

A Study on Green Marketing Concept- Emergence to Contemporary Transition for Moderating Climate Change and Environmental Pollution

Mrs. Parizad K. Bhesania and Vishakha Kharat

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra
bhesaniapk@gmail.com

Abstract: *Environment information for the year 2013 suggests a dangerous atmospheric deviation and environmental change is occurring and will prompt food shortage, water shortage, wellbeing related issues and ascend in ocean water level in beach front regions universally. It is basic to take on eco-accommodating practices in advertising and business to sidestep environmental change related calamities. This paper follows green showcasing idea and practices from twentieth 100 years to work date illuminating this region. Green Promoting began with change to correspondence process alone, moved to alteration underway cycle, then, at that point, to separating factor for upper hand and developing consistently. Following of green promoting idea from the period when it arose to introduce day situation will provide degree and guidance for additional examination to scientists, organizations and give a base to take up investigations for creating green showcasing methodologies effectively for various item classifications diminishing ecological and environmental change related disasters*

Keywords: Green Marketing, Green Marketing idea development, Green Marketing idea contemporary situation, Green Marketing for serious separation, Following Green Marketing, Green Marketing research