Challenges and Prospects of Green Marketing - A Study

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ABSTRACT
Green marketing has been emerged due to increased acid rains, depletion of the ozone layer, degradation of the land, deforestation, increasing pollution, and greenhouse gas effect, etc. Green marketing is a ‘Go Green’ concept has been introduced into the production process of a product which is environmentally safe and makes a profit for the organisations by satisfying consumers. Green marketing is a new concept and hence draw a new idea is not easily accepted. The practice green marketing a huge investment in the area of research and development is needed. Three factors that may influence the green marketing were examined in this study: challenges and prospects of green marketing benefits with green marketing, the role of government initiatives to promote eco-friendly products. Data were collected from the Rayalaseema Region of Andhra Pradesh, and all factors were found to have positive effects on purchasing green products. The results also indicated that the consumers buying green products due to environmental problems were the main contributor to buying green products.


REFERENCES