

Green Marketing in India: An Overview

Chandrashekhar Singh

Assistant Professor , School Of Management Sciences, Varanasi,
E-mail id- cssinghed@gmail.com
Contact No- 9792086181

Abstract

In present time the term green marketing is one of the most discussed issue . Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. In this research paper, main emphasis has been made of concept, need and importance of green marketing. It explores the main issues in adoption of green marketing practices and its relationship to sustainable development. The paper describes the current Scenario of Indian market and explores the challenges have with green marketing. The paper also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Keywords: *Green Marketing, Green Product, Sustainable Development*

Introduction

According to the American Marketing Association, green marketing happens when marketing activities are done for environmentally safe products. Thus green marketing includes a wide range of activities, including new product introduction, changing the production process, packaging changes, as well as altering advertising. Thus "Green Marketing" refers to the holistic marketing concept in which the production, marketing and disposal of products and services happen in a way that is less harmful to the environment. With awareness growing about the implications of global warming, non-biodegradable waste, harmfulness of pollutants etc., both buyers and sellers are becoming increasingly sensitive to the need for switching to green products and services. While the shift to green products may be expensive in the short term, it will definitely prove to be indispensable and cost-wise in the long run.

Resources are limited and human wants are unlimited; so it is important for the sellers to utilize

the resources efficiently without wasting too much as well as to achieve the organizational objectives. There is growing interest among the consumers all over regarding environmental protection. Evidence indicates people are concerned about nature and are changing their behavior. As a result of this, green marketing has emerge Green marketing is the process of developing goods and services, promoting them to fulfill the needs of customers who prefer quality, performance and convenience at reasonable cost, which at the same time do not have irreversible impact on the environment. It includes a wide range of activities like product modification, changing the production process, modified advertising, change in packaging, etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Companies all over are trying to reduce the impact of products and services on the environment.

According to Peattie (2001), the evolution of green marketing has three phases. First phase is termed as "Ecological" green marketing, and all marketing processes are concerned to help environment