



## A STUDY ON GREEN MARKETING STRATEGIES FOR WOMEN EMPOWERMENT IN NAMAKKAL DISTRICT

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**Abstract :** As people became more aware of the need to protect the environment due to climate change, "green marketing" sprung up. By utilising eco- or fair trade labelling, businesses can contribute to a cleaner environment. A product's eco-label can tell you how it affects the environment. In today's commercial sector, there are several label enterprises that manufacture "white goods," but unfortunately, the majority of them do not maintain their quality standards. The greater emphasis on biological concerns has affected the clients' way of life. Concern for the environment is growing among consumers. Whether you're based in Tamil Nadu or somewhere else in the world, green marketing is an incredible tool for boosting potential development. Up to this point, it has not been making any broad assertions, regardless of the circumstances. Associations and enterprises are attempting to gain an advantage in the competitive business world by capitalising on opportunities in the environmentally conscious sector, in response to changing consumer perceptions. The preservation of our native ecosystem is our top priority at the moment, however the rapid pace of globalisation has made it harder and harder to meet the needs of our customers who overlap. Green marketing has become a vital component of Tamilnadu's ideology and has made its presence felt in the modern marketplace, just as it has in many other regions of the industrialised world. An in-depth analysis of the benefits, importance, and challenges that buyers have when shopping for eco-friendly products is presented in this article.

**Keywords :** Green, Economic, Environmental, Tamilnadu, Marketing.

### 1. INTRODUCTION:

As a means of addressing difficulties related to cost or benefit, businesses employ green advertising. Customers, businesses, and the administration all play a significant part in the process of green advertising. On the other hand, it does not have buyer awareness, financial limits, logical information, exact criteria, or concentrated weights. Advertising that is environmentally responsible involves the creation and promotion of goods and services that are designed to meet the expectations of customers in terms of quality, execution, affordable pricing, and accommodation without causing any harm to the environment. This statement emphasises consumers. They have the ability to increase or decrease environmental damage. National Geographic Channel found that India ranks among the top countries. Increased environmentally sustainable consumption over time.

### 2. REVIEW OF LITERATURE:

**Reeta Arora :** In her paper titled "Green Marketing: Emerging Opportunities and Challenges," she emphasized the critical need for green marketing to transcend being an anomaly or passing trend in light of the impending danger of climate change. A lot more organization and widespread use of safe recycling practices for paper, metals, plastics, etc., would be great for the environment. Switching to more energy-efficient light bulbs and electronics needs to become the standard. It is the duty of marketers to educate customers about the advantages of eco-friendly products over conventional ones.

**Rohini Samarasinghe S :** According to her study "A Green Segmentation: Identifying the Green Consumer Demographic Profiles in Sri Lanka," the main demographic variables for green segments in the Sri Lankan context are customers' age and income/purchasing power. From a managerial vantage point, environmental concerns have melded new avenues for commercial response. Therefore, emerging green customers can be targeted by enterprises who provide premium-priced, higher-quality green food products.



### **3. OBJECTIVES OF STUDY**

- To learn more about the importance of green marketing for businesses
- To conduct a SWOT analysis of environmentally conscious marketing
- In order to highlight the significance of green marketing and the difficulties it presents

### **4. NEED OF THE STUDY**

#### **Opportunity**

Approximately twenty-five percent of consumers in India have a preference for products that are good for their health, and approximately twenty-eight percent of them may be considered to be health conscious. The result of this is that environmentally conscious marketers have been able to convince a significantly larger proportion of consumers to comply.

#### **Social Responsibility**

Recently, a significant number of companies have recently arrived at the awareness that they ought to move in a method that is suitable for the circumstances that they are currently facing. It is acceptable to them to accomplish both natural destinations and benefit-related targets in regard to the Extended Producer Responsibility (EPR) standard. Both of these goals are acceptable to them.

#### **Cost Reduction**

A reduction in hazardous waste could result in the creation of significant cost reserve money. Sometimes a cooperative relationship is formed between many businesses, whereby the waste produced by one business is utilized by another as a smart financial raw resource.

### **5. IMPORTANCE OF GREEN MARKETING:**

Not only does the marketing of products that are environmentally friendly have a significant impact on the health of individuals, but it also has a significant impact on the natural environment and its integrity. People are aware of unadulterated products as well as unadulterated methods for distributing, employing, and arranging the things that are available to them. This is a fact that is widely known and widely accepted. Additionally, it makes the efforts that are already being made to maintain cleanliness and use more efficient, which is a significant benefit.

### **6. CHALLENGES OF STUDY:**

#### **New Concept**

Consumers in India who are educated and live in metropolitan areas are becoming more aware of the advantages of purchasing environmentally friendly products. Whatever the case may be, it is being presented to the broader public as yet another notion. The purchaser must to be educated and made aware of the issues that are associated with the environment. It is necessary for the new environmentally friendly improvements to reach the majority of people, which will require a significant amount of time and effort.

#### **Cost Factor**

The term "green marketing" refers to the promotion of environmentally friendly products and services, green innovations, and green influence and vitality. In order to achieve these goals, a significant amount of money must be invested in research and development programs for the purpose of their development. As a result, these programs are limited in duration, which may ultimately result in increased costs.

#### **Convincing clients**

It is possible that the customers would not have faith in the organization's approach to green marketing. As a result, the company should make certain that they take every possible step to convince the customer that their product



is environmentally friendly. The most effective strategy would be to implement eco-marking strategies. The customers might not always be willing to pay the increased price for the things, and this is something that can happen occasionally.

### Sustainability

In the beginning, the benefits are not very significant because resources that are endless and recyclable, as well as environmentally friendly advancements, are becoming increasingly expensive. The advancement of green technology will be persuasive only in the long process. Following this, the company needs to make preparations for the entire transaction rather than relying on a temporary methodology and plan for the comparable. At the same time, it should avoid falling into the trap of exploitative methods in order to generate profits in the present moment.

### 7. CONCLUSION:

Although customers are very conscious of eco-friendly products, many are unaware of the several green initiatives that are run by different governmental and non-governmental groups. As a result, there is a need for organizations to expand their efforts in this particular area. In the eyes of the vast majority of people, newspapers continue to be the most reliable source of news. It is recommended that the responses be utilized more frequently in order to maximize the likelihood of reaching out to consumers regarding environmentally friendly products and practices.

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