

GREEN MARKETING: - CURRENT SCENARIO, NEED, STRATEGIES FOR AWARENESS AND CHALLENGES IN INDIAN MARKET

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ABSTRACT

In this age of modernisation, liberalization and globalisation, it has become an even more difficult task to make the customers as well as consumers happy, contained and not forgetting making our natural environment safe and pollution free that is the need of time. Pollution to the environment is a major issue in the contemporary business world. There are also the environmental problems known by the consumers such as global warming and effect of environmental pollution. Green marketing is an aspect that has become particularly significant in the contemporary marketplace and has become the significant concept in India as in any other part of the world regardless of being a developing or a developed one. In this research work, a lot of attention has been focused on the concept, need, and significance of green marketing. All these sources of evidence such as books, journals, websites, and newspapers are important since data must be gathered concerning the significance of green marketing. The Paper seeks to determine what exactly green marketing is all about and how a business firm can be more competitive by employing the strategies of green marketing so as to come up with a competitive advantage over others. It discusses the key challenges in adoption of green marketing practice. Describing the existing Scenario of Indian market and requirements, the paper has elaborated Strategies that may be used to create awareness, the challenges and opportunities available to businesses regarding green marketing. Why companies are adopting it and future of green marketing and gives conclusion that green marketing is something that will always keep on increasing woman sex tape with regard not just to the practice but even in the demand too.

KEYWORDS: *Green Marketing, Liberalization, Globalization, Adoption.*

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