



**“TRENDS IN GREEN PRODUCT AND GREEN MARKETING FOR ENVIRONMENT: A STUDY”**

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**ABSTRACT**

Recently, concerns have been expressed by manufacturers and customers about the environmental impact of products. Consumers and manufacturers have directed their attention toward environment friendly products that are presumed to be “green” or environment friendly like low power consuming (energy-efficient) electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. Indian marketers are also realizing the importance of the green marketing concept. Although a variety of research on green marketing has been conducted across the globe; little academic research on consumer perception and preferences has been carried out in India. This research provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. This paper highlights the consumers’ perception and preferences towards green marketing practices and products and also describe some company case study regarding green marketing. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers.

Key Words: Environmental Impact, Awareness, Consumer, Perception

**Introduction**

**Green Products and its Characteristics**

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,