

The Awareness of Green Marketing Among Consumers

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EXECUTIVE SUMMARY

Green Marketing, a new phenomenon in our country is not so new in other parts of the world. America and Europe have been practicing green marketing for over a decade now. People there are not only aware of green marketing, but also its applications and the products which cater to the green community.

Research was carried out here to find out the level of awareness of green marketing among consumers of Pakistan. The basic goal was to find out if the consumers of Pakistan have even heard the term or not. In case the answer was affirmative, were the people also aware of its basic concept, its objectives, and its applications.

In order to achieve the above stated aims a survey of about one hundred individuals belonging to various age groups, social backgrounds and income levels was conducted. Questions included were about awareness and also measures to be taken to preserve the environment.

The study concludes that a very high percentage are aware about the concept and are willing to take steps (like spending a little more) to help green marketing and protecting the environment.

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