



# DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

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Chapter - 11

**GREEN MARKETING AND SUSTAINABLE  
DEVELOPMENT: OPPORTUNITIES AND  
CHALLENGES**

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**Abstract**

In today's business world, Green Marketing plays a vital role. Every business around the world is concerned about eco-friendly green products. Many companies have started realises the environmental issues and its remedy of green products. This paper primarily focused on how businesses have increased their target customers and are also concerned about the environment. This paper discussed challenges and opportunities for green marketing. This paper also explores the present position of green marketing in India and explains why businesses adopting green marketing.

**Keywords :** Green Marketing, Green products, Environment, Eco friendly, renewable, recyclable

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**Introduction**

Green marketing is the marketing of products that are presumed to be environmentally safe (AMA). Hence, green marketing incorporates a broad range of activities like product modification, changes to the production process, packaging change, and promotion changes. Green marketing hence refers to the holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, on- biodegradable solid waste, the harmful impact of pollutants, etc. Both businesses and customers are becoming

  
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