GREEN MARKETING –IMPLICATIONS AND STRATEGIES

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ABSTRACT
Green marketing alternatively known as Environmental marketing and Sustainable marketing, refers to an Organization's efforts at designing, promoting, pricing and distributing products that will not harm the Environment (Pride and Ferrell, 1993). Thus both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. The prerequisite for going green enables the companies to contribute towards Sustainable Development. Due to Government, competitive pressures, Corporate Social Responsibility, entrusted the corporations to adopt Green Marketing. Recycle, Renewable Bio-gradable are the most available options that can benefit the environment. In the wake of this target many marketing strategies are evolved. The research paper analyses the implications and strategies of going GREEN with the purpose to

- Understand the awareness level of the consumers about the availability of Eco Friendly products and
- Review the development strategies of Green Marketing.

For this purpose primary data was collected through Structured Questionnaires from 250 respondents. It is found that youth have a greater stake in long-term sustainability and the environment is one area in which they ought to take proactive action. The role of youth can be institutionalized in policy-making through advisory bodies. Green Marketing –Its implications and strategies present some of the most profound and complex challenges requiring attention today and in the coming times. One foundation-building step in enhancing local, regional, national and global capacities is to respond to those challenges, is increasing environmental awareness and pave way for sustainable development of the country.

KEYWORDS: Green Marketing, Green consumer, Implications and strategies

REFERENCES


