

## **GREEN MARKETING PRACTICE - ITS IMPACT ON ENVIRONMENTAL SAFETY**

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### **ABSTRACT**

Green marketing is a phenomenon which has developed particular importance in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this, businesses have increased their rate of targeting consumers who are concerned about the environment. Green marketing is a tool used by many companies in various industries to follow this trend. Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. This paper aims to study the green marketing practices and its impact on environmental safety.

**KEY WORDS:** Green Product, Environmentally safe, Eco Friendly, Sustainable Development, Competitive Advantage, Corporate Social Responsibility.

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