




Research Article

Assessing the Impact of Green Marketing Strategies on Environmental Sustainability and Consumer Behavior

Shubhlakshmi Mishra ¹,  Dr. Shivani Shah ^{2*}

¹ Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Gujarat, India

² GLS University, Ahmedabad, Gujarat, India

Corresponding Author: *Dr. Shivani Shah 

DOI: <https://doi.org/10.5281/zenodo.19180588>

Abstract

Green marketing has gained significant attention in recent years due to the growing need for environmental protection and sustainable practices. As consumers become increasingly conscious of the harmful effects of conventional products on the environment, businesses are adopting green marketing strategies to meet these changing preferences. Companies aim to offer environmentally friendly goods and services while maintaining profitability and reducing their ecological footprint. Green marketing involves the development, promotion, and distribution of products that are designed to be safe for the environment.

This study focuses on understanding the concept of green marketing, including its key elements such as the green marketing mix and the 4 R's (Reduce, Reuse, Recycle, and Recover). It also explores the challenges faced by organisations in implementing and promoting green marketing practices. The research is descriptive in nature and relies on secondary data collected from sources such as journals, articles, and websites.

Manuscript Information

- ISSN No: 2583-7397
- Received: 01-02-2026
- Accepted: 20-03-2026
- Published: 23-03-2026
- IJCRM:5(2); 2026: 316-321
- ©2026, All Rights Reserved
- Plagiarism Checked: Yes
- Peer Review Process: Yes

How to Cite this Article

Mishra S, Shah S. Assessing the Impact of Green Marketing Strategies on Environmental Sustainability and Consumer Behavior. Int J Contemp Res Multidiscip. 2026;5(2):316-321.

Access this Article Online



www.multiarticlesjournal.com

KEYWORDS: Green Marketing, Environment, Conservation, Sustainability, Consumerism culture.

1. INTRODUCTION

The word Green which is associated with the word Marketing in the term Green Marketing has a purpose, the purpose to focus on the importance of saving the environment while performing marketing activities. Traditional marketing focuses on satisfying the needs and wants of the consumers while earning profit for the organization but as time has passed people be it common people, government or organizations themselves have understood the importance of saving the environment while performing the traditional marketing activities.

Today, due to the increase in the use of commodities our environment is facing a lot of concerns such as ozone depletion, acid rain, global warming, dilapidation of environment, misapplications of natural resources etc. and saving the environment is a collective effort. Organizations try to fulfil their part by introducing sustainable practices followed by them at every stage of providing goods and services which are at times real or at times perceived. When practiced ethically, green marketing has the potential to contribute significantly to environmental sustainability and bring about positive ecological outcomes. However, there is also a growing concern regarding greenwashing, where companies make exaggerated or misleading claims about the environmental benefits of their products or services. Such practices can mislead consumers, making it important for them to critically evaluate and verify environmental claims before making purchasing decisions.

Green Marketing has also gained prominence due to the increase in the consumerism culture. Consumerism culture is when people not only buy goods and services should give satisfaction to their needs and wants but they associate their value as individuals and define their social status based on what they buy and how much they buy. Hence, if someone is buying clothes much more than they require they are also adding for the need of packaging and if we take this example with the viewpoint of saving the environment the companies should have alternatives as to how to offer environmentally friendly packaging. A lot of companies do offer paper bags and cloth bags and market their products based on these effective practices followed by them.

Companies market their products based on the trait that their goods or services are environmentally safe and that is what Green Marketing means. Providing ecofriendly product, using reusable containers, stationary from recycled paper, less wastage of water, energy efficient appliances etc are all examples of some of the practices followed by companies to save the environment. The other terms used for this concept are environmental marketing/ eco-marketing.

Green Marketing has the importance of increasing the brand image of the company in the eyes of the general public, fulfilling government regulations such as ban of single use plastic etc. and a sense of self achievement by not harming the environment for earning profit. This could also bring competitive advantage for the firm by targeting the consumers who want to live a green lifestyle.

Conceptual Framework

The conceptual framework of this paper is divided into two parts:

4 Ps of Green Marketing:

A green product refers to a product that is developed to meet consumer needs while causing minimal harm to the environment throughout its lifecycle. Such products are designed using sustainable materials, energy-efficient processes, and eco-friendly practices. Examples include energy-efficient appliances, products made from recycled materials, and organic cotton bags.

The use of green products offers several advantages, such as reducing environmental pollution, conserving natural resources, promoting sustainable consumption, and supporting long-term ecological balance.

1. They can be recycled.
2. They are eco-friendly in nature.
3. In case of appliances, they use less energy.
4. They have less carbon footprint.
5. They have been produced with optimum utilisation of resources.

Green Price- Conventional pricing is generally determined by production costs and desired profit margins. In contrast, green pricing incorporates environmental considerations into the pricing strategy by accounting for the costs associated with sustainable practices and eco-friendly initiatives. It allows marketers to set prices that reflect their investments in environmentally responsible production, packaging, and distribution processes.

Pricing plays a crucial role in influencing product demand, and consumers may be willing to pay a premium for green products if they perceive genuine environmental benefits from their consumption. In some cases, green pricing also includes additional costs incurred in implementing sustainable marketing practices. At the same time, organizations must ensure that such products remain affordable to a broad range of consumers while maintaining profitability.

Green pricing encourages environmentally responsible consumption by guiding consumers toward sustainable choices. For instance, consumers may be charged a higher price for electricity generated from renewable energy sources such as solar or wind, reflecting its environmental advantages.

Green Place-Place means the distribution channels used and locations where a product is sold and green place means doing these activities with a focus on minimizing negative environmental impact. Green place includes using eco-friendly packaging such as biodegradable packaging, bamboo packaging, paper packaging, wooden packaging etc, minimizing transportation distances such as prioritizing local suppliers to reduce transportation emissions and ensuring the retail spaces where the product is sold follows practices that are sustainable such as using renewable energy. This concept focuses on minimizing the carbon footprint, which refers to the total volume of greenhouse gas emissions released into the atmosphere as a result of human activities.

Green Promotion- Promotion basically means trying to attract potential customers, make them aware about the product and its features and communicate to them in a way that they get interested in the product and become actual consumers. Green Promotion also includes these activities but with a view to attract consumers by highlighting a product or service's environmentally friendly aspects. They aim for people who prioritize sustainability as a factor while making their purchase decision. Companies perform all promotional activities such as advertising, sales promotion, publicity etc while keeping these objectives in mind. The use of internet-based advertising by companies to promote their products and services can be considered a component of green marketing, as it reduces reliance on traditional print media and helps lower environmental impact.

4 R's of Green Marketing:

Reduce The concept of "reduce" focuses on minimizing the harmful environmental impact of products and processes. This can be achieved through various approaches, such as lowering resource consumption, reducing waste generation, and adopting efficient production methods that limit environmental damage.

1. By prioritizing waste reduction.
2. Reducing single use plastic container in FMCG sector.
3. Use reusable bags such as cloth bags instead of paper bags.
4. Reducing the use of micro plastics in cosmetics.
5. Reducing wastage of resources such as water, power etc.

Reuse- Reusing means using the same resources again and again so that minimum resources are required to do many activities. This can be done by doing activities like:

1. Encouraging customers to reuse products by offering incentives like discounts for returning packaging.
2. By educating customers on the importance of reusing products.
3. Creating durable products for multiple uses

Recycle- Recycling means to recycle old products into new ones. This could be done by-

1. Turning plastic containers by using creativity for using them for other purposes such as planters.
2. Using old clothes to make cloth bags.
3. Using glass bottles in FMCG sector as storing containers for other purposes.

Rethink- Rethinking means to think again before throwing away any products if there is a possibility to use that again or not.

Companies adopting Green Marketing

Some examples of the companies that have adopted green marketing are:

Several organizations have adopted green marketing practices to promote environmental sustainability. For instance, Accenture emphasizes the development of eco-friendly infrastructure by implementing green building practices across its global offices. Panasonic focuses on manufacturing

energy-efficient home appliances such as refrigerators, air conditioners, and washing machines. Similarly, McDonald's has taken steps to reduce plastic usage by replacing it with paper-based packaging materials.

In addition, Infosys promotes sustainable practices through resource conservation, water harvesting initiatives, and efforts to enhance biodiversity within its campuses. Hewlett-Packard (HP) contributes by producing energy-efficient products and solutions. Philips is known for developing energy-saving lighting solutions and household appliances. Likewise, Samsung has introduced environmentally friendly innovations such as recycled mobile devices and long-lasting batteries aimed at reducing energy consumption.

Challenges faced by companies in implementing Green Marketing

There are some of the challenges which are faced by companies in adopting green marketing such as:

1. It is a time-consuming process as companies must educate the potential customers about the importance of green products.
2. Customers might not be interested in buying green products because of the extra cost they have to pay.
3. Green products are made after doing a lot of research and development which requires money, time and efforts to be invested by the companies.
4. The benefits of green marketing could be achieved in long run and less benefits would be visible in short run which might discourage companies from adopting these practices.
5. At times, companies may prioritize greenwashing over genuinely implementing green marketing practices, as they perceive short-term advantages in portraying an environmentally responsible image without making substantial sustainability efforts.

2. REVIEW OF LITERATURE

1. The study titled "*Green Marketing and Consumer Behaviour: An Analytical Literature Review and Marketing Implications*" by Ashford C. Chea provides a comprehensive examination of the relationship between green marketing and consumer behaviour. The paper focuses on understanding the theoretical foundations of green marketing, reviewing existing empirical studies, identifying current trends, and deriving key marketing implications for businesses.

Chea delves into how environmental concerns influence consumer purchasing decisions and how businesses incorporate these concerns into their marketing strategies. The paper emphasizes the importance of understanding consumer attitudes towards sustainability and provides practical recommendations for firms to better align their marketing strategies with evolving environmental preferences.

Review: This paper provides a thorough analysis of green marketing, highlighting the growing significance of eco-friendly practices in consumer decision-making. It successfully synthesizes various theoretical frameworks and empirical

studies, offering a rich resource for academics and marketers. The recommendations for managerial decision-making are practical, though a more in-depth exploration of consumer behaviour across different demographics could enhance the paper's applicability. Overall, it is a valuable contribution to the field, particularly for businesses looking to integrate sustainability into their marketing strategies.

2. The paper titled "A Review of Green Marketing-Strategy Literature: Mini-Review Approach" by Ryan Firdiansyah, Monizaihasra Mohamed, Mohd Yusoff Yusliza, Jumadil Saputra, Zikri Muhammad, and Abdul Talib Bon Singapore, 2021.

This paper offers a mini-review of the literature reviews surrounding green marketing strategies. The authors reviewed 34 peer-reviewed journal articles and systematically presented their findings in tabular form to offer a clear overview of green marketing practices, associated challenges, and their broader implications. The study identifies significant issues such as confusion in consumer perceptions, gaps in market and consumer expectations, and lack of sufficient consumer knowledge about environmental issues. It concludes that green marketing significantly impacts brand image and consumer purchasing behaviour, though businesses face challenges in implementing effective strategies that align with consumer expectations.

Review: This paper provides a valuable contribution to the green marketing literature by compiling and analysing existing research, which helps in understanding the complexities businesses face when implementing eco-friendly strategies. The authors have synthesized the findings effectively and highlighted practical challenges, such as aligning marketing strategies with consumer knowledge and perceptions. This review is a helpful resource for both academics and practitioners looking to navigate the growing importance of green marketing in today's environmentally-conscious market. However, the study could benefit from deeper insights into how specific industries handle green marketing challenges.

3. "Green Marketing in the Digital Age: A Systematic Literature Review" by Sewar Alkhatib, Petra Kecskés, and Veronika Keller was published in August 2023 in the journal *Sustainability journal* (Volume 15, Issue 16, Article 12369). The paper provides a systematic review of existing literature on green marketing in the digital era.

Review: This systematic literature review analyses and synthesises research articles published between 2012 and 2022 that explore the joint- green marketing and digital marketing.

The study identifies five primary themes within the research area:

1. **Strategies:** Explores various approaches for integrating green marketing within digital platforms.

2. **Challenges:** Discusses obstacles faced when promoting green products through digital channels.

3. **Promotion:** Examines methods for effectively advertising green products online.

4. **Consumers:** Analyse consumer behaviour and perceptions towards digitally marketed green products.

5. Examines the role of digital media in effectively communicating and promoting green marketing messages to consumers.

The findings provide meaningful insights for both practitioners and researchers, supporting informed decision-making and encouraging the adoption of sustainable practices in digital marketing. The study also observes a notable rise in research activity during 2020 and 2021, which may be linked to the rapid digital transformation accelerated by the COVID-19 pandemic. Overall, the review serves as a valuable resource for understanding emerging trends and gaining current knowledge on the integration of digital marketing and green marketing practices.

The article titled "Systematic Literature Review: Green Marketing" by Umayya Hanif Berlian, Embun Rahmah Nurpratiwi, Naufal Mu'ammam, I Made Bayu Dirgantara, and Harry Soesanto presents a comprehensive review of existing studies in the field of green marketing. Although the complete article is not fully accessible, it broadly aims to synthesize prior research, identify key themes, and provide an overview of developments in green marketing through a systematic review approach.

Key Points Likely Covered in the Review:

Key Aspects of Green Marketing Literature

a. Definition of Green Marketing:

Green marketing refers to the promotion of products and services that are environmentally responsible and cause minimal harm to the ecosystem. It includes practices such as sustainable production, eco-friendly packaging, and the development of energy-efficient products aimed at reducing environmental impact.

b. Historical Evolution:

The concept of green marketing has evolved over time as environmental awareness has increased. Businesses have gradually shifted towards sustainable practices in response to growing consumer demand for eco-friendly products and stricter environmental regulations.

c. Theoretical Frameworks:

Various theoretical perspectives underpin green marketing, including the **Triple Bottom Line (TBL)** approach, which emphasizes a balance between economic, social, and environmental performance. Consumer behaviour theories are also relevant in understanding how environmental concerns influence purchasing decisions.

d. Green Marketing Strategies:

Organizations adopt several strategies to implement green marketing, such as developing eco-friendly products, promoting environmental benefits through advertising, and using eco-labels or certifications to build consumer trust and credibility.

e. Challenges and Barriers:

Despite its advantages, green marketing faces several challenges, including greenwashing practices, higher costs associated with sustainable initiatives, and the lack of standardized regulations, which may create confusion among consumers.

f. Consumer Perception and Behaviour:

Consumer attitudes play a crucial role in the success of green marketing. Many consumers show a willingness to support environmentally friendly products, although their purchase decisions may depend on factors such as price, trust, and perceived value.

g. Impact of Green Marketing:

Green marketing contributes to environmental protection while also enhancing brand image and business performance. Successful implementation can lead to increased customer loyalty and competitive advantage.

h. Future Trends:

Future developments in green marketing are likely to be driven by environmentally conscious younger generations, increased focus on sustainable supply chains, and the adoption of green technologies in product innovation.

RESEARCH OBJECTIVE

The objective of the study is to understand the meaning, concept and importance of Green Marketing and its impact on the environment. Besides, this paper also focuses on the challenges faced by companies in implementing green marketing.

4. RESEARCH METHODOLOGY

The present study is based on secondary data such as literature from textbooks, magazines, websites and from various published journals such as Research Gate, Google Scholar etc.

Research Limitations

The study is based on secondary data hence it has several limitations:

1. Perspectives of consumers and companies which could have been obtained through primary data is missing.
2. The data collected through secondary method might be outdated.
3. The data may be biased due to issues during data collection.

5. CONCLUSIONS AND SUGGESTIONS

Green Marketing is a way for protecting and making harmless environment. The implementation of green marketing has been

increasing across the globe. Nowadays, people understand the value of saving the environment. Green marketing is now being used as marketing strategy. This also adds value to the brand. Many companies are using this concept for the benefits it has such as competitive advantage among consumers who want to consume environmentally friendly products. Green marketing focuses on the sustainability approach which means people can use resources in present while conserving it for future generations as well. The adoption of green marketing practices can contribute significantly to addressing environmental challenges such as environmental degradation, overexploitation of natural resources, global warming, and climate change. By encouraging sustainable production and consumption patterns, green marketing supports long-term ecological balance.

The study emphasizes that, given its vast potential, green marketing should be promoted more extensively. It also highlights the importance of educating consumers about the advantages of environmentally friendly products, enabling them to make more informed and responsible purchasing decisions. However, For this purpose, companies must make special efforts to raise awareness by designing campaign for promoting green products. It is also the responsibility of the government to promote green marketing for the betterment of the environment as saving the environment is a collective effort. Government should also focus on the credibility of campaigns done in the name of green marketing for consumer welfare. Hence, it is beneficial for the society's welfare to implement green marketing.

REFERENCES

1. Chea A. Green marketing and consumer behaviour: an analytical literature review and marketing implications. *Bus Econ Res.* 2024;14:78. doi:10.5296/ber.v14i2.21821.
2. Alkhatib S, Kecskés P, Keller V. Green marketing in the digital age: a systematic literature review. *Sustainability.* 2023;15(16):12369. doi:10.3390/su151612369.
3. Dangelico RM, Vocalelli D. Green marketing: an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Bus Strategy Environ.* 2017;26(4):457-476.
4. Firdiansyah R, Mohamed M, Yusliza MY, Saputra J, Muhammad Z, Bon AT. A review of green marketing strategy literature: mini-review approach. In: *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management (IEOM 2021)*; 2021 Mar 7-11; Singapore. IEOM Society International.
5. Premi H, Sharma M, Dangayach GS. Green marketing: a systematic literature review. *Indian J Mark.* 2021;51(8):39-57.
6. Papadas KK, Avlonitis GJ, Carrigan M. Green marketing: evolution and perspectives. *Eur J Mark.* 2017;51(11-12):1791-1825.
7. Lazar I. The role of green marketing in product innovation and sustainability. *Sustainability.* 2017;9(10):1773.
8. Peattie K. Towards sustainability: the third phase of green marketing. *Mark Rev.* 2001;2(1):129-146.

9. Katrandjiev D. Sustainability and green marketing: a review of strategies and tools. *J Bus Res.* 2016;69(7):2909-2913.
10. Yazdanifard R, Mercy I. Green marketing and its impact on consumer purchasing decisions. *Int J Bus Soc Sci.* 2011;2(20):13-22.
11. D'Souza C, Taghian M, Lamb P. Green marketing and consumers' perceptions: the case of eco-friendly products. *Int J Bus Manag.* 2015;10(9):116-127.
12. Ahmadzadeh N, Eidi S, Kagopour H. Green marketing strategies and their impact on consumer behavior. *J Mark Consum Res.* 2017;38:50-58.
13. Oyewole P. Social costs of environmental justice associated with the practice of green marketing. *J Bus Ethics.* 2001;29(2):239-251. doi:10.1023/A:1026592805470.
14. Papista E, Krystallis A. Investigating the types of value and cost of great brands: proposition of a conceptual framework. *J Bus Ethics.* 2013;115(3):75-92. doi:10.1007/s10551-012-1367-6.
15. Parkman ID, Krause AJ. The diamond model of authentic green marketing: evidence from the sustainable architecture industry. *Bus Soc Rev.* 2018;123(1):83-118. doi:10.1111/basr.12136.
16. Cui L, Guo S, Zhang H. Coordinating a green agri-food supply chain with revenue-sharing contracts considering retailers' green marketing. *Sustainability.* 2020;12:1289. doi:10.3390/su12041289.
17. Safaei M. Investigating and extracting green marketing strategies for eco-friendly packaging in the food and pharmaceutical supply chain. *Int J Adv Sci Technol.* 2020;29(7s):2304-2327.
18. Al-Majali MM, Tarabieh SMZA. Effect of internal green marketing mix elements on customers' satisfaction in Jordan: Mu'tah University students. *Jordan J Bus Adm.* 2020;16(2).
19. Agustini MH, Athanasius SS, Retnawati BB. Identification of green marketing strategies: perspective of a developing economy. *Innov Mark.* 2019;15(4):42-56. doi:10.21511/im.15(4).2019.04.

Creative Commons (CC) License

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution–Non-Commercial–No Derivatives 4.0 International (CC BY-NC-ND 4.0) license. This license permits sharing and redistribution of the article in any medium or format for non-commercial purposes only, provided that appropriate credit is given to the original author(s) and source. No modifications, adaptations, or derivative works are permitted under this license.

About the corresponding author



Dr. Shivani Shah is an academic affiliated with GLS University, Ahmedabad, Gujarat, India. She specialises in management and interdisciplinary research, with a focus on human resource practices, workplace well-being, and sustainable performance. Her work integrates contemporary organisational strategies with innovative approaches to enhance employee productivity and organisational effectiveness.