

## GREEN MARKETING: THE NEXT BIG THING

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### ABSTRACT

*The main objective of the article is to understand the concept of green marketing for the companies and its long term impact on the Business profitability. It has been observed that the companies that have favorable attitude towards green product and green marketing help in improving the sales and the image of the companies. In addition to the positive image of the company Green marketing also harmonizes environmental and individual interests of the company. Those companies who want to keep up with the development of green marketing and fulfilling their social expectations, need to get to know green marketing and its opportunities in the 21<sup>st</sup> century deeper. It is also believed by many companies that if they will offer green products to the consumers it will give them a competitive advantage over their competitors, as people these days have a positive attitude towards green products.*

**KEYWORDS:** *Green Marketing, Green Philosophy, Profitability*

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