



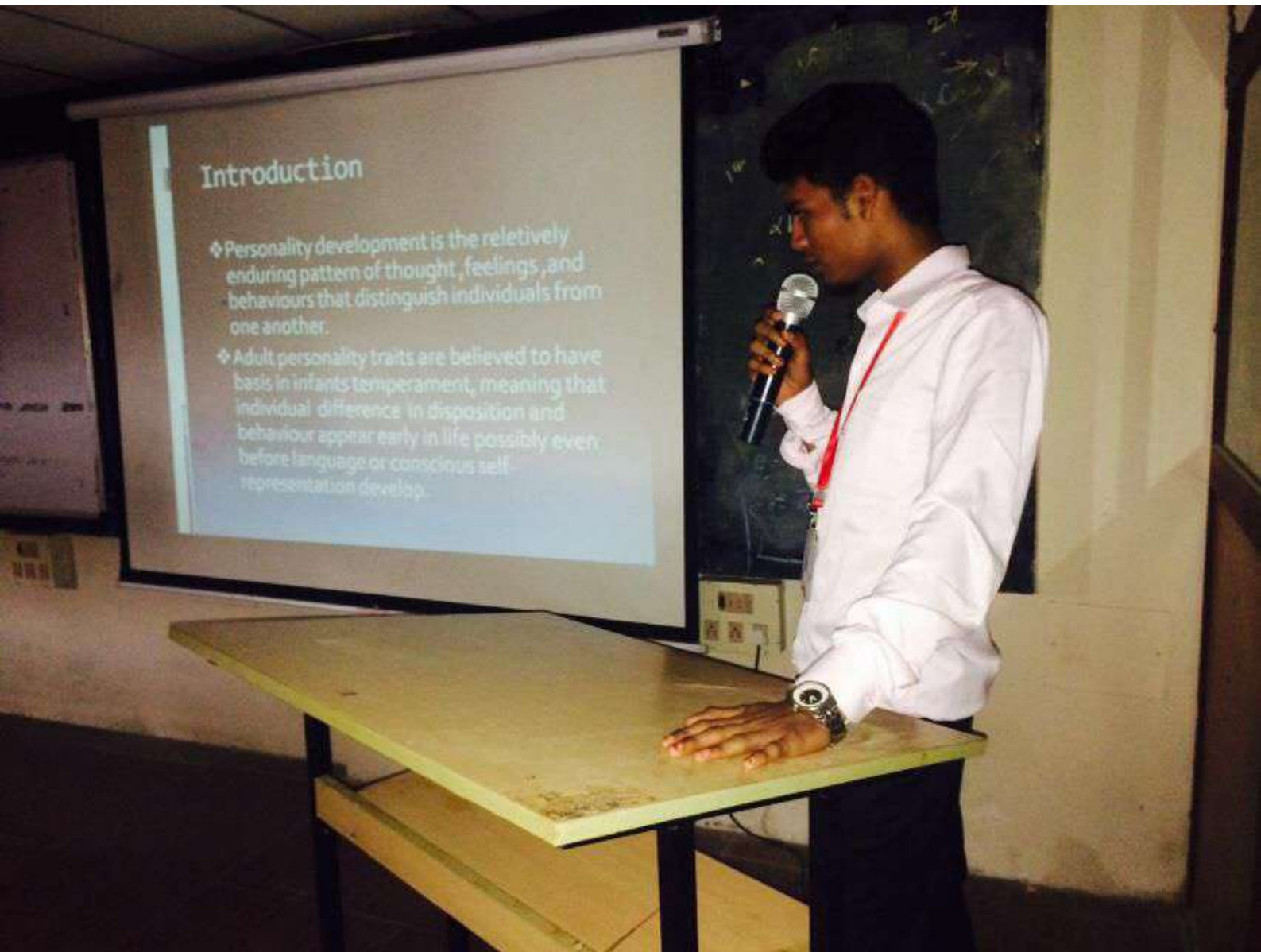


WHY GREEN MARKETING IS NOT POPULAR IN INDIA

- People are more interested in price than quality.
- High cost of production due to lack of subsidies.
- Lack of awareness about the benefits of green marketing.
- Lack of government support.
- Lack of marketing infrastructure.

Introduction

- ❖ Personality development is the relatively enduring pattern of thought, feelings, and behaviours that distinguish individuals from one another.
- ❖ Adult personality traits are believed to have basis in infants temperament, meaning that individual difference in disposition and behaviour appear early in life possibly even before language or conscious self representation develop.





ECO LABELLING PRACTICING GREEN IN INDIA

- Eco labelling is an environmental friendliness award given to the manufacturer by an appropriate authority. It is a guide to the award of eco label.
- It improves the image and reputation of the manufacturer. (e.g. Wipro Green TV, a new range of desktops)
- Manufacturer's being environmentally responsible (e.g. waste in the environment).



Components of marketing mix

Marketing mix concept of such as :

- ❖ Product.
- ❖ price.
- ❖ place.
- ❖ promotion.

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mix is building of four
element of marketing
making product pricing ,
on and promotion to satisfy
the consumer segment.

