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Green Marketing: Its Perception and Preferences

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ABSTRACT

Green marketing is widely gaining acceptance around the world. It is a proactive topic in the present scenario with consumers paying more attention to the environment and thereby becoming more eco-friendly. India has also shown the same concerns for environmental issues.

The aim of the study is how buying behavior of youth is affected by the green marketing and how companies can get the competitive edge by adopting it.

This paper highlights the consumers' perception and preferences towards green marketing practices and products with the help of a structured questionnaire. The research study took place in Delhi. In addition, this research work provides a brief review of environmental issues and identifies their level of awareness about environmental issues, green products and practices.

Keywords Green Marketing, Environmentally friendly products, Green Products, Awareness, Consumer behavior.

Introduction

Green marketing is an emerging concept across the world and has evolved majorly in recent years. According to the American Marketing Association, green marketing refers to the marketing of products that are environmentally safe. Green