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## **GREEN MARKETING - FACTOR OF COMPETITIVENESS IN RETAILING**

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### **Abstract**

Over the last years an increasing number of retailers have undertaken green marketing-specific actions with the purpose of not only bolstering their reputation but also of improving their awareness, increasing their trust or enhancing the target groups' appeal for the company. These actions/measures will eventually exert a positive effect on how customers perceive retailers. Once a proper, positive and proactive image has been developed in consumers' mind, the chance of gaining their loyalty is highly increased, thus leading to a greater competitiveness of the company and higher effectiveness in approaching the target market. Based on the undertaken desktop research, all retailers are widely involved in recycling, they are valuing more and more the health and sustainability concepts, in food and non-food field, they are significantly focused on optimizing the packaging procedures, and not at least, they are ready to interfere in the environmental friendly education of their target segments. The current paper attempts to investigate the impact of green marketing on biodiversity and environmental conservation actions by highlighting actual measures taken by retailers to develop and strengthen their competitive advantage, to properly differentiate from other competitors and position themselves in consumers' mind.

*Key words:* environmental protection, green marketing, retail, sustainability

*Received: October 2012; Revised final: February, 2013; Accepted: February, 2013*

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