

EFFICACY OF GREEN MARKETING ON REFINEMENT OF INDIAN COMPANIES

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ABSTRACT

Green Marketing is a tool for protecting the environment for future generation. Environmental problem is the biggest problem and have to solve to survive in this world because of which it is important to implement the green marketing concept. The emerging Environmental issues scarcity of natural resource in the present Society has force the business. Green marketing deals with selling products and services with environmental benefits. The product, price, place and promotion are the key components which should be modified or some variance need to be offered in the marketing mix elements, so as to form reduce waste and improve energy efficiency to encourage green marketing. But incorporate a broad range of activities including products modification, changes in the production process, sustainable packaging as well as modifying advertising campaigns. It may take a long time to accomplish this task, but it will certainly be very profitable. In present Scenario, there is a dire necessity to educate and create awareness among the consumers about the green environment. This review is concern about the importance of green marketing in India. Although many companies in India have adopted this but there are too many challenges because of which this concept is still blurred, so this review also describes the challenges and opportunities of adopting Green marketing concept it.

KEY WORDS: Environmental issues, Green marketing, Green products, Indian companies.

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