

## Developing a marketing strategy to accommodate the green consumer for the business management

**Rajender Kumar**  
University of Delhi, India

A number of factors have caused business firms to behave more responsibly towards the natural environment. Perhaps foremost among these is the possibility of capitalizing on opportunities from the sale of environmental services and/or "earth-friendly" products. Environmental awareness has increased dramatically, particularly since the organized environmental movement emerged in the late 1960s. Issues ranging from global warming to animal rights to species preservation to the protection of wetlands are now prominent in the media and in the minds of consumers. "Green" consumers have thus arisen with preferences for products made from recycled materials or products whose use entails reduced environmental impact. Often such products command premium prices, and therefore the task of marketers has become all the more crucial. Green consumerism is based on public awareness of pressing environmental issues. Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles. Many such efforts by green marketers have met with considerable success. Until somewhat recently, marketers have thought consumers to be basing their product decisions upon two factors: function and emotion. Recent awareness about the environment has caused the emergence of a third dimension-opinions about the social responsibility of the product and/or company. At some point it is assumed that consumers will buy largely on the basis of whether the company at hand has a commitment to environmentally responsible practices. In an effort to adapt to a changing market and potentially gain a competitive advantage, businesses need to begin responding to the needs of this emerging target market.

### Biography

Rajender Kumar (Ph.D., M.COM., M.A.Eco., PGDFM, PGDMM, MIMA, LL.B.DCFA) is a permanent Senior Assistant Professor at Department of Commerce, Rajdhani College, University of Delhi, New Delhi, India. His areas of interest include Marketing and Accounting. He has teaching and research experience more than ten years for UG for B.com. Honours and PG special prestige course in University of Delhi that is best in all over Asia. He is visiting faculty of various Management Institutions and Colleges of University of Delhi. He is also a mentor of research projects in Honours course. He is also supervisor of many research scholars in Marketing. He has been Head of Department of Commerce for one year. He is associated with several Management and Professional Institutions as an Advisory Body Member and Academic Council Member in India. He is also Life Member of several professional bodies like AMA, AAA, IAA, GARP, SIMBA, IMA, ICA, IEA and RDIAS. He is Editorial Board Member of African Journal of Business Management, Journal of Accounting and Financial Management Research (JAFMR), Journal of Political Science, Law and International Relations (JPSLIR), Journal of Economics and International Finance. Member of Editorial Review Board of The International Journal of Innovations in Business of The Center for Innovations in Business & Management Practice, Po Box 2902, London, RM71ND, United Kingdom. He has published articles in Journals and Books. He has presented research paper, articles and participated in many National and International Conferences. He has been author of four books in Accounting for B.com. (Honours), MBA and MCA. He is held the senior position of International Professional Body, as a Senior Vice President of Academic Accreditation, International Institute of Marketing Professionals, Toronto, Ontario, Canada.

[prof.rajender@gmail.com](mailto:prof.rajender@gmail.com)