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## TAKE A CHANCE AT MAKING THE WORLD A BETTER PLACE: A PARADIGM FOR SUSTAINABLE DEVELOPMENT THROUGH GREEN MARKETING

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### Abstract

Sustainability is a buzzword in present day business environment. In the contemporary business environment, increasing cognizance on environment related issues has paved the way for green marketing practices. People around the map are becoming more aware of the environmental pressures humans are posing on the planet and are persistently attempting to curtail its deteriorating impact; however, this is still in its evolution stage. Our scarce resources are depreciating; the future of human life frightens the universe, as a result, leaders and academics must present an alternative. The purpose of current paper is to review and integrate the literature surrounding green marketing, to present a broader view of green marketing as a component of sustainable development, to investigate the green marketing mix and strategies, and explore the challenges and opportunities associated with green marketing. The information has been compiled from web sites, journals and research papers from google scholar and is purely secondary in nature.

**Keywords:** Green Marketing, Sustainable Development, Environment, Green Marketing Mix.

### INTRODUCTION

In recent years, societies have become increasingly concerned with the natural environment and conscious of eco-friendly or green products, as well as their own safety and well-being, resulting in the emergence of green practices, and it is in this context that the concept of green marketing has gained significance [52]. The worldwide community is grappling with global concerns such as overcrowding, rising energy consumption, biodiversity loss, and climate changes [64]. Environmental degradation has accelerated dramatically during the last four decades. Increasing population, higher levels of pollution, deforestation and industrialization are exerting too much pressure on environment, infrastructure and the available natural resources [55]. Global warming, ozone depletion, pollution of seas and rivers, noise and light pollution, acid rains, and desertification are all results of environmental deterioration [26] [50]. These shifts are requiring businesses to think more carefully about the perspectives of diverse interest groups when making decisions, and they are also pressuring companies to become more sustainable. Green marketing's basic idea is the pursuit of sustainability, and a company can legitimately claim green credentials if it is demonstrably and continuously progressing toward sustainability [37].

Today's challenge is to promote and communicate new decisions and innovations that will result in a greener marketing environment and new marketing chances for businesses and consumers alike. The current rapid growth of the economy, as well as global patterns in consumer demand and behaviour, are the primary causes of environmental degradation. The private family consumption accounts for around 40 percent of environmental damage [23]. Green marketing components such as green product design, packaging, pricing, and advertising are all beneficial to society and the environment. Green marketing also attracts new environmentally conscious customers, ensuing rise in sales and earnings for an organisation, corporate growth and development as well as a positive public image.

In times when the government regulations around the globe are very strict and the whole world is talking about global warming, climate change and environment protection; the companies would be left with no option but to adopt green marketing otherwise it might be too late to survive in the greener world. Various government restrictions have been enacted to safeguard the interests of consumers and society as a whole; resulting in the adoption of green marketing as a must rather than a choice. For example, several parts of the country have banned single use plastic bags, compulsory pollution under control certificates for petrol driven vehicles, use of compressed natural gas as fuel by trucks and buses, and prohibition of smoking in public places. Furthermore, the growing role of ethics in business practice norms has compelled enterprises to become more involved in social responsibilities in the global marketplace [62]. In the present scenario, challenge is to retain the customers and keep our natural environment safe [49]. Due to a lack of green management, businesses may lose a large number of loyal and profitable customers [49].

Growing environmental awareness, eco-consciousness, and green attitudes have resulted in a surge in demand for green products [13]. The new marketing philosophy has compelled humanity to rethink and plan their strategies in order to operate in a more innovative and ecologically responsible manner. Environmental or green marketing is a critical step toward long-term



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development, as pollution levels continue to rise, resulting in a permanent deterioration of human existence. In light of this, the concept of green marketing has received widespread acceptance. Customers have become more environmentally conscious, leading to socially responsible consumption such as energy conservation, purchasing eco-labeled items, garbage sorting, and recycling. Green marketing is a strategy that addresses the concerns of preserving the natural environment which is beneficial for the consumers and the environment. The consumers world over in general, and in India in particular are increasingly buying energy efficient products, for instance, use of LED lights, energy saving home appliances like refrigerators, washing machines, laptops and air conditioners to name a few. Many consumers durable businesses are now selling their products with the Energy Star labels, stating that using them will conserve energy usage and save consumers a significant amount of money over time. During the COVID-19 crisis, consumer interest in sustainability grew, with consumers demanding that corporations act ethically and examine their social and environmental implications. More than 60 percent of customers questioned said they go out of their way to recycle and buy products in ecologically friendly packaging, and 57 percent have made substantial lifestyle adjustments to reduce their environmental effect [68].

In India, businesses are pursuing green marketing for varied reasons [49]; first, over 25 percent of consumers favour environmentally friendly items, while approximately 28 percent are health-conscious, implying thereby green marketers have a sizable market to serve; second, businesses have begun to recognise the need of acting in an environmentally friendly manner and believe in accomplishing both environmental and profit-related goals; and third, green marketing is used by many businesses to keep their competitive edge.

### CONCEPTUAL FRAMEWORK OF GREEN MARKETING

With increased awareness about the implications of global warming, non-biodegradable solid waste, and the damaging impact of pollutants, green marketing encompasses all activities meant to satisfy human needs or wants with little negative influence on the natural environment. Some broad aspects, related to the concept of green marketing as posited by marketing scholars, are given as below:

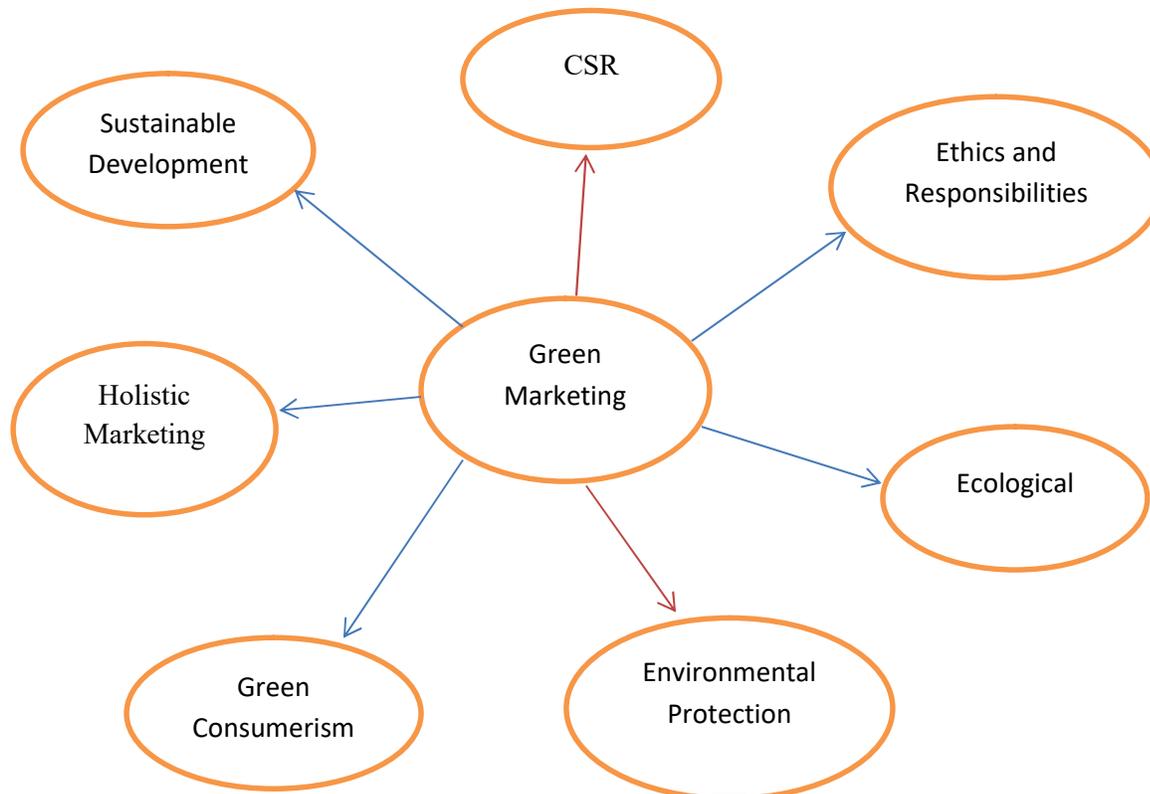


Fig 1: Nature of Green Marketing



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**Evolution:** The emergence of the green challenge has resulted in a shift in the marketing-physical environment interaction. [36]. Despite some attention in the 1970s, the concept of green marketing did not arise until the late 1980s [28]. During the 1970s, the emphasis was mostly on issues concerning production rather than the ones related to scale and type of consumption [37]. Environmental response was seen as an additional economic burden and an operational issue [37]. The concept of green marketing significantly evolved since it was first defined as concerned with all marketing efforts that have contributed to environmental concerns and that it may provide a solution to those problems [24]. During the 1980s and 1990s, a more proactive approach to corporate reaction arose. The transition of green marketing is divided into three stages. The first stage of green marketing dates back to the 1980s, when the concept of green marketing was first introduced to industry [28] and was termed as “Ecological” green marketing [45]. In the 1990s, green marketing entered its second phase and marketers faced a particular reaction during this time [65]. It was “Environmental” green marketing with emphasis on clean technology, which entailed the creation of inventive new products that addressed pollution and waste challenges [45]. Greening as a source of competitive advantage became popular in the 1990s [21]. Green marketing has progressed to a third level as “sustainable marketing” since 2000 [2]; with the application of more modern technology, tougher government regulation, and increased global environmental consciousness, green marketing has regained impetus at this stage [20].

**Environment conservation and protection:** Green marketing refers to the incorporation of customers’ concerns about environmental preservation and conservation into marketing strategy and decision-making [33][14]. It is an activity of a firm that is intended to create positive impact or lessen the negative impact of a product on the environment [52] and as a result capitalize on consumers concern for environmental issues [27]. The aim of green marketing is to replace present needs and wants while causing the least amount of harm to the environment [59]. The environmental issues should be integrated into all parts of marketing, including new product development, communications, and everything in between, from an organisational standpoint [34]. For majority of people, green marketing implies promotion or advertising of products having environmental features; phosphate-free, recyclable, refillable, ozone-friendly, and environmentally friendly are some of the terms most commonly associated with green marketing by consumers [34]. Sustainable development requires future generations to inherit the natural environment in the same or better condition than previous generations; necessitating environmental protection and enhancement [34]. Green marketing is, thus, a set of all the activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occur, with minimal detrimental impact on the natural environment [38], i.e., environmental concerns must be balanced against the basic interests of customers [1].

**Holistic marketing:** Green marketing refers to marketing that holistic as well as environmentally friendly; in that 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, non-biodegradable solid waste, and harmful impact of pollutants [49]. It involves organization's efforts of designing, promoting, pricing and distributing products that will not harm the environment [63]. The holistic aspect of green also demands that, in addition to business, new stakeholders such as educators, community members, regulators, and non-governmental organisations should be involved. Along with manipulating the traditional marketing mix elements such as product, price, place and promotion; it requires an understanding of public policy processes [1].

**Ethics and responsibility:** The adoption of green marketing orientation by a company is primarily a response to increased societal pressures on business to meet its comprehensive ethical and moral responsibilities while adhering to the basic tenants of marketing, i.e., meeting customer needs at a profit [35]. Green marketing involves manufacturing and delivering consumers with high-quality items that are not detrimental to them in the long run, use resources for development in such a way that future generations will be able to access them to meet their needs, resulting in sustainable development, and developing and implementing policies that will have no negative impact on the environment, both now and in the future [49].

**Sustainable development:** Sustainable development necessitates sustainable marketing, or marketing operations that are both competitively and environmentally sustainable. Both commercial organisations and individuals are concerned about the issue of sustainability [43]. Marketing is the lifeline of any company; the new corporate paradigm revolves around sustainable marketing; going about things differently in order to contribute to a society where environmental sustainability and social justice are the norm [18]. Sustainable development is concerned about meeting the needs of the present without compromising the ability of the future generations to meet their own needs [67], i.e., producing, conveying, and delivering value to customers while preserving or enhancing both natural and human resources [18]. In the same vein, green marketing is the application of marketing concepts and tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection, and conservation of the physical environment is upheld [3]. It requires a strong and visionary organisational leader to move a company toward sustainable



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marketing; traditional marketing methods, processes, and tactics can be modified to advance toward sustainability goals and outcomes through innovation and modification [18].

**Focus on overall corporate strategy:** Green marketing is part and parcel of the overall corporate strategy [36]. Green marketing is a much broader concept, which encompasses all marketing activities that are developed to stimulate and to sustain consumers' environment-friendly attitudes and behaviours [2][53]. As a result, green marketing is a broad topic with significant ramifications for business strategy and public policy [1]. Green marketing is considered as a philosophy to reduce, reuse and recycle; reducing the environmental deterioration and energy consumption by increasing the number of times a product is used and recycling it to create a new product [42]. Many Indian firms have adopted the practice of using the shopping bags stating "Earth is our Home. We are committed to protect and preserve the environment. Kindly reuse and recycle this bag"; as a part of overall corporate strategy. However, these bags come at a substantial price, which is to be borne by the customer.

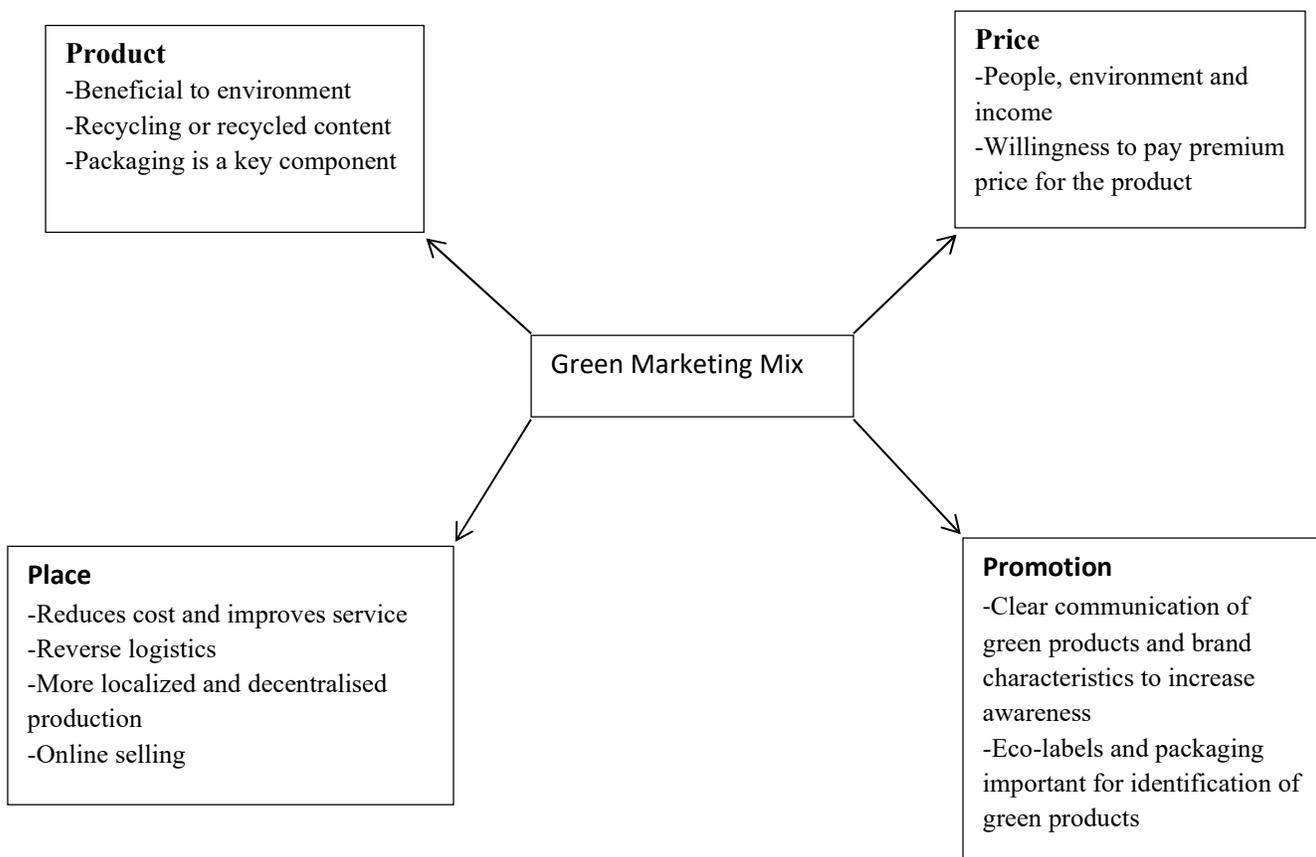
**Focus on advantages of green marketing:** Green Marketing involves manufacturing and providing good quality products to the consumers, using resources for development in such a way that future generations will be able to access them to meet their needs, resulting in sustainable development, and developing and implementing policies that will have no negative impact on the environment, both now and in the future [49]. Green products have a number of common qualities including effectiveness in terms of energy usage, water efficient, safe and healthy, recyclable or made from recycled materials, long lasting, bio degradable, organic and locally produced [7]. While the shift to green may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous in the long run [49].

Green marketing, thus, refers to holistic marketing concept that facilitates the exchange of goods to satisfy customers' needs and wants, with minimal detrimental impact on environment while also conserving the environment, without compromising the ability of future generations to meet their own needs, as part of overall corporate strategy.

### MARKETING MIX OF GREEN MARKETING

The marketing mix for green marketing is taken from conventional 4Ps of marketing comprising product, price, place and promotion [30]; however, they must be addressed in light of the changing circumstances [49]. Every component of the marketing mix will have a green viewpoint, according to the green marketing principle, from the establishment through the release of a product to the market [19].

**Green Product:** A green product is one that is made in an ecologically friendly and safe manner. They do not pollute the environment or deplete natural resources and may be recycled or conserved [57]. They have more environmentally friendly content or packaging that helps to reduce environmental pollution [21]. Thus, green products are those that use tactics such as recycling or using recycled content, reducing packaging or using less harmful materials to lessen their environmental impact. Consumers are getting increasingly worried about their daily activities and their impact on the environment [31]. When producing new products, businesses must take into account customers' demands [58], the materials used, their suppliers, and their carbon footprints [46]; as efficient products not only save water, energy, and money, but they also have fewer negative effects on the environment [58]. Firms can either develop solutions to meet consumers' environmental demands; or manufacture environmentally responsible products that have a lower environmental impact than their competitors, to take advantage of the green market [49]. The ecological objectives in product planning are to reduce resource consumption and pollution while increasing resource conservation [58]. Packaging must be both biodegradable and disposable. Reverse logistics, in which customers return used wrapping, packaging, and even the recycled product itself to the firm, would significantly aid in environmental conservation [19].



**Fig 2: Elements of Green Marketing Mix**

Services firms such as hospitals, colleges, and restaurants; that do not manufacture a tangible product, have a higher chance of competing by proving their environmental concerns in their energy and physical supply usage, as well as contributing to the conservation cause.

**Green Price:** Pricing is a most critical element of the marketing mix. Green pricing considers people, the environment, and income. It ensures green production while also looking after the health of employees and societies. Companies can establish a menu of products with varying degrees of environmental friendliness and price them accordingly; customers concerned about the environment may be willing to pay more [46].

Green marketing is quite expensive, as it involves numerous charges such as training a nation, purchasing a gadget, establishing contemporary technology, absorbing external costs, and recycling garbage; this raises the price of the product [19]. As a result, the green price is referred to as a premium pricing. Most buyers are willing to pay a higher price if they believe the product is of higher value, which may be in the form of better performance, function, design, aesthetic appeal, or taste [49][58][60]. Green pricing also gives customers more opportunities to participate in renewable energy [39]. All of these factors should be considered when charging a premium for green marketing. Environmental benefits are typically a bonus, but they are frequently the determining factor between products of comparable value and quality.

**Green Place:** Place refers to physical distribution and logistics element of the marketing mix of a firm. The location and timing of a product's availability have a considerable impact on the number of customers who are attracted [49], as very few customers will go out of their way to buy green products merely for the sake of it [58]. Companies must consider where they will place their manufacturing and distribution sites; more locally based production, as advocated by environmentalists, would necessitate more decentralised production [46]. Marketers pursuing sustainability may want to assess the adherence to sustainable practices of several prospective



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distribution channels [46]. Companies can also make greater use of online selling of their products to reduce the amount of consumer driving to outlets.

Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project and differentiates a company from its competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

**Green Promotion:** Promotion is a process of communication involving information, persuasion and influence. Green marketers will be able to strengthen their environmental reputation by emphasizing their dedication to sustainability in their advertising. The major information of go green has to be transmitted to the customers through direct marketing, sales promotions, advertising and public relations. Companies should promote their environmental qualifications and accomplishments, publicize the company's and workers' environmental actions and enter environmental award programs to raise their environmental profile among customers and stakeholders. Some retailers also sell eco-friendly and reusable shopping bags to promote their green commitment.

Most customers are unaware of the importance of green products due to a lack of information; green promotional strategies should take this into account. Customers must first be aware of the kind of environmental challenges that a product would address in order to show interest in a green product [19]. A business can use a variety of green promotional techniques to fill this void in the lack of information. There are three types of green advertising [58]; first, that discusses the relationship between a product and the environment; second, which showcases a product that promotes a green lifestyle; and third, that provides a corporate image of environmental responsibility. Moreover, due to the premium pricing, there will be further pressure on promotions. Marketing efforts must rationalize these costs, and consumers must be persuaded to pay a premium, necessitating the use of realistic messages in advertisements, however, when it comes to packaging, the cost of green products may be reduced [19]. Brand communication and differentiation based on functional features and emotional benefits are essential for effective green positioning [44]. Environmentally sustainable products will not be commercially viable if green brand qualities are not adequately articulated [47].

### GREEN MARKETING TOOLS

Eco-branding, eco-labeling, and environmental advertising are three green marketing methods that can help consumers learn more about environmentally friendly products. These techniques serve to simplify consumers' perceptions and improve awareness of environmentally friendly product characteristics and benefits [17]. As a result, consumers will be more likely to purchase ecologically friendly products. These policy measures play an essential role in modifying consumer purchasing behaviour to favour environmentally friendly products, hence reducing the negative environmental impact of artificial products.

**Eco-label:** Eco-labeling is a crucial strategy used by businesses to make more sustainable and consumable items on the market [25]. It has a considerable impact on consumer behaviour toward items since it transmits information about customers' environmental concerns as well as product qualities [9]. Eco-labels are the tools that allow consumers to make more informed decisions about environmentally friendly items by allowing them to see how they are created [51][8]. Within a product category, an eco-label indicates items or services that have been proved to be environmentally desirable. They are appealing tools for informing customers about the environmental consequences of their purchases [40]. Marketers are increasingly using environmental labels to promote the identification of green products [15]. These labels can range from simple diagrams to labels made up of a number of little pieces of paper that are used as part of the goods packaging. Consumers can easily distinguish environmentally friendly products from conventional products through environment labeling. The awareness of eco-label was found to have positive effect between knowledge of green product and consumer's intention to purchase [26 91]. A review of the past studies shows that most customers have a favourable attitude toward eco-labeled products [26]. On the other hand, some studies have also concluded that while customers recognise the purposes of labels, this does not invariably translate to green purchase decisions [10].

**Eco-brand:** The American Marketing Association defines a brand as "a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers and to distinguish them from those of a competitor." To transmit a strong feeling of branding, a brand requires a unique, favourable image, implying that a good image is necessary for brand strength [66]. An eco-brand is a name, symbol, or image for environmentally friendly items. A green brand is made up of advantages like perceived health benefits of organic food or an improved environment [44]. By including eco-brand elements, consumers will be able to identify them apart from other non-green items [17]. Consumer attitudes toward green products can be influenced by brands, as an effective green posture necessitates brand distinction [39]. For marketers, recognizing the impact of brands on consumers' purchase decisions is crucial. Consumers who are environmentally conscious choose green products in their actual



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purchases to satisfy their emotional needs [20]. For products with high level of environmental impact, consumers will choose to select eco-friendly alternatives to those that have a low level of environmental impact [12]. It has also been stated that items that do not exhibit green features have less commercial success [44].

**Environmental advertisement:** Green advertising is one of the most effective ways to influence consumers' purchasing decisions, as it strongly encourages them to purchase products that are environmentally friendly. In green advertising, there are three aspects to consider [16]; first, the company will issue a statement concerning the environment, second, the company will display its worry and commitment to environmental improvement by switching to a green advertising technique, and third, green advertising will promote specific environmental efforts in which the company is involved [20]. Most organisations favour environmental marketing in the media as green tactics for introducing their products to environmentally conscious clients in order to boost green movements and create public awareness of environmental challenges.

Environmental advertisements help to form a consumer's values and translate these values into the purchase of green products [22][6]. One study found that environmental messages in advertisements can influence the influence the purchasing decisions of 70 percent of the respondents [11]. The dimensions in green advertising have both education and commercial focus; i.e., it aims to enhance consumers understanding towards the environment and also increases the sales of products [22].

To encourage consumers to adopt green consumerism, green businesses can design a green marketing strategy that focuses on reduce, reuse, and recycle and create a believable advertising message that emphasizes the distinctive characteristics of green products and their environmental impact [52]. The advertisement message strategy would emphasise green opportunities for consumers, such as sharing resources, for instance, sharing a car for commuting and benefits of energy efficient products. Green advantages would also be linked to real value for money in the strategy [52].

### Green Consumerism

Consumerism encompasses any initiatives to safeguard consumers' rights [52]. Consumerism can be characterized as a development that intended to protect consumers from unethical commercial practices. There has been an increase in the amount of concern expressed for environmental conservation, which has resulted in the rise of green consumerism.

Consumers have emerged as a powerful force in achieving the desirable goals of environmental conservation and long-term growth [54]. In fact, in recent years, the rise of corporate environmentalism has been fueled by green consumerism. As consumer awareness of environmental issues increases, so does demand for green products. As a result, companies have started to go green and offer environmentally friendly products and services [41]. Recognizing the importance of consumers in environmental conservation and making the world a better place to live for current and future generations [23], governments and non-governmental organisations around the world have begun to focus their environmental efforts on consumers.

A green consumer is one who supports eco-friendly ideas and chooses green items over traditional alternatives. Almost all consumers are conceivably green consumers. For instance, when a consumer has option to choose from two similar products, the consumer will choose to buy environmentally friendly product [61]. This has spread and become more ubiquitous in nature throughout time. While looking at today's consumer agenda, it's clear that environmental preservation is the most crucial factor. There has been a total of various circumstances which are influential in encouraging green consumers to buy green products. Far-reaching research over the years classify that intensive understanding of green issues; heightened level of knowledge opportunity on environmental subsistence; green advertising by corporations; raised concern for the environment; expanded in recognition of green products by environmental and social charities as some circumstances [26].

### Opportunities and challenges of green marketing

Environmental concerns present both challenges and opportunities [7][34]. Some forward-thinking businesses have taken advantage of opportunities by using green marketing tactics, which have yielded a variety of benefits.

Green marketing assists in addressing current wants without jeopardising the interests of future generations' ability, thus, facilitating sustainable development. In terms of energy efficiency, performance, convenience, and safety, green products are of superior quality. Green marketing helps to higher organisational performance in terms of sustainable development, innovation, profitability, competitive advantage, market share, better products, a healthier and more fulfilling life, lower air pollution and energy use, and natural resource conservation [3][34]. Green marketing allows businesses to not only meet customers' expectations and address their environmental issues, but also to obtain a competitive advantage and a loyal customer base [7].



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Despite the fact that a big number of businesses are using green marketing, there are a number of issues that must be addressed before implementing green marketing [49]. Some of the major difficulties of green marketing which need to be addressed are as below:

**Emerging Concept:** Consumers in industrialized countries, as well as literate and urban consumers in developing economies, are more aware of the benefits of green products; but, for the majority, it remains a novel notion. Green movements must reach the general public, who must be educated and made aware of environmental threats.

**Time consuming and expensive:** Green marketing methods are generally costly and difficult to adopt in the short term [34]. Also, customers may not always be willing to pay the higher price for the products [7]. Green marketing entails the promotion of green products and services, green technology, and green energy, all of which require a significant investment in research and development as well as subsequent promotional efforts, which may result in increased expenses [7][49]. Furthermore, the cost savings from recycling are dubious. Green marketing organisations must work hard to persuade stakeholders, and they may fail to persuade them of the long-term benefits of green marketing over short-term expenses. Green marketing will only be effective in the long run because the first revenues are minimal because renewable and recyclable items and green technologies are more expensive. As a result, the company must plan and prepare for a long-term strategy rather than a short-term strategy.

**Convincing customers is not easy:** Environmental benefits are intangible, indirect, inconsequential to customers, and difficult to measure or quantify, for instance, when consumers use energy-saving appliances, they do not perceive the emissions that are reduced [34]. Customers may not believe in a company's green marketing approach; as a result, businesses should take all reasonable steps to persuade customers of the benefits of their green product [49]. Using eco-labels could be a good approach. Furthermore, some marketing methods are vulnerable to manipulation; for example, some marketers make misleading environmental claims to obtain a competitive edge [34].

**Success depends on multiple stakeholders:** Green marketing's success is contingent on multiple stakeholders cooperating as a team [49]. The general public, employees, merchants, the government, environmental organisations, and suppliers are among them. Any group has the ability to sabotage the exercise. In brief, companies that use green marketing ensure that their operations are not harmful to customers, industry, or society as a whole, and that they do not violate any environmental marketing standards or laws.

Green marketing can work within the exchange system of consumers, business and institutions, as well as work to change the system to better include environmental concerns. It necessitates those businesses use a variety of technologies available for integrated marketing communication to effectively explain the benefits of green marketing to their customers [7]. Marketers need to broaden their activities, changing the way businesses talk about human interactions and the environment, and reframing consumption from a focus on acquiring goods to ways to sustainably achieve want satisfaction. Marketers must widen their operations, changing how companies talk about human interactions and the environment, and redefining consuming from a focus on acquiring commodities to ways to achieve want satisfaction in a sustainable way. Furthermore, in order to overcome the hurdles, a company's green marketing promises must explicitly define the environmental benefits and how they will be delivered using meaningful phrases and images [49]. Green marketing allows enterprises to improve their market share by producing eco-friendly products [7]. There is clearly a need for green products. Stricter environmental legislation around the world, rising consumer desire for environmentally friendly businesses, and the natural cost savings associated with reducing toxic waste are all driving industries to go green.

### Conclusion and suggestions

The green concept is related to the dimension of sustainable development. The main goal of green marketing is to raise public knowledge about environmental challenges and how consumers can help the environment by switching to environmentally friendly lifestyles. As a result, green marketing tries to provide individuals with more knowledge as well as more options for switching to a green lifestyle. Considering the role green marketing may play in the long-term development, businesses are adapting to creative marketing strategies to stay ahead in competition. The current study is a compilation of various aspects related to green marketing.

In terms of green marketing, organisations are undergoing tremendous transformations in terms of product re-structuring and environmental impact. Consumers have exhibited a favourable attitude toward green products while also being worried about their availability and affordability. Eco-labeling, eco-branding and packaging, and green advertising could be considered to convince the customers regarding green products. Consumers are willing to pay premium price if they see additional benefits such as quality, environmental safety, fuel and non-hazardous tags attached with the product. Both marketers and customers are increasingly recognizing the need to switch to green products and services. Even though the transition to green is a costly phenomenon for both consumers and businesses, it will undoubtedly pay off in the long term. There are a variety of literatures that focus on various areas of



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green marketing, as well as the many inter connections between customer attitudes and environmental tactics in relation to an organization's marketing use.

Previous studies have clearly shown that the majority of customers still lack awareness and knowledge about green products. Things are changing, but gradually; individuals are realizing their role and duties in relation to the environment. Businesses are attempting to get an advantage in the green market by repackaging their products in a more environmentally responsible manner. They are reducing excess and waste materials in order to make their operations more efficient and environmentally friendly. Companies are also beginning to educate the general public through increased advertising that emphasizes green products and how they benefit consumers. They are paying attention to the expectations, behaviour, and attitude of consumers, as more and more people are willing to spend a little more for green products. This type of promotion can go a long way toward educating the public and popularizing the concept of green products. At the policy making level, government incentives can help in improving the environment-friendly attributes and spreading social awareness at different forums. Incentives provided to such products would facilitate the growth of the green industry.

Green marketing is a never-ending process that necessitates constant input from suppliers, government legislation and policies, and citizens. This is necessary in order for the company's green marketing strategy to be aligned with its target markets and to gain a long-term competitive advantage. Green product strategies and policies must be developed and implemented in order to advise and assist merchants and customers in making the switch to green products. Businesses should work on generating a green product that is in high demand among the general public and also aligns with the company's fundamental strategy. Furthermore, a systematic literature review on green marketing practices is warranted to have a clear understanding on the subject.

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