

# A Study on the Green Marketing Strategies, Challenges, and the Path to Sustainable Consumerism

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## **Abstract**

The modern world has led consumers to become gradually concerned about the environment. Green marketing is a phenomenon that has become, for the most part, essential in modern markets and has emerged not only as a fundamental concept in India but also as an important strategy for facilitating sustainable development at a global level. Related literature has been reviewed in various articles and journals such as sage publication, Scopus, in addition to collecting data Elsevier and also the Digital Library of Universities, as well as data collected from Newspapers, Magazines, etc. This research paper provides insight into green marketing, the concept of green marketing sustainability and also helps to understand environmental issues and identifies the green values of consumers and producers and their level of awareness of environmental issues, green products and practices. Other than that, the discussion on promoting green business marketing methods also suggested that, if a business or organization follows green marketing activities that will lead to cost-effectiveness.

**Keywords:** Green marketing -Sustainability- green marketing benefits.

## **1. Introduction**

People are focused on protecting the environment from the negative effects of product consumption, manufacturing and increasing waste by-products. And also refers to the practice of developing and advertising products based on their real or perceived environmental sustainability. It is also referred to as environmental marketing or eco-marketing. Where the green marketing activities of a company are not supported by significant investments or operational changes, they may be criticized for false or misleading advertising. This practice is sometimes referred to as green washing. It is also referred to as environmental marketing or eco-marketing, in other words, a means of marketing. With environmental impact so that an organization can promote its image by raising awareness of the need to protect the environment. Consumers are not sufficiently exposed to green product marketing communications and suggest greater use of marketing and brands to promote and sell products that are environmentally friendly and effective. The Indian market for greener products could be more exploited within consumer groups with pro-environmental values.

## 2. Objectives of The Study

1. To understand the concept and significance of green marketing.
2. To examine consumer awareness and attitudes toward eco-friendly products.
3. To analyze the challenges and opportunities in implementing green marketing strategies.
4. To identify measures to enhance consumer trust and engagement in sustainable products.

## 3. RESEARCH METHODOLOGY

Data for this study was collected by means of a survey conducted in Chennai. The Questionnaire was used mainly to test the model proposed for attitude towards green marketing. The types of research were both exploratory as well as descriptive have been employed.

## 4. RESEARCH DESIGN

Convenient sampling method was adopted for collection of data. The sample size taken for the study is 386, from the youth living in Chennai.

## 5. Review of literature

Green products are known as friendly and green for a reason. When consumers purchase a green household cleaner, they anticipate ingredients to be natural, safe, and genuine; the product to be gentle and harmless to children and the environment; and the manufacturing process to be responsible. However, it is exceedingly difficult for advertisers to communicate a product's environmental credentials because this is a relatively complicated product feature. Environmental sustainability complications derive from its subjective assessment and definition and relatively vague future outcomes (Joshi & Kronrod, 2019). Green product concept testing assesses consumer reaction to a green product idea at the beginning of product development (Lee et al., 2014). Green, unlike heavy or small, is a relatively complicated feature related to the product's nonliteral aspects. Consumers anticipate environmental products to contain nonliteral attributes such as equity and environmental harmony, enhanced effective environmental performance, and lower environmental effects (Joshi & Kronrod, 2019). Green products are known as friendly and green for a reason. When consumers purchase a green household cleaner, they anticipate ingredients to be natural, safe, and genuine; the product to be gentle and harmless to children and the environment; and the manufacturing process to be responsible. However, it is exceedingly difficult for advertisers to communicate a product's environmental credentials because this is a relatively complicated product feature. Environmental sustainability complications derive from its subjective assessment and definition and relatively vague future outcomes (Joshi & Kronrod, 2019). Green product concept testing assesses consumer reaction to a green product idea at the beginning of product development (Lee et al., 2014). Green, unlike heavy or small, is a relatively complicated feature related to the product's nonliteral aspects. Consumers anticipate environmental products to contain nonliteral attributes such as equity and environmental harmony, enhanced effective environmental performance, and lower environmental effects (Joshi & Kronrod, 2019).

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nonliteral attributes such as equity and environmental harmony, enhanced effective environmental performance, and lower environmental effects. **Thaiveer Jafer-(2022)**.The academic literature defines a green brand as a particular set of brand features and benefits associated with the common environmental effect of the brand and the consumer perception as being environmentally friendly. Green product features may result from environmentally friendly manufacturing processes, responsible product usage, or product elimination

**6. DATA ANALYSIS**

The purpose of the paper is to identify the factor influence of online marketing on consumer buying behavior. The analyses of the study is used SPSS 20.0 to find the outcome of the research. Pearson correlation is used to find the correlation between independent and dependent variables and simple percentages are used for data result.

**Table 1. Influence Towards the Green Products**

Statements	Mean	SD	Rank
The organization continues accomplishing the segregation through green marketing for its items	4.45	0.73	3
The company analyzes my needs and wants to satisfy them better in green marketing	3.98	0.96	5
The company attempts to increase new buyers through its different marketing activities	4.30	0.79	4
The company plans to expand the selling of the items by various marketing activities.	4.63	0.58	1
The company provides consumer care benefit after sale service through the internet	4.54	0.57	2
The company tries to control the dimension of shoppers' fulfilment about the provided green marketing	3.45	0.57	6

Table 1 shows that the company plans to expand the selling of the items by various marketing activities has the highest mean. This result might be because of the green marketing and less prices of services, which provided by the companies. The outcome additionally that there are positive attitudes towards all of statements related to green marketing this variable because the means of statements and total mean are more than the standard mean.

**Table 2 Influence of Brand**

Statements	Mean	SD	Rank
I expect to get a better brand than the ordinary buying.	4.45	0.67	2
I buy brand by internet after I know everything about	4.44	0.78	3

the brand			
The payment of the brand should be through secured channels	4.57	0.71	1
I expect less prices and discounts through green marketing	4.28	0.90	4

Table 2 shows that the payment of the brand should be through secured channels. This result might be because of the green marketing services, which provided by the companies. The outcome additionally that there are positive attitudes towards all of statements related to this variable because the means of statements and total mean are more than the standard mean.

**Table 3. Influence of Promotion**

Statements	Mean	SD	Rank
I do shopping through internet because of the promotion of green marketing.	3.08	1.13	4
Attractive sales promotions are used to display the products at the green marketing.	3.55	1.07	2
The company displays interrelated and complementary products to induce me to buy the products.	3.12	1.37	3
Attractive backgrounds are used in green marketing to increase the interest of the consumers	4.27	0.83	1

Table 3 shows that attractive backgrounds are used in green marketing to increase the interest of consumers.”, rank the first with mean of (4.27) and standard deviation of (0.83). This result may be explained by companies’ promotion activities and their consumers behavior, when consumers shopping in green marketing. The table also shows a positive attitude towards companies’ promotional activities.

**Table 4 Influence Of Green Marketing**

Statements	Mean	SD	Rank
The company getting feed back through online about the satisfaction of the consumers.	3.37	1.29	4
The company provides consumer care service after selling or buying through green marketing	3.98	0.96	3
The company communicates with me by e-mail regarding use of green marketing.	4.30	0.79	2
The company uses paperless communication about the availability of their product	4.59	0.59	1

Table 4 shows the distribution of respondent’s scores according to their answers on the statements related to green marketing variable. Table 4 reveals that there are positive attitudes towards green marketing variable, because total mean is (4.59).

**Table 5. Influence of security and Privacy**

Statements	Mean	SD	Rank
It is hard to discover full of feeling answers for the mystery and security of personnel information	3.38	1.30	4
The mystery and security of the traded data between the company and consumer is considered as an imperative issue in achievement of green marketing	3.89	0.97	3
Financial information of the company or purchasers might be utilized in green marketing	4.31	0.79	1
The organization endeavors grind endeavors to help the security of monetary and business dealings at the web.	4.23	0.59	2

The table 5 shows that the distribution of respondent’s has positive attitudes towards information on green marketing because the means of statements and total mean are more than the standard mean. This result can be explained by the fact that financial information of the company or purchasers might be utilized in green marketing.

**Table 6 Influence of Convenience**

Statements	Mean	SD	Rank
I am increasingly persuaded in the item through the strategies that pulls my consideration like advertising tapes	4.37	0.80	4
The organization gives all the data about the new item for us as a customer.	4.40	0.77	1
I get the new item by utilizing various techniques for instalment like MasterCard's through web	4.39	0.87	2
The perceived helpfulness for me as shopper urges me to purchase the item again.	4.38	0.85	3

Table 6 reveals that there are positive attitudes towards all of statements related to perceived convenience variable because the means of statements and total mean are more than the standard mean, the table also shows that the highest mean score was for item (4.40), which states: “The organization gives all the data about the new item for us as a customer.”, with a standard deviation of (0.77). This is due to the high quality of the provided service, which makes the consumer repeat purchasing this service again and again.

## 7. CONCLUSION.

Green marketing is a tool now used by many companies to increase their competitive advantage, as people are currently very concerned about environmental issues. At the time applying green marketing, businesses must meet the needs and wishes of users. Green marketing is not only an environmental protection tool but also a marketing strategy. Many firms have understood the benefits of green marketing and have seen how a more sustainable approach can add value to their brand. More than that, it's a way to help future generations enjoy the planet as much as we do today. Make your workplace more environmentally friendly should follow up on your current environmental impact assessment and follow up on some strategies and make use of office products, cleaning products, electricity, food choices, waste reduction, reuse, recycling, casual dress code, stay local, desk, create green monthly green challenges. The further study may study the pro-environmental behavior of consumers and examines the barriers and drivers to the adoption of green products and also focuses on Environmental companies working towards a more sustainable world.

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