



Green Marketing: Customer Satisfaction and Environmental Safety

Richa Bhardwaj, MBA, M.Com., Net

Abstract. : Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our



© iJRPS International Journal for Research Publication & Seminar

everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature review on green marketing over the years, this paper analysis the impact of green marketing strategies on customer satisfaction and environmental safety using comprehensive literature review. As a result, this paper can be used by researchers who need to find out the impact of green marketing on customer satisfaction and environmental safety.

Keywords: Green Marketing, Consumer Satisfaction, Environmental Safety.

Introduction : In the last decade, consumers have become more enlightened on environmental issues. Green marketing refers to selling product or rendering services based on environmental benefit. It came into existence in late 1980s and early 1990s. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There have been little analysis of the impact of this new market on the consumers and the environment so far. Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also create new market and job opportunities. Companies that are environmental stewards stand a chance of gaining many satisfied and loyal customers.

Green Marketing : The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. 1980 was the first time green marketing came into existence.

Note :For Complete paper/article please contact us info@irps.in

Please don't forget to mention reference number , volume number, issue number, name of the authors and title of the paper