DETERMINANT ATTRIBUTES OF GREEN PRODUCTS

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ABSTRACT

Global warming, pollution and energy crisis in the world are taking a toll over life. Environmental degradation today is the greatest cause of concern for research scholars, corporate and the citizens of Earth. In order to control it, if we slow down the industrial growth, how do we feed & fulfill the demands of population? At the same time how far can one justify the depletion of natural resources in the name of growth!

In this scenario Green Marketing has come as a boon to the marketers as it can prevent the further environmental degradation without preventing industrial growth.

Through this paper an attempt has been made to understand green marketing, green products and their determinant attributes.

The research is based on primary as well as secondary data. The Primary data was collected from Pune, India, through a questionnaire survey conducted over a sample of 400 people belonging to four different Age & Income groups.

Towards the end, the researcher discovered the determinant product attributes for green products.

KEY WORDS: Green Marketing; Green products; Consumer Preference; Green product attributes; conventional products

BIBLIOGRAPHY


