

A Case Study on Green Marketing : A Global Emergency in Modern World

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Abstract: *Green marketing can be referred to those procedures and practices of promoting products , services , strategies and initiatives that are basically eco friendly and sustainable .*

Green marketing or environmental marketing can go on to raise the required awareness among the customers of the various types of organisations about the basic impacts of their purchasing decisions on the surrounding environment and can go on to encourage the prospective customers to make much more eco-friendly choices that can help in reducing waste or reduce the pollutions which are currently causing a huge amount of negative impact on the world as a whole .

In this paper we have tried to study the importance of developing green marketing processes and procedures throughout the societies of the modern world and the opportunities and the challenges which they might face in the process and the study has been exploratory , casual and empirical in nature and the data needed for such research work has been collected through both direct and indirect methods of collection of primary and secondary data .

Keywords: Environment, Green Consumers, Green Distribution, Green Marketing, Green Product, Green Package. Green Washing.

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