

A STUDY ON GREEN MARKETING INTERVENTION STRATEGIES AND SUSTAINABLE DEVELOPMENT

V. SRAVANI CHARI

Associate Professor, St. Pauls College of Management and IT, Turkayamjal, Hyderabad, India

ABSTRACT

The aim of this article is to study the literature on green marketing intervention strategies and sustainable development with a prominence on green marketing intervention strategies to environmental problems facing the world today. The study indicates that both individuals and organizations can gain from green marketing strategies and at the same time look after the environment to accomplish sustainable development. The weaknesses and the future of green marketing as a discipline and future directions for researchers are also reviewed.

KEYWORDS: Green Marketing, Green Price, Green Product, Green Logistics, Sustainable Marketing and Sustainable Development