

Green Marketing: Opportunity for Innovation and Sustainable Development

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Abstract: *In the time of escalating environmental concerns and growing consumer consciousness, the concept of green marketing has emerged as a vital strategy for businesses to earn profitability with sustainability. The consumers now a days are more concerned about the health and environmental protection issues. This research paper aims to focus on sustainable development and green marketing with its impact on society and its opportunity for innovation.*

The paper explains how green marketing strategies, product design, packaging, promotion, and distribution, not only reduces environmental impact but also promotes innovation within organizations. Moreover, it highlights the role of consumer behavior and market dynamics in shaping the adoption of green products and services.

Furthermore, the paper examines the challenges and opportunities associated with implementing green marketing initiatives, this research paper underscores the transformative potential of green marketing as a driver of innovation and sustainable development.

Keywords: Green Marketing, Sustainable Development, Environmental issues, Corporate Social Responsibility