
IN THE AGE OF MARKETING 5.0 THE PRISM OF GREEN MARKETING IN INDIA

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ABSTRACT

The paper addresses the issue against the thoughtful 'Bottom of the Pyramid' forwarded by Franklin D. Roosevelt and then moderated on by CK Prahalad. The trustee generation who will inherit the consumerism of Green Marketing in India is rightly the 'Y' and 'Z'. The nation 'INDIA' is defying the Bottom of Pyramid and is showing a structure of Diamond. The Pyramid structure which is the basis of Marketing 5.0 is worth probing in case of Green marketing which to a large extent is the Government of India's pet area and also that of G20. India is a large economy with rapid growth and by GDP growth rate it is presently above the projected growth of second largest economy China. The navigational bends under the Marketing 5.0 has to be worked afresh for India.)

KEYWORDS: 'Generation Y', 'Generation Z', 'Generation Alpha', 'Netnography', 'Digital Native', 'Radical Trust', 'Cause Related Marketing', 'Artificial Intelligence', 'Augmented Intelligence', 'Augmented Reality', 'Virtual Reality', 'Consumerism', '5 As', '7 Ts', 'Liberal Consumerism', 'Rational Consumerism', 'Critical Consumerism', 'Radical Consumerism', 'Onwards', 'Omni', 'Organic', 'Origin', 'Mixed Reality', 'Ovp', 'Mdg', 'Sdg', 'Vasudeva Kutumbakam'.

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