

INDIA'S EMERGING TRENDS, OPPORTUNITIES AND CHALLENGES FOR GREEN MARKETING

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ABSTRACT

Around the world, environmental challenges have become more significant in both business and public life. Businesses have started changing their conduct in an effort to accommodate society's "new" concerns as society's awareness of the environment grows. Some companies have been quick to adopt ideas like waste minimization and environmental management systems. Eco-friendly goods are used, and environmental concerns are incorporated into all organisational activities. Green marketing is a phenomenon that has grown particularly significant in the modern marketplace. It has become a key idea in India as well as other developing and industrialised nations, and it is viewed as a crucial tactic for promoting sustainable development. The emergence of green marketing has provided businesses with the chance to brand their goods under distinct product lines. The article examines the opportunities and challenges in adopting green marketing which are environmentally conscious. The study also looks at the current trends in green marketing in India, explains why businesses are implementing it, and predicts green marketing's future. It comes to the conclusion that green marketing will continue to gain popularity among consumers and businesses alike. Additionally, some of the issues with green marketing are highlighted.

KEYWORDS: *eco-friendly goods, green marketing, sustainable development, opportunities and challenges*