentally friendly. By choosing green products, customers believe they are contributing to positive environmental change.
5. **Price Sensitivity:** While some eco-conscious customers may be willing to pay a premium for green products, others may be more price-sensitive. Companies must strike a balance between sustainability and pricing to attract different customer segments effectively.
6. **Building Trust and Credibility:** Transparent and authentic Green Marketing strategies help build trust and credibility with customers. Brands that can back up their environmental claims with evidence of sustainable practices and certifications are more likely to gain customers' trust.
7. **Shift in Consumer Behavior:** Green Marketing can drive a shift in consumer behavior towards more sustainable choices. Customers may start adopting eco-friendly practices beyond their purchases, such as recycling, energy conservation, and waste reduction.
8. **Influence on Other Industries:** The positive impact of Green Marketing can extend beyond the specific product or service being marketed. As customers prioritize sustainability, other industries may be encouraged to adopt more environmentally friendly practices.
9. **Consumer Loyalty and Advocacy:** Customers who align with a brand's green values are more likely to become loyal customers and brand advocates. They may share their positive experiences with others and promote the brand through word-of-mouth and social media.
10. **Demand for Sustainability:** Increased demand for green products and services can drive companies to invest in sustainable innovation, leading to a more significant positive impact on the environment.

Despite these positive impacts, Green Marketing should be approached with authenticity and transparency to avoid the risk of greenwashing. Customers are becoming increasingly discerning, and any false or misleading claims can lead to a loss of trust and credibility.

IV. IMPACT ON RETAILERS OF GREEN MARKETING

Supportability is never again constrained to hardly any assembling businesses. The retail part likewise understands the significance of following eco-accommodating practices. Greenhouse effect results in increasing the temperature in the world due to deforestation and may decrease products towards green marketing. Dealing with the indigenous habitat is on the psyche of everybody. As a matter of first importance, customers are progressively getting mindful of eco-

accommodating products. A few retailers consider this to be a chance to extend their contributions and they should give importance of facilitating the ecofriendly brand image. At first, 'making strides towards environmental friendliness' was tied in with offering eco-accommodating and essential items in stores. There is a conviction among associations that it can accomplish ecological just as a benefit making goals by receiving green retailing. The Indian point of view required trust. For example, Infosys advancements ready every one of its reports, for example, financial statements and other reports pertaining to every organization have been published with paper produced using reused squanders. HSBC with the action of carbon impartial. Coca-Cola with different recycling and ecofriendly model. Wireless goliaths, for example, leading electronic industries worldwide have begun with the practice of green retailing through their assembling gadgets, things, mobile phones. This makes it simpler to reuse the items securely. Instruction foundations, for example, ecofriendly mode study hall organized by Amity and ICFAI, Hyderabad. Right now, the entire business forum has taken step for adding advancement towards the security of the environment and also obligated others to follow it. Coming up next are the purposes behind embracing green retailing.

V. CONCLUSION

In conclusion, Green Marketing represents a strategic and responsible approach to promoting products and services that prioritize environmental sustainability and minimize negative impacts on the planet. It has emerged as a response to growing environmental concerns and the increasing demand from eco-conscious consumers for more sustainable options.

Through Green Marketing, businesses aim to not only attract environmentally conscious customers but also contribute to positive environmental change. By adopting sustainable practices, using eco-friendly materials, and emphasizing their commitment to environmental responsibility, companies can build a positive brand image and differentiate themselves in a competitive market.

The impact of Green Marketing on customers is profound. It raises awareness, educates consumers about environmental issues, and empowers them to make eco-conscious choices. Customers are more likely to develop a sense of loyalty and trust towards brands that prioritize sustainability, which can lead to increased customer advocacy and positive word-of-mouth.

However, to ensure the success of Green Marketing, companies must practice transparency and authenticity in their claims. Greenwashing, or misleading environmental claims, can have detrimental effects on a company's reputation and erode customer trust.

As we move towards a more environmentally conscious era, Green Marketing is poised to play a vital role in influencing consumer behavior and promoting a greener, more sustainable future. It provides businesses with an opportunity to align their values with those of their customers, contributing to a healthier planet and fostering positive change on a global scale. As consumers

continue to demand more sustainable products and services, companies that embrace Green Marketing are likely to thrive and contribute to a more sustainable world.

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