



Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their dollars, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not is called **green washing**.

For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

- 1) Being genuine means-
  - a) that you are actually doing what you claim to be doing in your green marketing campaign and
  - b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly.
- 2) Educating your customers- isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.

- 3) Giving your customers an opportunity to participate- means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.**

## LET'S TALK

- 1) Is environmental consciousness still prevailing in your country? Show some evidences.**
- 2) How do Japanese participate in the Green Marketing?**
- 3) Is there a participation of conglomerates in your country regarding the Green Marketing? Why do you say so?**