

## GREEN MARKETING AND ITS RELEVANCE IN PRESENT SCENARIO

 **Dr.Mrudula Trivedi** <sup>1</sup>

<sup>1</sup>*Assistant Lecturer, Department of Commerce and Business Management, M.S.University of Baroda, Vadodara, Gujarat, India*

### ABSTRACT

Organizations with Marketing-orientation focuses on twin organizational goals i.e. customer satisfaction and profit maximization. However, due to continuous rise in air pollution, global warming, ozone depletion and rise in temperature of the earth have made consumer's ecologically aware. Today, consumers have started showing strong preference for green products. Many firms are attempting to meet latent and long term consumer needs by adopting more ecologically friendly and socially responsive approach to product development, manufacturing, packaging, distribution and promotion. Those organizations which shifted their focus from marketing orientation to eco-marketing orientation and have used green marketing, enjoyed strategic competitive advantage in both domestic and international markets. In fact, when organizations begin to respond to the challenges of the environment, they could successfully control the cost of production, minimized the waste, increased their profit margins and created ecopreneurial culture within the organization.

**KEY WORDS:** Marketing Orientation, Pollution, Environmental Challenges, Eco-Marketing Orientation, Employing Green Marketing, Competitive Advantage and Product Differentiation.