



GREEN MARKETING ISSUES AND CHALLENGES

Rinki Miglani, Faculty of Commerce,
Assistant Professor in B.R.A Govt. College, Kaithal (Haryana)

Abstract: Green marketing refers to the process of selling products and services based on their environmental benefits. It focuses on the wastage minimization. It helps in resources planning because resources are very limited so it helps to produce in eco. Friendly products. Now a day's most of companies are using the green marketing and green products like LED lights, Cloths napkins, cotton shopping bags, rechargeable batteries etc. To make the concept of green marketing very effective we should aware the society and corporations about the benefits of green marketing. Implement strict norms for pollution control.

Key words: Green marketing, Consumer's awareness, Green products, Sustainable development, Eco friendly

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INTRODUCTION: Concept of green marketing related with protection of ecological environment. The term Green Marketing came in the late 1980s and began in Europe when some products were found to be harmful to the environment and Society as a whole. Modern marketing has created a lot of problems. Growth in marketing activities resulted into mass production with the use of advanced technology, comfortable and luxurious life, style, tough competition, use of unhealthy marketing techniques to attract customers, unethical advertising, liberalization and globalization, creation of multinational companies etc., created many problems. Due to these problems concept of green marketing arises.

Green marketing refers to the process of selling products and services based on their environmental benefits. Green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. when a product is green it means eco. Friendly which is not harmful to the environment? According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe According to Pride and Ferrell (1993), green marketing refers to the organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. It is important because human needs are unlimited but resources are very scare so our resources must be proper utilized economically and in an friendly way. Green marketing focus on protection of long-term welfare of consumers and society by production and use of pure and high-quality products without any adverse effect on the environment Green marketing raises the voice against production, consumption and disposal of those products which are harmful for the consumers, society and the environment. The green movement has been increasing rapidly in the world. But if we compare with the developed countries the Indian consumer are less aware of global warming issues. Examples of green