

**BBA-402**

**Marketing Management**

# **The Marketing Concept**

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# GREEN MARKETING



Here, term 'green' is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly debated topic for lay people to highly professional groups.





Concept of green marketing concerns with *protection of ecological environment*.

Excessive pollution has provoked the Nature and the Nature starts behaving in unnatural ways (in form of global warming v/s global cooling, heavy rains

v/s draught, and other natural calamities like frequent earthquakes and tsunamis, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products.



## **Definition of Green Marketing:**

“The marketing or promotion of a product based on its environment performance or an improvement thereof (Charter & Polonsky, 1999)”

The holistic management process responsible for identifying and satisfying the requirements of customers and society, in a profitable and sustainable way (Peattie, 1995)

