

WHY GREEN MARKETING?

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ABSTRACT

Yesterday, today or tomorrow customer is always the king. Issues like Global warming and depletion of ozone umbrella are to be taken seriously as the main factors for the healthy survival. Every person, rich or poor, would be interested in quality of life with full of health and vigor and so would be the corporate class. Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates the firms to believe that they must achieve environmental objectives as well as profit related objectives. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now both marketers and consumers are becoming increasingly sensitive to the need to switch over to green products and services. Studies in the US, Brazil, Europe, Mexico, South Korea and Taiwan have established links between air pollutants and low birth weight, premature birth and infant death. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation. This paper discusses the present trends of green marketing in India and discusses the reasons why companies are adopting it, the future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

KEY WORDS: Green products, Environment friendly, Green consumers, Recyclable.