

PRESENT SCENARIO OF GREEN MARKETING IN INDIA: A REVIEW

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ABSTRACT

In today's era of globalization, the biggest challenge is to preserve our natural environment. Because of the increasing awareness on various environmental issues, consumers are changing their attitudes and lifestyle in order to keep the environment safe and healthy. Businesses and organizations are also trying to keep up with this change in the consumer attitudes by engaging in the business activities that are environment friendly to remain ahead of their competitors and gain competitive advantage. Therefore, green marketing has come up as an important concept in India and in different parts of the world as well. Green marketing is comparatively a new branch in the marketing thought, but it is emerging as one of the fastest growing areas in Marketing Principle. This paper emphasizes the importance of green marketing, its future in the times to come and the way companies can gain an advantage by incorporating the green marketing practices.

KEYWORDS: Globalization, Marketing Principle & Green Marketing