



## Review Article

## Green Marketing in A Changing World: Strategic Pathways to Sustainability

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Abstract	Manuscript Information
<p>The present research delves deeply into the concept of "green marketing" and examines the various challenges that arise in its implementation across multiple dimensions in the modern marketplace. It highlights the obstacles businesses face when trying to adopt environmentally friendly practices, addressing concerns related to sustainability, consumer awareness, and regulatory frameworks. Furthermore, the research discusses the strategies that need to be employed to advance the green marketing process, ensuring that "green products" not only become more environmentally sustainable but also financially accessible to a broader range of consumers from diverse socioeconomic backgrounds. By overcoming these hurdles, green marketing can pave the way for a future where eco-friendly products are both practical and affordable for all.</p>	<ul style="list-style-type: none"> <li>▪ <b>ISSN No:</b> 2583-7397</li> <li>▪ <b>Received:</b> 18-07-2024</li> <li>▪ <b>Accepted:</b> 09-08-2024</li> <li>▪ <b>Published:</b> 15-09-2024</li> <li>▪ <b>IJCRM:</b>3(S4); 2024: 57-61</li> <li>▪ <b>©2024, All Rights Reserved</b></li> <li>▪ <b>Plagiarism Checked:</b> Yes</li> <li>▪ <b>Peer Review Process:</b> Yes</li> </ul> <p><b>How to Cite this Manuscript</b></p> <p>B.R. Spandana, Rajkumar Mochi. Green Marketing in A Changing World: Strategic Pathways to Sustainability. International Journal of Contemporary Research in Multidisciplinary.2024; 3(S4):57-61.</p>

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### INTRODUCTION

As the global dialogue on environmental sustainability grows louder, both businesses and consumers are becoming more conscious of the environmental consequences of their choices. This growing awareness has given rise to "green marketing," a strategic approach that promotes products and services designed to be environmentally friendly. Green marketing goes beyond traditional marketing methods by incorporating principles of sustainability, aiming to reduce environmental footprints while meeting consumer demands. It represents a shift from profit-

driven goals toward a more holistic, eco-conscious approach to business. However, there are still a lot of challenges that green marketing must overcome. Businesses face an environment of difficulty, which they must negotiate to overcome customer skepticism about practicing "greenwashing (false claims about a product's environmental benefits) and come together the higher costs frequently linked with sustainable production. In addition, businesses must adjust their strategy to be competitive and compliant as environmental regulations continue to change.

A more detailed investigation of how companies can not only overcome these obstacles but also strategically position themselves to pave the path for a more sustainable future is necessary in light of the constantly evolving global landscape. This study examines the constantly shifting terrain of green marketing, the obstacles that it faces, and innovative strategies that may help businesses thrive in this field. We can find strategies that not only make sustainability a fundamental business value but also stimulate growth and profitability in an ever-changing market by examining both the ecological and financial implications of green marketing.

## REVIEW OF LITERATURE

The term "green marketing" emerged in the late 1980s and early 1990s, following the recognition in Europe during the early 1980s that certain products were harmful to both the environment and society. As a consequence, brand-new, known as "green product" segments emerged that would harm the environment less. Peattee (2001) contends that the evolution of green marketing may be separated into three stages. The initial phase was dubbed "ecological" green marketing and aimed to address environmental issues by using remedies. The following phase of green marketing was "environmental," with an emphasis on clean technologies and the development of novel products that addressed waste and pollution problems. The third phase, "Sustainable," saw a boom in demand from consumers for environmentally conscious goods and technologies, making it imperative for businesses to generate goods that are sustainable. Narayan Lakhmi Vermuri (2008) explored multiple perspectives on "green marketing," highlighting its novel opportunities and difficulties in the present circumstances.

Asceem Prakash (2002) looked at connecting the "green marketing" phenomenon with organizational strategy and public policy in order to accomplish some of the intended results of "ecological viability" at "cost-effective" rates of "eco-friendly" products. He discusses "green marketing" and "greening firms" alongside "Supreme greening products." In addition to modifying the classic marketing mix's 4Ps (product, price, place, and promotion), it necessitates an extensive knowledge of public policy considerations. The primary subject of this essay is encouraging sales through the use of statements on environmental features or companies that produce and/or market the products. It also underlines problems with products and prices. It addresses subjects that include what has to be greened (products, structures, products) and how organisations ought to approach information disclosure techniques on environmental claims, drawing on a variety of literature sources. In his investigation of the expression "green marketing," Toby M. Smith (1998) explored the myth of "green marketing," emphasizing the situations in which particular "logical views" concerning the concept of "green marketing" in this context have arisen as a result of influencing factors. Michael Jay Polonsky and Martin Charter (1999).

It gives an analytical viewpoint on "green marketing practices" from a global perspective in light of the evolving circumstances. They presented a few feasible concepts that underpin the "green

marketing" technique in light of the current changing circumstances. In a similar vein, Speer Tibbett (1977) has identified a few variables impacting the development and growth of "green marketing" since its inception in the 1970s by a few firms and market researchers.

Am in Asadllahi (2011) recently talked on the function of green marketing in recycling used electronic devices. He conducted research on Iran's garbage PCs and mobile devices for his PhD thesis. Based on his case study, he has deduced some important facts about recycling this "electronic waste," which has been shown to be beneficial to maintaining an "eco-friendly" environment and increasing the profile of "green marketing" for electronics goods.

## Conceptual Framework

Green marketing, which is defined by the American Marketing Association, is the marketing of products that are thought to be safe for the environment. As a result, green marketing in corporations incorporates an extensive range of actions, such as altering advertising, packaging, the production process, and product improvements. There are many diverse social, environmental, and retail meanings associated with this expression, making it a complex combination. Consequently, "green marketing" refers to a comprehensive marketing concept that involves selling and producing goods that affect the environment, with a rising percentage of people becoming aware of the effects of global warming, non-biodegradable solid waste, hazardous substances, etc.

## Essential role of green marketing

Growing degradation of the environment caused by pollution in the air and water has adverse impacts on people, crops, and wildlife in countries that are both developed and developing. The relationship between air pollution and low birth weight, premature birth, stillbirth, and infant death has been the focus of more than a dozen further investigations conducted in the US, Brazil, Europe, Mexico, South Korea, and Taiwan. Given the limited availability of resources and the boundless nature of human desires, it is crucial to utilize resources effectively in order to accomplish organizational objectives. Green marketing thus becomes unavoidable in order to optimize the use of both natural and artificial resources.

The global consumer interest in safeguarding the planet is growing, and this development is contributing to the development of an advantageous connection between humans and the environment. Therefore, the relationship between man and the environment now has a third dimension courtesy of the concept of green marketing. It encompasses environmentally conscious and sustainable goods and services delivered to those who live on this planet. Because of this, green marketing has been embraced by businesses globally. The following factors contribute to this concept's widespread adoption: There are essentially five reasons why a marketer ought to embrace green marketing:

1. Opportunities or benefits over competitors
2. Corporate Social Responsibility (CSR)

3. Influence from the government
4. The pressure of competition
5. Problems with Profit or Cost

A substantial amount of research on green marketing has been published by numerous Indian and worldwide writers. In line with the literature review, numerous writers have highlighted green marketing and the challenges, strategies, and difficulties that surround it on a local and global scale. Given this, Jacquelyn at unities for Creativity for Green Marketing presents a thoughtful examination of the relevance of environmental experiences for consumers in the marketplace. Investment is necessary, but the environment receives substantial rewards in the form of enhanced consumer loyalty. Amitabha Ghosh (2008) studied green marketing techniques. Ghosh emphasises the development, obstacles, and history of green marketing both domestically and globally. Additionally, he discusses a few cutting-edge approaches to corporate environmental planning regulation at different levels.

This book on green marketing additionally discusses the integration of environmental management, the enduring nature of price premiums in the US organic produce market, the retailing of organic products, opportunities and problems, and India's new approach to the trade of environmental goods and services, among additional subjects. Suresh K. (2006) discusses the behavioural and attitudinal analysis of Indian consumers of green marketing, the Indian scene of green marketing, green food claims, supplier environmental management, and other relevant images. An analytical analysis of the main challenges that green marketing faces has been performed by Ottman, J.A. (1993). It also discusses the opportunities, both external and internal, that may accelerate the advancement of green marketing.

The combination of environmental management, the sustainable development of price premiums in the US organic produce market, the retailing of organic products, prospects and obstacles, and India's new approach to the trade of environmental goods and services are just some of the subject matters covered in this book on green marketing. Green food claims, supplier environmental management, the Indian green marketing scene, behavioural and attitudinal studies of Indian customers, and other relevant pictures have been addressed by Suresh K. (2006). Ottman, J.A. (1993) conducted an analytical analysis of the primary obstacles that green marketing must overcome. Furthermore, it talks about the internal and external potential clients that could hasten the development of green marketing.

According to the American Marketing Association, green marketing refers to the promotion of products that are considered to be safe for the environment. As an outcome, green marketing incorporates an extensive variety of actions, such as improving advertising, packaging, and merchandise, as well as transforming production processes.

#### Goals for green marketing:

The goal of green marketing is to achieve the following:

1. Get away from the concept of waste.
2. Rethink what a product is.

3. Turn environmentalism into an economically viable activity.
4. Promote product modification.
5. Adapt production procedures.
6. Redesign packaging.
7. Customise advertising.

Due to the increasing desire of consumers wanting to identify with eco-friendly products, there is a significant number of organizations that are looking to go green. Customers are typically confused about the things they are purchasing, especially in cases where the credibility of green products is frequently eroded. Therefore, in order to maintain consumer trust, green product marketers must be far more open and refrain from exceeding any laws or ethical standards pertaining to their goods or business methods. In the realm of green marketing, there are several obstacles to overcome, which can be summarised as follows:

#### The Need for Standardisation of Green Products:

It has been observed that a significant portion of marketing messages in "green" campaigns fail to meet the necessary standards or accurately reflect the authenticity of the claims being made. Currently, there is no reliable benchmark or "yardstick" to certify whether a product is genuinely organic or environmentally friendly. Without the involvement of regulatory bodies to provide clear certifications, it remains difficult to verify the authenticity of a product's sustainable attributes. Therefore, the establishment of a standardised quality control board is essential. This board would be responsible for overseeing the labelling and licensing of green products, ensuring that they meet established environmental and sustainability criteria. Such a system would not only build consumer trust but also help businesses adhere to genuine eco-friendly practices.

#### Innovative approach

Consumers across both rural and urban sectors are gradually becoming aware of the benefits of green products. However, for the majority, this remains a relatively new concept. As a result, it is crucial to educate the public about the growing threat of environmental degradation. Spreading awareness through green movements and advocacy programs must reach the broader population, but this will be a gradual and time-intensive process. India's rich Ayurvedic heritage offers significant potential to strengthen green marketing, particularly in the beauty industry. Given Indian consumers' familiarity with healthy lifestyles—such as the practices of yoga and natural dietary habits—there is a unique opportunity to more effectively introduce and promote the concept of green marketing. This cultural foundation can play a pivotal role in accelerating the acceptance and adoption of eco-friendly products.

#### Long gestation and it requires patience and perseverance period

It has been observed that innovators and corporations must approach environmental initiatives as long-term investment opportunities. This is because projects related to 'Green

Marketing' often have extended gestation periods, meaning the outcomes and returns take time to materialize. Achieving the desired results demands a significant amount of patience, persistence, and commitment. Companies must stay focused on their sustainability goals, understanding that the benefits of green marketing, though slow to emerge, can lead to substantial long-term rewards both for the business and the environment.

### Preventing green myopia

The fundamental principle of green marketing is to focus on the benefits that matter to customers—specifically, the reasons they prioritise certain goods and services. This customer-centric approach is key to motivating consumers to choose particular brands or even pay a premium for "greener" alternative products. However, it is important to avoid "green myopia," where businesses become overly focused on producing products that are environmentally friendly but fail to meet customer satisfaction criteria. Even if a product is ecologically sound in every respect, it will not succeed if it doesn't align with consumers' needs or expectations.

In addition, if green products are not economically viable, they risk losing market acceptability. One of the major challenges of green marketing is ensuring that environmentally friendly products are both cost-effective and made from renewable or recyclable materials. This often requires significant investment in modern technology and research and development, which can be costly. To embed the "concept of green marketing" into the broader population, systematic advocacy and awareness campaigns are essential. These initiatives can help educate consumers and create a willingness to pay a premium for green products, making the transition to sustainable consumption smoother and more widely accepted.

### Strategies for effective green marketing

To expand the market for green products, it is essential to implement strategies that will effectively promote and enhance their visibility and appeal. The following strategies can be instrumental in boosting the market for these eco-friendly offerings:

#### 1. Product differentiation

Continuous efforts must be made to distinguish products and services through green marketing practices. With a diverse range of markets, including retail, manufacturers can leverage eco-performance as a key differentiator to gain a competitive edge. It has been observed that products with subpar eco-performance often become targets for substitutes, prompting organizations to shift their focus to competitors' offerings. Therefore, enhancing eco-attributes and effectively communicating these benefits can help solidify a product's place in the market and attract environmentally conscious consumers.

#### 2. Consumer Value Positioning

Organizations can design environmentally friendly products that promote and deliver the desired value to customers. By targeting

relevant market segments, companies can effectively differentiate themselves in the marketplace.

#### 3. Designing Biodegradable Packaging

Research has shown that the promotion of green products is significantly influenced by packaging design, which plays a critical role in consumers' decision-making processes. Therefore, using biodegradable packaging can have a substantial impact on consumer choices. It is crucial for individuals involved in green marketing to adapt product packaging by incorporating recycled and handmade paper instead of relying on more mechanised materials. Manufacturers who currently use plastic for packaging should adhere to specific standards to ensure environmental sustainability.

#### 4. Product strategy for green marketing

To effectively promote green marketing, it is essential to identify customers' environmental needs and develop products that address those requirements. This includes creating more environmentally responsible packaging that not only meets but exceeds consumer quality expectations. By highlighting the ecological viability of these products, marketers can justify charging higher prices, appealing to environmentally conscious consumers.

#### Distribution strategy for green marketing:

In this aspect of green marketing, gaining customer support is crucial. It is important to differentiate the distribution locations from those of competitors. This can be achieved by promoting in-store activities that focus on recycling materials and highlighting the environmental benefits associated with the products. By fostering a commitment to sustainability at the point of sale, businesses can enhance their appeal to eco-minded consumers.

#### Life Cycle Analysis of Green Marketing:

The product brand plays a crucial role in developing effective green marketing strategies. Life cycle analysis (LCA) serves as a valuable tool for conducting comprehensive assessments, providing essential data on the social, environmental, and economic impacts of products throughout the supply chain, from production to post-purchase. LCA can help brands understand their sustainability claims and the requirements they must meet to be considered truly sustainable. While consumers do not expect perfection in sustainability efforts, they appreciate transparency regarding the levels of scrutiny brands undertake, as well as the plans they formulate and execute. Additionally, various commercialization programs and incentives can facilitate the adoption of new technologies. For instance, initiatives like fleet programs can help cultivate strategic niche markets, while financial services such as advanced vehicle tax credit proposals for vehicle purchases can further support sustainable practices. These measures encourage brands to innovate while aligning with consumer expectations for environmental responsibility.



## CONCLUSION

Green marketing is still a relatively new concept for most consumers. It involves the promotion of products that are believed to be environmentally safe. Therefore, it is crucial to understand the relationship between green marketing and the increasing prices of green products, ensuring that these products remain accessible to consumers across various socioeconomic levels. Green marketing also presents several challenges that necessitate the development of innovative technologies, enabling 'green products' to capture a broader market both domestically and internationally. Regular reviews of green products are essential to ensure they are both ecologically and economically viable, particularly for consumers from middle-income and low-income groups. Ultimately, consumers, industrial buyers, and suppliers must collaborate to minimize the negative impacts on the environment. In developing countries like India, the significance and relevance of green marketing are even more pronounced, highlighting the urgent need for sustainable practices.

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