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ISHPREET KAUR VIRDI, DIVYA GILL

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GREEN MARKETINGMIX: A STUDY OF STRATEGIES ADOPTED BY MNCs

First Author: ISHPREET KAUR VIRDI

Assistant Professor, Mata Sundri College, Delhi University

Postal Address- A-136 Surya Nagar, Ghaziabad, UP- 201011

Email- ishpreet2104@gmail.com

Corresponding Author: DIVYA GILL

Assistant Professor, Gargi College, Delhi University

Postal Address-B2/118D, 2nd Floor, Safdarjung Enclave, Delhi-29

Email-divyagill88@gmail.com

Abstract:

Green marketing is a highly debatable topic for laymen to highly educated and professional groups. Concept of green marketing is concerned with obtaining the ecological balance. Marketing is an activity which involves people and environment both. Marketing need to be green as "green" is a symbol of purity. For Example, if one asks about green advertising, it means advertising without adverse impact on society, green message means matured and neutral facts, free from exaggeration or ambiguity. In this paper we will discuss about the green marketing mix in detail taking into reference, various case studies on MNCs.

Introduction:

Green Marketing

Growth in marketing activities have resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc. created many problems. Departmental stores, specialty stores and shopping malls are flooded with useful as well as useless products. These all have threatened welfare of people and ecological balance as well. Particularly giant factories have become the source of different pollutions. Production, Consumption and disposal of many products have affected environment adversely.

Excessive pollution has provoked the Nature and the Nature starts behaving in unnatural ways (in form of global warming v/s global cooling, heavy rains v/s draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products (S. Jaydeep).

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that