

Customer awareness on green marketing

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Abstract

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. On the development of business analysis, assessment and administration skills. According to Stuart the people responsible for curriculum design focused mainly on broader theoretical issues rather than on the needs of the tourism industry. Tourism-related research and education knowledge is provided by programmers combining European and internationalist knowledge, always targeting the possibility of finding a job in an enlarged global econom Up until mid-1980s, tourism education was limited to the level of secondary education. He only exception was the School of Tourism Professions (ASTER) in Rhodes Island. Here is a wide range of trainings fragmented across 3 different Ministries and 15 different training bodies. 1983 marks the creation of seven Technological Educational Institutes, of similarly theoretical nature and detached from the market demands. When it comes to public University education, 3 postgraduate studies programs (Master's) were created in late 1990s and continue until today. He same finding came up from the Greek review of literature and research. Strategy in general and, in many cases, strategic management, is part of a larger cognitive field related to marketing and not a distinct component of Business Administration. Important works in Greece include "Strategic Management" by Professor Georgopoulos as well as the work of Papadakis entitled "Business Strategies".