

GREEN MARKETING AND ITS IMPACT ON BRAND EQUITY IN REAL ESTATE SECTOR

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ABSTRACT :

This dissertation aims to study about Green Marketing in real estate and its contribution towards building Brand equity. As many environmental problems are becoming prominent, there is a need to protect natural environment and resources. Real Estate organizations are now a day's focusing more on green products and green marketing as a part of corporate responsibility as well as because of commercial benefits. Customers are becoming more and more aware of the environmental problems and are actively trying to reduce their impact on the environment by going green by purchasing green products. This result focuses on Green Marketing position in Real estate sector. A sample of 45 respondents has been selected from different Real estate company customer database. A questionnaire was used to collect the primary data .The result of the study highlight that the Green marketing practice does plays important role to build the brand equity but it does not contribute much for buying decisions . However the customers /clients are ready to pay more price for the product if the product is adding extra value to them .Thus, companies can command or justify their higher rates with product performance and offer products that are adding extra value to customers.

KEY WORDS: Green Brand Equity, Green Marketing, Green Practices, Real-Estate.

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