ABSTRACT

Concern for Environment has fast emerged as a worldwide Phenomenon. Business firms have started responding to environmental challenges like ozone depletion, air and water pollution, destruction of world’s forest and green spaces, species and bio-diversity loss, acid rain, collapse of world fisheries and fresh water scarcity by practising Green Marketing strategies. This paper discuss as to how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. This paper examines the present trends of Green Marketing in India with the help of some leading examples and describes the reasons why companies are adopting it. In the concluding section, special focus initiatives by government for promoting green products in their FTP 2009-2014. The challenges of Green Marketing and suggestions for the development of Green Marketing have been discussed.

Keywords:- Green marketing, Green consumers, Environmental marketing,