PROBLEMS IN IMPLEMENTATION OF GREEN MARKETING IN INDIA

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ABSTRACT

Environmentalism has fast emerged as a worldwide phenomenon. Society has become more concerned with natural environment. Businesses have begun to modify their behaviour in an attempt to address new concern of the society. People are conscious about eco friendly products and about their own welfare that’s why the issues of green marketing have become an important aspect of marketing in India. This paper provides an overview of the problems in implementation of green marketing in India. It examines the prospects of green marketing practices in India. Finally the paper identifies the main issues which has impacted the green marketing in India and evaluates the recommendation that have been put in place in India.

KEYWORDS: Green Marketing, Environmental Marketing, Problems of Green Marketing in India.