

**BBA-402**

**Marketing Management**

# **The Marketing Concept**

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**Basically, green marketing concerns with three aspects:**

1. Promotion of production and consummation of pure/quality products,
2. Fair and just dealing with customers and society, and
3. Protection of ecological environment.



## Impacts or Importance of Green Marketing:

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

- ✓ **Environmental Benefits**
- ✓ **Consumer Benefits**
- ✓ **Product benefits**
- ✓ **Developing Economies**



## Reasons Why companies to adopt Green Marketing:

- ☐ Opportunities or competitive advantage.
- ☐ Corporate social responsibilities (CSR).
- ☐ Government pressure.
- ☐ Competitive pressure.
- ☐ Cost or profit issues.

## Challenges in Green Marketing:

- ☐ Majority of the people are not aware of Green products and their uses.
- ☐ Green products require a recyclable and renewable materials or elements which are expensive.
- ☐ People are often perceived that green products are expensive compared to traditional products.
- ☐ Green Marketing depends on technology and requires a huge investment in Research and Development.

