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## **ROLE OF GREEN MARKETING TO BRING SUSTAINABILITY IN TERMS OF ENVIRONMENT AND SOCIO-ECONOMIC CONDITIONS**

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### **ABSTRACT**

Green technology and its application is the step to produce products which are environmentally safe. The products would be biodegradable, compostable and energy efficient. Green marketing should be opted for the following reasons like global warming and depletion of ozone layer. Green products should be standardized before launching them into the market. The companies will have a competitive advantage over firms marketing non-green products. The consumers interested in the protection of the earth would integrate environmental issues into their purchasing decisions. The marketing strategy for being green has to be adopted by the firms for maintaining the sustainability in terms of environment, economy and society. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

**Keyword:** Ecological, Greenhouse, Consumer, Biodegradable, Life-Cycle, Harvesting, Sustainable