TURNING GREEN TO BRING SUSTAINABILITY FOR FUTURE

KULBIR KAUR BHATTI*; DR. ABHISHEK NEGI**

*ASSISTANT PROFESSOR
PERIYAR MANAGEMENT AND COMPUTER COLLEGE
NEW DELHI – 110025, INDIA.

**ASSISTANT PROFESSOR
DEPARTMENT OF MANAGEMENT STUDIES
GRAPHIC ERA UNIVERSITY
DEHRADUN, INDIA.

ABSTRACT
In the era of globalization environment protection has become the priority for both the producers and the consumers. Consumers have become conscious about their consumption pattern due to the detrimental effects on the environment. They are moving towards the green products. Green marketing is a phenomenon which has developed importance in the modern market and has emerged as an eminent concept in India as in other parts of the developing and developed world. It is the marketing strategy that is facilitating sustainability. The concepts of green marketing are taking shape as one of the key business strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoying sustainable development in future. Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging, etc. The main aim of green marketing is environment protection for the present and the future generation. The development of energy-efficient operations, better pollution controls, recyclable and biodegradable packaging, ecologically safe products are all part of green marketing which also leads to sustainable development. This paper discusses the present scenario of green marketing in context to India, the sustainable marketing mix, the segments of the green consumers whom the producers can target for selling of the green products. Finally the strategies and practices adopted by the green businesses that can help them attain the sustainable competitive advantage over the non green users.

KEYWORDS: competitive advantage, environment, globalization, green marketing, sustainability.

REFERENCES


Lopez, John (2009). How do hybrid cars help the environment?


Ottman, Green marketing, opportunity for innovation, NTC publishers, 1998 149-179, 183-191, pg. 129-146 113-126 pg.45, 61, 57-82, 45-49.


Saha, Monika and Darton, Geoffrey (2005). Green Companies or Green Con-panies: Are Companies Really Green, Or Are They Pretending to Be? Business and Society Review.


