

Customer awareness on green marketing

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Businesses have begun to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in use. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them. In India Green issues is new for all company because they did not have any practiced of it's before. Green marketing has become an important issues pertaining to the Business, the Government in making policies relating to eco friendly green products. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. The green consumers are the driving forces behind the green marketing process. The Government of India has amended a manufacturing policy known as National manufacturing policy which leverage the existing incentives / schemes of the government of India and also introduce new mechanism to promote green technologies categorized as "clean and green" it will prescribed by a committee called green manufacturing committee. Hence an attempt is made to study the customer awareness on green marketing .The aim of the paper is to find out how customers are reacting after having a concept like green product.

Key words: Green marketing, green products, environment friendly, awareness, brand name, ecology

Biography

Byram Anand has completed his Ph.D at the age of 37 years from Kakatiya University, Warangal, Andhrapradesh, India. He is presently working as Assistant professor in management, Pondicherry University, karaikal campus, karaikal, Pondicherry, India. Prior to joining the Pondicherry University he worked as Assistant professor in School of management, National Institute of technology, Calicut, Kerala for Nine months, also worked as Lecturer in management in the Department of Commerce & Business Management, Kakatiya University, University P.G college, Khammam for Nine years and Karimnagar for one year .He has published more than 15 papers in reputed journals and contributed 12 chapters for different edited book volumes. He has chaired two national seminar conferences and one International conference held in Nepal. UGC, New Delhi, has sanction 75 thousand rupees for his minor project "pricing strategies in Indian telecom sector" and it is about to submit.

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