

LIFE STYLE MARKETING FOR ENVIRONMENT AND SUSTAINABILITY

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ABSTRACT

Any idea of 'Life style for Environment Movement' is put forth in front of the Nation which also wants to follow this goal not only for itself but 'Inside-Out' for the Global stake holders and beyond. This goal is having two uncompromising elements one is 'Branding' and the other is 'Marketing' as a strategy for marketing of social idea or social marketing, under such a circumstance will usher a paradigm shift from present standing wherein the nation state which embraced the GM seeds and the culture of genetic engineering, gene -editing experiments are going on regardless of its impact of safety, health and environment is facing wrath of the environmental activists. The goal is to perfect the people, planet and profit.)

KEYWORDS: 'LIFE', Generation Z, Ethos, Pathos, Logos, 'CLT', Consumerism, Dharma, Liberal Consumerism, Responsible Consumerism, Critical Consumerism, Radical Consumerism, Radical Trust, 'TPB', 'TRA', 'UCR', Mint Green, Green Wash, Green Myopia.

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