



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## GREEN MARKETING AN IMPACT ON CONSUMER SATISFACTION AND ENVIRONMENT SAFETY

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**Abstract:** Green marketing refers to goods and services that are ecologically friendly. Just a few examples of what green marketing may entail include developing an eco-friendly product, using eco-friendly packaging, applying sustainable business practices, and focusing marketing efforts that highlight the advantages of being green. Consumers are eager to spend a lot of money on green products, and green marketing is expanding quickly. Green marketing has an impact on every aspect of our economy. As the environment becomes increasingly important in everything, some organizations have been fast to embrace the emerging difficulties or changes, such as environmental management and waste minimization in line with organizational operations. Every business or organization must consider customer attitudes towards green marketing and environmental awareness in order to successfully adopt a green marketing plan.

**Index Terms -** Green marketing , consumer satisfaction , environmental safety , economic development .

### I INTRODUCTION:

Green marketing, according to the American Marketing Association, is the promotion of goods that are thought to be safe for the environment. A wide range of actions are included in green marketing, such as product notice, production process improvements, packaging adjustments, and advertising revisions. Green marketing, also known as environmental marketing, refers to any actions created to produce and enable any exchanges meant to meet human needs or wants, with the least possible harm to the environment.

### II EVOLUTION OF GREEN MARKETING:

The idea of "green marketing" has developed through time. Peattie (2001) identified three stages in the development of green marketing.

- **First phase:** During this time, all marketing activities were focused on addressing environmental issues and offering solutions. This was known as "ecological" green marketing.
- **Second phase:** The emphasis has switched to clean technology and "environmental" green marketing, which entailed creating novel new goods that address waste and pollution problems.
- **Third phase:** "Sustainable" green marketing. It gained popularity in the late 1990s.

When working with clients, vendors, dealers, and workers, firms are urged to use ethical and environmentally friendly procedures. This is known as "green" or "ecological" marketing. Businesses have been promoting themselves as environmentally friendly ones. Even the public sector and state governments are increasingly paying close attention to environmental problems such as pollution, water poisoning, and global warming and have begun taking action to stop environmental damage.

**III Green Products and Marketing Practices:** Some common characteristics of products generally accepted as green, includes the following .

- Energy efficient
- Water efficient
- Low emitting
- Recycled content.
- Durable
- Biodegradable
- Renewable

- Reused products.

#### IV Green Marketing in terms of Price, Product, Place and Promotion : The combination of 4 Green P's .

**Green Product:** The companies should use ecologically friendly resources or materials for producing green products. Environmental factors should be influenced by the properties of the resources or materials used in the product and its packaging.

**Green Promotion:** To educate both their traditional and green clients about the need of environmental conservation, businesses should put more of an emphasis on "green advertising." In addition to this, businesses should use promotional tools like deals, discounts, offers, and premiums, etc. to draw in customers.

**Green Place:** The delivery of green goods and services from the point of production to the point of final green consumers. When choosing a channel, the company should take into account market, consumer, and product factors.

**Green Price:** Consumers frequently believe that the costs of green items are somewhat greater than those of standard goods. Reduced production and operational expenses would increase the competitiveness of green products on the market.

**V Stakeholders in Green Marketing Strategy :** According to marketing literature, stakeholders have a significant impact on any firm or industry. They have an impact on every part of a green strategy, including decisions on what products to buy, how they are made, how they are packaged, how they are advertised, how they are promoted, and how green awareness campaigns are run. The stakeholders are at the forefront of a company's green marketing plan when it wants to "go green." The plant, different animal species, different plant species, and future generations are all stakeholders in green marketing.

**VI Customer Satisfaction and Green Marketing :** There are two main approaches to describe customer satisfaction: as an end or as a process. fulfilling the ultimate state brought on by the consumption experience as a result. The perceptual, evaluative, and psychological processes are what lead to satisfaction as a whole. Depending on how simple they are, other definitions exist, such;

- Product satisfaction
- Satisfaction with the purchase decision experience
- Satisfaction with the performance attribute
- Satisfaction with the store or institution
- Satisfaction with pre-purchase experience.

**VII Environmental Safety :** Environment is only our immediate surroundings. The media's increasing coverage of topics like the destruction of the ozone layer and growing environmental pollution by industry is to blame for the rise in public awareness of environmental concerns. Customers are now worried about their daily habits and how they affect the environment. Environmental safety issues are very difficult, time-consuming, and expensive to manage. Numerous environmental safety legislation have held businesses accountable for any wrongdoings. These regulations include things like controlling dangerous products, harmful pollutants, and other things. As a result, several programmes focusing on emergency procedures, contingency planning, and personnel training are offered in various locations across the world.

**VIII Conclusion :** A tool for preserving the environment for coming generations is green marketing. It improves the security of the surroundings. A new sector called the green market is emerging as a result of the rising concern for environmental protection. Businesses must adopt a green strategy in every facet of their operations if they want to survive in this market. Customers are prepared to spend more for a greener lifestyle because they want to associate themselves with businesses that are environmentally friendly. As a result, green marketing serves as both a marketing strategy and a tool for environmental conservation.

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