

Abstract Details

Title: A Survey on Green Marketing

Author: Anika

Abstract: Green marketing is the marketing of products or goods that are supposedly believed to be environmentally safe. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required. This paper discusses the general rules of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper also examines the Keys of successful green marketing and describes the green marketing mix concludes that green marketing is something that will continuously grow in both practice and demand.

Keywords: Green Marketing, Product, price, Place, Promotion.