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Development of Green Marketing in India

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ABSTARCT

As today's consumer become more and more conscious of natural products. Businesses are beginning to modify own thoughts and behavior in an attempt to address the concerns of consumers. Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing involves developing and promoting products and services that satisfy customers want and need for quality, performances, affordable pricing and convenience without having a detrimental impact on the environment. Now it is very necessary for India to the promotion of environmentally safe and beneficial products, under the Green marketing business when specific products were identified as harmful to the earth's atmosphere. As the result, new "green" products were introduced that were less damaging to the environment. Green marketing includes ecologically safer products, recyclable and biodegradable packaging and better pollution controls. Especially packaging made from recycling paper, phosphate-Free detergents, and refillable containers for cleaning products and bottle using less plastic. Using this "Greenness" concept consumer determine the fate of a company, green marketing imparts proactive strategies to these companies to cater the market by imparting natural friendly product or services. 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, selling and service of products based on their environmental benefits. For this, the companies will have to find out and go for new technologies, for handling waste, sewage, and air pollution by providing the truly natural product. For this regard company may manifest these concerns through experiment.

Keywords: *Marketing Process and System of Production Changes, Adopting in New World.*

1. EVOLUTION OF GREEN MARKETING

Development of Green Marketing has three phases and they all are as follows:

- The initial phase is called as the ecological green marketing and at this phase, the complete activities of marketing are concerned to aid issues of environment and furnish solutions for the issues of the environment.
- The next phase is called as environment Green marketing and at this phase, the major focus shifted on cleanly applied science which involves making of modern products that take care of problems like pollution and waste materials.
- The final phase is called as the sustainable green marketing and in the early 2000's; this phase came into existence or into the light.

2. WHY GREEN MARKETING

At present we have the finite resources and the desires of the human beings are infinite. So, it is a vital parameter for the marketers to make effectively make use of the resources by avoiding the wastage and along with it, they have to achieve the aim of firm or organization. Therefore, Green Marketing evolved and this tells us about developing a market for the products and services that are sustainable.

3. BENEFITS OF GREEN MARKETING

The firm and organizations which develop modern and advanced services and products with the required environmental parameters access to the modern markets, enhance their sustainability of profits and along with all these, they also enjoy the competition with other firms or companies which do not focus on the environment inputs.

4. CONCLUSION

Moreover man limited resources on the earth, with which she/he must attempt to provide for the worlds unlimited wants. The marketer should go for the adoption of green marketing by competitive advantage, corporate social responsibilities, Government pressure, competitive pressure, and cost or profit issues.