



The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
BUSINESS ECONOMICS AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **GREEN MARKETING: CAUSE OF UNWARENESS OF INDIAN CONSUMERS FOR GREEN PRODUCTS AND SERVICES**

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### **ABSTRACT**

*This paper attempts to analyze the way through which consumers should be aware to buy green products in India. Green is slowly and gradually becoming the representative color of ecoconsciousness in India. After that Indian consumers are not aware for green product. The study is based upon secondary data.*

*The green movement has been expanding rapidly in the United States and the United Kingdom. Consumers in those countries are taking responsibility and doing the right thing. Consumer awareness and motivation continue to drive change in the marketplace—notably through the introduction of more energy-saving and ecofriendly products. Next year, consumers around the world will spend about US\$500 billion, double the current level, on green products and services. And approximately three-fourths of the population in the U.S. and U.K. expect to maintain or increase their level of spending on green products in the coming year. Compared to consumers in the U.S. and U.K., the Indian consumer has much less awareness of global warming issues. Initiatives from industry and the government are still ice blue*

*This paper will cover, what is green marketing? Find out Reasons of unawareness of Indian consumers as compare to countries those already been adopted the green marketing. Describing the practices of Indian government and corporate to make consumer aware. Lastly conclusion will drown.*

**KEYWORDS:** Green Marketing, Ecofriendly/Green Products, Consumer Awareness.