

**“A STUDY ON CONCEPT OF GREEN MARKETING IN INDIA”**

**Dr.G.Dhinesh\*; Mrs.P.Geetha\*\***

\*Director,

Department of Management Studies,  
Fatima Michael College of Engineering and Technology,  
Madurai, INDIA

Email id: g.dhinesh@gmail.com

\*\*Assistant Professor,

Department of Management Studies,  
Fatima Michael College of Engineering and Technology,  
Madurai,INDIA

Email id: geeth.mba10@gmail.com

**DOI: 10.5958/2249-7137.2025.00009.9**

---

**ABSTRACT**

*Green marketing has been defined in many ways since the term first originated in 1970s and took its actual journey in the late1980s. Green marketing has been defined in many ways since the term first originated in 1970s and took its actual journey in the late1980s existence.*

*AMA defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases on compliance marketing amongst.*

**KEYWORDS:** *Marketing, Compliance, Environmentally, Implication.*

---

**REFERENCES**

1. Gupta, S., & Ogden, D.T. (2018). To buy or not to buy? A social dilemma perspective on greenbuying. *Journal of consumer marketing*, 26(6), 376-391.
  2. Kim, H.Y., & Chung, J.E (2017). Consumer purchase intention for organic personalcare products. *Journal of consumer marketing*. 28(1) 40-47.
  3. Park, J., & Ha, S. (2016). Understanding pro-environmental behaviour. A comparision of sustainable consumers and apathetic consumers. *International Journal of Retail & Distribution Management* 40(5), 388-403.
  4. J.A Ottman,. et al, "Avoiding Green Marketing Myopia", *Environment*, Vol-48, June-2006.
  5. Donaldson, R.H (2005),-Green brands, *NZ Marketing magazine*,(2418)14-17.
  6. Kotler, Philip, *marketing management-The Millennium Edition* prentice Hall of India private Limited, New Delhi.
-

7. Mathur, L.K. Mathur, I(2000). An analysis of the wealth effect of green marketing strategies Journal of Business Research,50(2),193-200.
8. Sanjay k. Jain & Gurneet Kaur (2004), Green-Marketing: An Attitudinal and Behavioral Analysis of Indian consumers, Global Business Review,vol.5 no.2 187-205.
9. Pavan Mishra and payal sharma, green marketing in India: emerging opportunities and challenges.
10. [www.greenmarketing.net/strategic.html](http://www.greenmarketing.net/strategic.html)