

Green Marketing Strategies for Competitive Advantages: Way to Increase Firm's Performance

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Abstract: This study attempts to examine the strategies to make a firm competitive in market. Increased awareness of various environmental issues has changed the lifestyle of consumers. Consumers have changed their attitude towards an eco-friendly lifestyle. People are actively trying to reduce their environmental impact. Consumer attitudes towards companies and organizations have changed and the green market sector is taking advantage of the potential to compete in the markets. In the age of modern globalization, maintaining consumer connectivity and preserving our natural environment is also an important challenge. Further it discusses that the marketing strategies play a key role in developing business operations with a good marketing approach because marketing is the backbone to the survival of any business. The main aim of the research is to improve the company with excellent marketing strategies.

Keywords: Green marketing mix, Environment, Strategies, Consumer behaviour, Firm

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