

Enhancing Brand Image and Gaining Competitive Advantages through Green Marketing Strategies: A Study of the Stationery Industry in India

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Abstract: *Green marketing, which promotes products and services based on their positive environmental effects, has become a tactic companies use to boost their reputation in the world economy. As market competition grows fiercer green marketing has turned into a profitable way to gain an edge. By weaving environmental protection into their brand marketing, businesses can set themselves apart in a market where more and more shoppers want eco-friendly options. The ongoing research looks into how green marketing methods might improve brand image and create green competitiveness in India's stationery sector.. This research examines how green marketing affects facial attitude buying habits, and competitive advantage. The study looks at all three factors using data from a questionnaire-based survey. Results show that in India's tough market, companies that care about the environment can find a special place to stand out from rivals and boost their brand value. This paper stresses how important green marketing is for businesses to succeed in a world that focuses on ecology. Also, the paper suggests some steps that companies in the stationery industry could take to improve their green marketing plans in their everyday work*

Keywords: Green Marketing, Brand Image, Competitive Advantage, Stationery Industry, Sustainability, Questionnaire

