

Green Marketing: Strategies to Influence Eco-Conscious Consumer Behavior – Trends, Challenges, and Innovations in Promoting Sustainable Products and Services

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KEYWORDS <i>Green marketing, sustainable consumer behavior, eco-consciousness, ethical branding, green innovation, environmental sustainability, greenwashing, digital marketing</i>	ABSTRACT Green marketing has become a crucial tactic for companies looking to meet changing customer demands and sustainability objectives in the age of growing environmental concerns and climate change awareness. This essay examines the ever-changing field of green marketing, focusing on tactics that successfully sway environmentally concerned consumer behavior. The study identifies important trends like the growth of ethical branding, supply chain transparency, and digital storytelling as instruments to promote trust and engagement among environmentally conscious consumers, drawing on interdisciplinary insights in marketing, behavioral economics, and environmental policy. The study also explores the difficulties that companies encounter when putting green marketing into practice, such as the dangers of greenwashing, the high expenses of sustainable change, and erratic customer attitudes. Additionally, it displays cutting-edge strategies for communicating the environmental effects of goods and services, like carbon labelling, AI-driven sustainability analytics, and immersive technologies (like AR/VR). Successful green marketing initiatives are demonstrated practically through case studies from well-known international businesses and up-and-coming green startups. This research offers strategic insights for marketers, politicians, and entrepreneurs looking to improve sustainability-driven customer engagement and establish long-term brand equity in the green economy by analyzing the relationship between marketing innovation and environmental responsibility
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1. INTRODUCTION

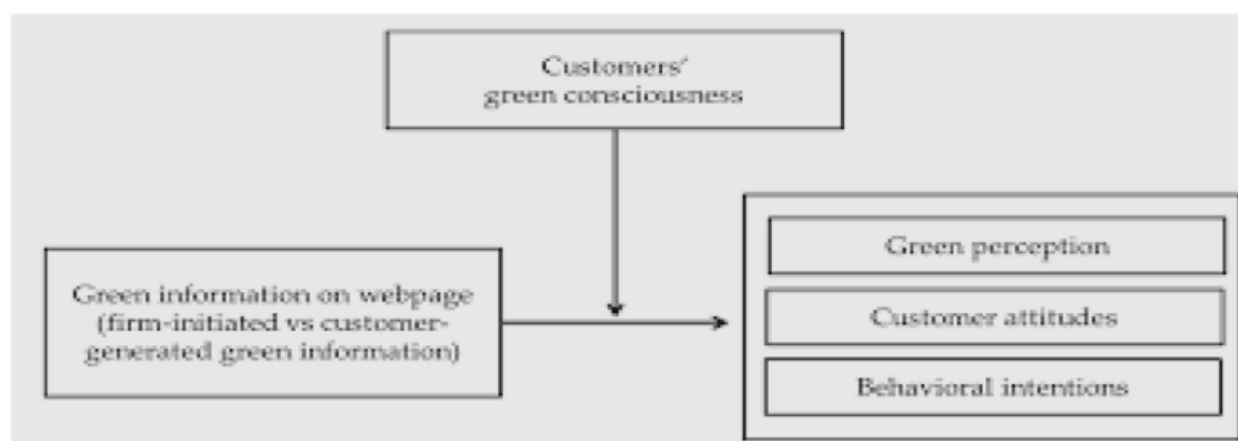
Green marketing strategies are the sweets of businesses to promote their products or services as environmentally friendly and socially responsible. These strategies aim to impact consumer gestures by appealing to their environmental mindfulness, ethical values, and particular preferences. Some examples of green marketing strategies are eco-labeling, green packaging, carbon sequestration, and commercial social responsibility. This paragraph gives a brief preface on the influence of green



marketing strategies on consumer behavior. It defines the conception of green marketing and provides some examples of how it is enforced. It also implies that green marketing can affect consumer choices and attitudes towards a brand or a product. Consumer gesture in developed husbandry toward eco-friendly products has seen a notable shift in recent times, with an added emphasis on sustainability and environmental knowledge influencing purchase opinions. Studies have shown a growing amenability among consumers to pay a premium for products that are perceived to be environmentally friendly. For illustration, in the United States, exploration by Nielsen indicates that deals of consumer goods with sustainability claims on packaging have been steadily increasing, with a 20% growth rate from 2014 to 2019(Nielsen, 2019). In addition, in the United Kingdom, a study published in the Journal of Business Research found that consumers are willing to pay a price for decoration for eco-friendly products, particularly if they perceive the products to offer palpable environmental benefits (Carrington et al., 2010). Businesses are increasingly realizing the significance of sustainability due to growing consumer demands, non-supervisory conditions, and the necessity to address negative impacts. About the terrain, companies can contribute to greenhouse gas emissions, resource reduction, pollution, and the detriment of ecosystems. In the social sphere, poor labor practices, unsafe working conditions, and shy community engagement can negatively affect workers and the community. In terms of economics, unsustainable business models and illegal trade practices can erode original husbandry and beget fiscal insecurity. Through sustainable practices, businesses can meet non-supervisory conditions and consumer prospects while also enhancing their long-term success and adaptability. In recent times, businesses have increasingly recognized the significance of incorporating sustainability into their operations and marketing strategies. One of the crucial ways businesses can demonstrate their commitment to sustainability is through green marketing strategies (Arifah, 2020). Besides being introduced in the 1970s, green marketing issues have been impervious in the last decades, although gaining ground in the last decade. According to Vilkaite-Vaitone and Skackauskiene(2019), the increase in global population demand for goods and services has increased production, which has negatively affected the ecosystem. In an effort to cover the ecosystem, numerous governments have propagated laws and duty impulses to cover the terrain, and businesses have espoused an environmentally friendly product system. In developing husbandry, consumer gestures toward eco-friendly products are driven by a combination of factors, including profitable constraints, artistic morals, and access to information. Despite facing challenges similar as lower disposable inflows and limited availability of green products, there is substantiation of a growing interest in sustainability among consumers. For instance, in Brazil, a study published in the Journal of Cleaner Production highlights a significant increase in consumer mindfulness and amenability to pay a premium for environmentally friendly products, particularly among civic populations (Cunha et al., 2018). This shift in consumer gesture is attributed to increased education and mindfulness juggernauts promoting sustainability enterprise. In addition, in China, the world's largest emerging market, consumer stations for eco-friendly products are evolving rapidly. Research published in the Journal of Environmental Management suggests that Chinese consumers are increasingly concerned about environmental issues and are willing to pay further for products that are perceived to be environmentally friendly(Xu et al., 2017). This trend is further supported by government enterprise aimed at promoting sustainable consumption and product practices. Despite facing challenges similar as price perceptivity and lack of trust in green claims, there's a growing member of environmentally conscious consumers in developing husbandry, signaling a shift towards further sustainable consumption patterns. In other developing husbandry similar as Indonesia, consumer gestures toward eco-friendly products is also showing signs of change. Despite facing profitable challenges, exploration published in the Journal of Cleaner Production suggests that Indonesian consumers are decreasingly feting the significance of sustainability and are willing to pay a decoration for environmentally friendly products(Bachtiar et al., 2019). This shift is driven by factors similar as growing environmental mindfulness, enterprises about health and safety, and changing consumer preferences. Likewise, government programs and enterprise aimed at promoting sustainable consumption practices are also contributing to this trend. In India, a country with a fleetly expanding consumer request, there's a rising interest in eco-friendly products among civic consumers. Studies have shown that Indian consumers are getting more conscious of the environmental impact of their purchasing decisions and are laboriously seeking out green alternatives (Gupta & Pirsch, 2006). This shift is fueled by factors such as increased media coverage of environmental issues, lesser access to information through digital platforms, and changing societal values. As a result, companies operating in developing husbandry are increasingly recognizing the significance of incorporating sustainability into their business models to meet the growing demand for eco-friendly products. By 2025, sustainability will be a fundamental business requirement rather than a side issue. Consumer expectations have been drastically altered by the global movement towards climate stewardship and growing environmental consciousness. Nowadays, eco-consciousness is a hallmark of contemporary consumption, impacting consumers' purchasing decisions, brand loyalty, and willingness to pay more for certain goods. In order to connect with this changing market, companies are increasingly using green marketing, which is the strategic process of advertising goods or services based on their environmental benefits. Green marketing has progressed beyond simple carbon-offset claims and recycled packaging. Customers of today expect openness, honesty, and quantifiable results. They are more knowledgeable, wary of greenwashing, and motivated by principles rather than just money. Customers may now instantaneously check claims thanks to the emergence of digital transparency technologies like eco-certifications integrated into smart labelling and blockchain-enabled supply chain tracking. While those who succeed are rewarded with strong customer loyalty and a larger market share, brands that do not support their green claims run the danger of criticism and harm to their reputation. A major factor in this change has been the ascent of young millennials and Generation Z to mainstream economic dominance. In addition to being extremely conscious of global challenges, these digital natives are also outspoken and well organized in their calls for social and environmental responsibility. Through



activism, online reviews, and social media, they have an impact on both individual and group buying habits. Businesses now co-create stories with customers and have two-way discussions on sustainability, ethics, and community impact instead of marketing to them. Green marketing trends for 2025 are closely related to behavioral science and technical innovation. Large-scale personalization of green marketing efforts is now possible with artificial intelligence (AI), which may modify messaging according to individual eco-priorities like water conservation, veganism, or zero-waste living. Customers may see a product's environmental lifetime using augmented reality (AR) applications, and gamification strategies like carbon-saving leaderboards and eco-reward schemes are being used to engage users and change their behavior. These developments are actively promoting lifestyle modification in addition to raising awareness. However, there are also many obstacles in the way of green marketing. Consumer fatigue and increased scrutiny are the results of the surge in environmental claims. It has become harder to distinguish sincere sustainability initiatives from showy ones. Many nations' regulatory agencies have tightened the definition and application of phrases like "green," "sustainable," and "eco-friendly," requiring businesses to report environmental data and follow standardized procedures. Trust is currency in this setting. To truly integrate sustainability into their value chain—sourcing, production, transportation, and even post-consumption recycling and reuse strategies—businesses need to go beyond aesthetics. In the midst of these circumstances, green marketing is becoming more than just a promotional tool; it is also becoming a driving force behind corporate change. Companies that adopt it are coming up with new ideas, such as subscription-based sustainability services, refill stations, and circular product models. Retail spaces are being remodelled to emphasize eco-information, promote environmentally conscious purchasing, and instantly lessen their influence on the environment. In 2025, green marketing will be a potent combination of strategy, innovation, and ethics. In order to successfully appeal to environmentally sensitive consumers, businesses need to do more than just promote sustainability; they also need to live it. The brands that win will be those who genuinely match their behaviours with their green statements, using innovative technologies and compelling storytelling to motivate change as consumer awareness and environmental urgency grow. This paper examines the tactics, patterns, and difficulties that characterize this important field and emphasizes the developments that will influence sustainable consumption in the future.



2) RESEARCH OBJECTIVES

- 2.1 To investigate how eco-conscious consumers' purchase decisions are influenced by green marketing tactics.
- 2.2 To determine new developments in the marketing of environmentally friendly goods and services in many sectors.
- 2.3 To examine the main obstacles that companies encounter while putting into practice efficient green marketing strategies.
- 2.4 To investigate cutting-edge methods and instruments for raising consumer awareness of and confidence in environmentally responsible products.
- 2.5 To offer tactical suggestions for coordinating marketing initiatives with consumer demands and environmental sustainability.

2. 3) METHODOLOGY

A mixed-methods research approach will be used to examine the topic "Green Marketing: Strategies to Influence Eco-Conscious Consumer Behavior – Trends, Challenges, and Innovations in Promoting Sustainable Products and Services." This will combine quantitative and qualitative techniques to provide a thorough analysis. Data on eco-conscious consumers' views, motives, and behaviors about green products will be gathered by a structured questionnaire survey at the start of the study. Likert scales and multiple-choice questions will be used to measure variables such as brand trust, environmental concern, and willingness to pay more for sustainable items. In order to determine the main factors influencing consumer behavior, the survey responses, which are intended for a sample of at least 300 participants, will be examined statistically using techniques such as factor analysis and regression analysis. In-depth interviews and focus groups with customers and marketing experts will come next in order to learn more about individual motivations, business obstacles, and opinions



regarding green marketing tactics. To find patterns and storylines not apparent in the quantitative data, thematic analysis will be used to examine the qualitative data. In order to support these conclusions, a multiple case study approach will be employed to analyze effective green marketing initiatives from sustainability-focused businesses, including IKEA, The Body Shop, and Patagonia. These case studies will assist in identifying creative approaches and successful tactics used in actual situations. Furthermore, a content study of digital campaigns, product packaging, and ads will be carried out to assess how sustainability messages are conveyed and determine whether they are consistent with true environmental claims or are an example of greenwashing. Lastly, to bolster and contextualise the main findings, secondary data from market research databases, scholarly publications, and sustainability reports will be examined. A thorough and multifaceted awareness of the tactics, developments, issues, and innovations driving green marketing and eco-aware consumer behavior will be guaranteed by this comprehensive technique.

3. 4) LITERATURE REVIEW

For companies looking to adapt to consumers' shifting tastes for sustainability and growing environmental concerns, green marketing has become an essential tactic. Customers are growing increasingly environmentally concerned and expecting products that are not just efficient but also ecologically responsible because of growing awareness of climate change, pollution, and the depletion of natural resources. As a result, businesses are using green marketing techniques to stand out from the competition, gain credibility, and attract this new market of eco-conscious consumers. The interdisciplinary nature of the topic is reflected in the literature on green marketing, which crosses several academic fields, including marketing, consumer behavior, environmental science, and corporate social responsibility. Green branding, eco-labeling, sustainable packaging, and the use of digital platforms to spread awareness of environmental activities are just a few of the aspects of green marketing that have been studied in the past. Researchers have looked at the ways in which green marketing affects customer attitudes, intentions, and behaviors. They have also looked at how important trust, credibility, and transparency are to the success of green campaigns. Nevertheless, there are still gaps in our knowledge of how efficient green marketing techniques are in various demographic groups and cultural situations, even with the expanding corpus of literature. Furthermore, consumers' scepticism, the difficulties of greenwashing, and the lack of consistency in sustainability claims remain major issues for scholars and practitioners alike. Green branding, eco-labeling, sustainable packaging, and the use of digital platforms to spread awareness of environmental activities are just a few of the aspects of green marketing that have been studied in the past. Researchers have looked at the ways in which green marketing affects customer attitudes, intentions, and behaviors. They have also looked at how important trust, credibility, and transparency are to the success of green campaigns. Nevertheless, there are still gaps in our knowledge of how efficient green marketing techniques are in various demographic groups and cultural situations, even with the expanding corpus of literature. Furthermore, consumers' scepticism, the difficulties of greenwashing, and the lack of consistency in sustainability claims remain major issues for scholars and practitioners alike

4.1 Definitions of Sustainable and Green Marketing In the 2000s, the idea of sustainable marketing gained popularity, and many writers began using it interchangeably with green marketing. "A process of planning, implementing, and controlling the development, price-formation, and distribution of a product in a way that guarantees adherence and continuity" is how Katrandjiev (2016) defines sustainable marketing. It seeks to meet customer needs and ensure the success of the organization's objectives and guarantees that the entire procedure is in balance with the ecology. The idea of sustainable marketing emphasizes needs rather than necessities and compares the demands of the present generation with those of future generations (Peattie, 2001). In order to establish harmony between nature and humanity, sustainability tackles issues such as poverty, inequality, climate change, environmental degradation, and peace and justice. Green marketing, according to Kisieliuskas and Jančaitis (2022), comprises informing a target audience about initiatives to be ecologically friendly. Building an ecologically conscious image is its goal, and going green necessitates that firms alter their messaging and production methods in addition to promoting products with environmental features. Conversely, sustainable marketing requires the concept of "green" to a more profound degree. Raising awareness for a better, more sustainable future is part of it. In order to bring about harmony between humans and the natural world, sustainability tackles issues such as poverty, inequality, climate change, environmental degradation, and peace and justice. Although the terms "green marketing" and "sustainable marketing" are sometimes used synonymously, they have different meanings that are based on ethical and environmental concerns. The promotion of ecologically friendly goods, services, and methods is known as "green marketing." It emphasises attributes like eco-certified materials, energy efficiency, reduced carbon impact, and biodegradable packaging. Targeting environmentally sensitive consumers with messaging focused on minimising environmental harm, green marketing is tactical in nature. However, sustainable marketing is more comprehensive and wide-ranging. It includes social justice, economic sustainability, and environmental considerations. The triple bottom line—profit, earth, and people—is in line with a company's long-term business plan when it uses sustainable marketing. By making sure that marketing initiatives don't jeopardise the capacity of future generations to meet



their demands, it entails generating value for all parties involved. According to current trends, consumers, particularly Gen Z and millennials, are calling for more corporate accountability, ethical sourcing, and transparency. As a result, authenticity, impact transparency, and the concepts of the circular economy are highlighted in contemporary definitions of both green and sustainable marketing. In order to support claims and prevent greenwashing, technologies such as blockchain for supply chain traceability, AI-driven personalization, and life-cycle assessments have become essential. In summary, sustainable marketing is a long-term commitment to ethical business practices, responsible growth, and environmental stewardship across the marketing lifecycle, whereas green marketing is a part of sustainability.

4.2. The Development of Green Marketing in Context When the environmental movement gained traction among lawmakers and industry professionals in the 1970s, green marketing became a topic of discussion (Vilkaite-Vaitone & Skackauskiene, 2019). The lack of understanding by organisational management regarding how green marketing affects organisational performance has been much overdue. Organisations began to realise in the 1990s that neglecting green marketing would be harmful because of the rise in environmental concerns among their clientele (Yazdanifard & Yan, 2014). The field of marketing started to take the sustainability and physical effects of marketing seriously. As a result, business operations began to prioritise green practices rather than environmentalism. The ecological, environmental, and sustainable phases are the three stages that Kisieliauskas and Jančaitis (2022) identify in the evolution of green or sustainable marketing. Clean technology was the focus of the environmental phase, whilst the most harmful industries were the focus of the ecological phase. The sustainable phase brought more attention to the product's specific needs in order to solve sustainability concerns. Phases one and two The green emphasis, as shown in Table 1 by Baker (2012), concentrated on the fundamental issues with our legal, technical, social, and economic systems from an international standpoint. Since business contributed to environmental wrongdoing, green emphasis evolved into a broad-based movement that acknowledged the real effects of environmental deterioration and recognised that it was part of the solution. The green movement placed more emphasis on sustainable growth and the dynamic interactions between business, society, and the environment than the environmentalism movement of the 1970s, which was concerned with zero growth rates.

Table 1. The difference between environmentalism and green emphasis

Factor	1970s environmentalism	1990s green Emphasis
Emphasis	On 'environmental' problem	On the underlying problems with our social, economic, technical or legal systems
Geographic focus	On local problems (e.g. pollution)	On global issues (e.g. global warming)
Identity	Closely linked to other anti-establishment causes	A separate movement embraced by many elements of 'the establishment'
Source of support	An intellectual elite, and those at the fringes of society	A broad base
Basis of campaigns on	Used forecasts of exponential growth to predict future environmental problems (e.g. limits to growth)	Uses evidence of current environmental degradation (e.g. the hole in the ozone layer)
Attitude to business	Business is the problem. Generally adversarial	Businesses seen as part of the solution. More partnerships formed
Attitude to growth	Desire for zero growth	Desire for sustainable growth
View of environment/ business interaction	Focused on negative effects of business activity on the environment	Focuses on the dynamic interrelationship between business, society and the environment

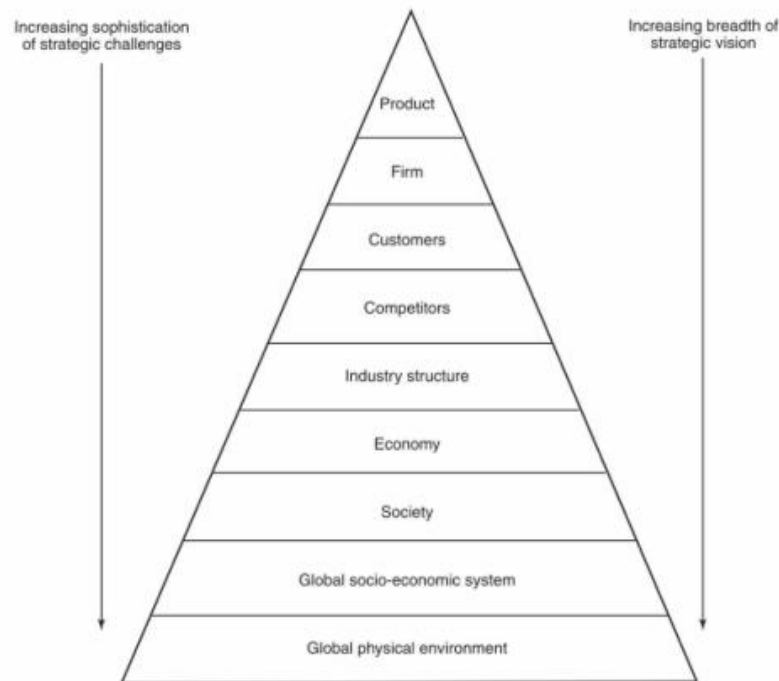
Source: (Baker, 2012)

Green marketing kept developing in the early 2000s as businesses realized they needed more all-encompassing sustainability plans as consumer awareness of sustainability issues grew (Sharma, 2021). Businesses began incorporating sustainability into their basic beliefs during this time, and they introduced methods including supply chain transparency, energy saving, and waste minimization (Kisieliauskas & Jančaitis, 2022). Another move in the right path toward green marketing was the expansion of information availability brought about by social media and digital marketing. According to Nguyen-Viet (2023), green marketing has grown to be a crucial component of marketing strategies, and as a result, many businesses have adopted sustainable practices to both meet customer expectations and support sustainable development objectives. The current green marketing trends are encompassing transparency, accountability, product innovation, corporate social responsibility and stakeholder engagement. Transparency, accountability, product innovation, corporate social responsibility, and stakeholder engagement are all part of the current green marketing trends. Every element of the manufacturing systems contributes as a part of a single, cohesive system, making the green marketing concept inclusive. The model by Baker (2012) confirms that a globalized economic system is a major component of the marketing environment's global physical environment basis. In



the green market economy, the shifting ideals of society, which have embraced sustainability and are backed by pressure groups advancing the sustainability agenda, play a crucial role. While the media is alert to any wrongdoing by organizations, the legal and political sectors are acting as watchdogs for sustainable marketing (Kronenberg et al. 2020). The economy and industry have adapted to the changing consumer expectations in this new sustainable marketing system, and green marketing strategies give businesses a competitive edge over rivals. Businesses across the economy are adjusting to meet the demands of consumers, the market, society, and the economy through green marketing. The final product for consumption in this sustainable marketing economic system should take into account all facets of green marketing guidelines, such as design, raw materials, promotion, health issues, packaging, and disposal, claim Shi et al. (2022).

Figure 1. Green marketing ecosystem
Source: (Baker, 2012)



Although the system as a whole emphasizes the interconnectedness of the many components mentioned above, the customer plays a crucial role in the procurement process and is also the product's ultimate user. Given that many businesses have made an effort to become more environmentally friendly, it is crucial to research consumer behaviour, expectations, and the criteria they consider when making decisions. Customers make the most crucial decisions in marketing since marketers are constantly working to meet their needs. Following product use, the consumer assesses his level of satisfaction, which could result in either a repeat purchase or product abandonment. Researching green customers' purchasing patterns is essential.

4.3 Comprehending Green Consumer Practices To support organizational green initiatives, numerous authors have studied the consumer behaviour of green customers in an effort to develop green marketing tactics. The term "green consumer behaviour" describes the decisions and behaviours of people or organizations who give environmental sustainability top priority while making purchases (Twum, Kojo & Yalley, Andrews, 2021). Green consumers, according to Ogiemwonyi and Harun (2020), are those who value environmental sustainability and make deliberate decisions about their lifestyle and purchases to reduce their influence on the environment. Because of their awareness of sustainability and the ecology, the customers are also known as eco-conscious or sustainable consumers. Green consumers take into account environmental concerns when making decisions about what to buy, including the items' ecological impact, sustainable sourcing, energy efficiency, waste reduction, and the firms' or brands' overall sustainability practices (Gandhi, 2021). Understanding some of these elements that influence their customers' purchasing decisions is essential for green consumer marketers. Green consumers are picky about the goods they buy that have a positive environmental impact. Since the environment is important to them, they are worried about how the items address sustainability in its broadest sense. The perceived gravity of environmental issues, perceived environmental responsibility, perceived efficacy of environmental behaviour, and concern for one's own image in relation to environmental preservation all influence green consumer behaviour, claim Itani and Dagher (2014). This is corroborated by Nittala and Moturu (2023), who also recognized that the key factors influencing consumer purchasing decisions are eco-consciousness, risk and comfort in user behaviour,



satisfaction and eco-appraisal in evaluation behaviour, and eco-conscience, disposal challenges, and eco-responsible in disposal behaviour. In their study on the relationship between green consumption values and green consumer behaviour, Alagarsamy et al. (2021) concluded that consumer attitudes toward sustainable food logistics and green consumption values have an impact on environmentally conscious behaviour toward food products as well as green purchase intentions. The results are solidifying the link between consumer purchase intentions and affirmative sustainability measures. The authors concur that environmental concerns have a significant impact on green customers' purchasing decisions. Ecological effect is one of the main environmental concerns. The ecological impact of a product is determined by its ability to save the environment, its energy efficiency, and whether or not its packaging is environmentally safe. In order for consumers to associate with their brands since their interests will coincide, companies need also explain to them how they have fully embraced sustainability. Adopting sustainability completely I agree with authors such as Nguyen-Viet & Nguyen Anh (2022), Al-dmour et al. (2023), and Tselios et al. (2011) that green marketing necessitates a cohesive approach across the marketing mix. Sustainability should be given top priority in all aspects of product design, manufacture, packaging, marketing, and disposal, according to the authors. This is consistent with the green marketing procedures as stated by Polonsky (2018), who stated that green marketing encompasses a wide variety of actions, such as altering advertising, changing the production process, changing the product, and altering the packaging. Marketing professionals can develop sustainable marketing strategies by comprehending green consumer behavior. Marketers ought to relate their goods and services to environmentally conscious consumers in a way that demonstrates the company's dedication to sustainability.

4.4 Strategies for Green Marketing Adopting green marketing tactics necessitates a comprehensive overhaul of the company model since it calls for the involvement of numerous stakeholders while maintaining customer expectations (Trivedi et al., 2018). According to Ramos-Hidalgo et al. (2022), green marketing can enhance an organization's relationship with its stakeholders and the environment. Consequently, this approach can assist companies in boosting employee satisfaction, brand loyalty, regulatory compliance, and profitability. Businesses looking to experiment with green marketing should have a variety of marketing tactics that target every link in the sustainability chain. Organizations can employ a variety of tactics that will focus on procedures and practices at various phases of the green projects and processes. Some tactics that organizations might employ to highlight their dedication to sustainability are listed below.

4.4.1 Positioning of Green Products In order for customers to understand how much a company prioritizes green marketing. The organizations' marketing and promotional initiatives highlighted the sustainability aspects and environmental advantages of their goods and services. According to Aulina and Yuliati (2017), organizations ought to focus on qualities like energy efficiency, the utilization of renewable resources, recyclability, a lower carbon footprint, or environmentally friendly industrial methods. Attracting eco-conscious customers during the marketing content generation process requires clear and succinct messaging that conveys the features and environmental aspects of your product. Make it easy for customers to grasp how the product fits with their green beliefs by communicating the sustainability features and benefits in plain terms. Situmorang et al. (2021) state that all visual signals, visuals, and marketing communication elements must invoke environmental responsibility and green marketing. This can involve using eco-friendly hues, pictures of unspoiled scenery, or icons that stand for sustainability. The organizations must also encourage the use of user-generated material that demonstrates the sustainable ways in which customers are utilizing your product.

4.4.2 Certifications and Eco-Labeling As green brands, products should be recognised as authorities in their respective fields. In the present situation, companies demand that all of their procedures be certified. Eco-labelling, according to Wojnarowska et al. (2021), is a method that notifies a customer of a product's environmental impact over the course of its life cycle. According to Nguyen-Viet (2023), eco-labels are a feature of a pre-established graphic form and serve as evidence of a producer's adherence to particular standards. Although they are not required, eco-labels can only be used if they adhere to the standards set forth for a particular label, which demonstrates an unshakeable and voluntary commitment to sustainability (So, Hau & Laforteza, 2022). According to a study by Novita and Husna (2020), green perceived quality has a favourable and significant impact on purchase intention, while ecolabel awareness has a positive but non-significant direct effect. According to this argument, companies should make sure that their goods have and show approved eco-labels and certifications that support their environmental claims.

This promotes openness and trust among customers who respect sustainability norms that have been independently verified.

4.4.3. Participation and Engagement of Consumers One of the keys to a company's success is customer involvement, which is a component of the relationship marketing idea. Customer engagement is the exchange of information across a variety of channels between external stakeholders, including consumers, and manufacturers or businesses (Zaid & Patwayati, 2021). Customer engagement can be described as a psychological process, behavioural expression, and motivational psychological state, according to King and Sparks (2014) in Zaid and Patwayati (2021). These definitions



make it very evident that involvement will encourage consumers to purchase eco-friendly goods. Engaging and involving customers gives them a sense of brand ownership, and the brands gain from the customers' functions as brand ambassadors. According to Wang (2016), online initiatives including blogging, publishing white papers, and igniting discussions about environmental sustainability on social media, professional platforms, and industry-related online platforms can all help increase green branding customer involvement. By sharing their experiences, eco-friendly products, or sustainable habits, green consumers can raise awareness and encourage others to make sustainable decisions.

By taking part in or managing sustainability programs, projects, or campaigns targeted at lowering environmental impact or tackling particular sustainability concerns, green businesses can interact with their clientele. Consumers can take an active part in these programs, which include challenges for sustainable living, community clean-up days, and recycling or trash reduction programs.

4.4.4. Extended Product Responsibility and Packaging One way that businesses may help the environment is through packaging. Eco-friendly packaging materials are essential for green marketing. Material selection, packaging waste reduction, sustainable printing, creative and functional design, unambiguous environmental messaging, package efficiency and logistics, and consumer education are some of the main packaging tactics that can be employed, according to Jain and Hudnurkar (2022). According to Jerzyk (2016), packaging has an impact on consumers' perceptions and behaviour; hence, businesses should develop compelling designs and content for environmental messaging on sustainable packaging to provide their brands and products a competitive edge. Attracting clients depends heavily on packaging, and for green products, the packaging should convey that the company is eco-friendly. Although packaging is crucial, it is also vital to remember that sustainable packaging materials may be challenging to recycle or reuse, which has an impact on profitability, and biodegradable packaging depletes natural resources. Businesses should be creative and balance sustainability and economic concerns. Organizations can also implement recycling or take-back programs for their products. Emphasise to customers how they can recycle or properly dispose of your products as part of your commitment to responsible product disposal. Companies benefit monetarily from these recycling initiatives, which also enhance their reputation.

4.5. Long-Term Sustainable Marketing Issues of sustainability have emerged in every aspect of corporate operations. It is anticipated that significant advancements in sustainable marketing will transform how companies run in the future. The way that customers change and evolve will likewise have an impact on the future. The circular economy, regenerative practices, social justice and equity, digital sustainability, climate change adoption and resilience, and consumer demands for transparency, cooperation, and partnerships are a few of the challenges that marketers must prepare for. A forward-thinking strategy, long-term sustainable marketing incorporates social responsibility, environmental accountability, and economic resilience into all facets of marketing strategy. Long-term sustainable marketing aims to provide lasting value for all stakeholders, including customers, communities, and the environment, while maintaining profitability and brand longevity, in contrast to short-term green initiatives that only emphasise promoting eco-friendly qualities. This strategy is distinguished in 2025 by a strong congruence between a business's fundamental principles and its actions in the marketplace. Brands are prioritizing inclusive communication, ethical supply chains, purpose-driven narrative, and product life-cycle responsibility as they transition from transactional to transformative connections. The objective is to make sustainability ingrained in the company's core values, from procuring raw materials responsibly to creating circular product systems and encouraging conscientious consumption. Accountability and openness are also essential for long-term, sustainable marketing. Instead of making nebulous promises, businesses can now show quantifiable benefits by utilizing digital solutions like blockchain for traceability and artificial intelligence (AI) for environmental data analytics. Consumer trust is increased by this transparency, which is an important resource in a time when greenwashing is heavily criticized. Long-term sustainability marketing also adjusts to shifting environmental issues and societal demands. Encouraging environmentally conscious consumer behavior it entails ongoing innovation, stakeholder engagement, and educational investment. Long-term sustainable marketing is ultimately about more than just selling eco-friendly products; it is also about building trust, leading with purpose, and guaranteeing company resilience in a world that is becoming more and more influenced by resource restrictions, climate change, and conscientious consumption.

4.5.1. Circular Economy and Product Lifecycle In the past, the circular economy has been popular, with the demand for sustainability at the forefront of all corporate activities. As the idea of a circular economy gains traction, marketers may encounter difficulties in creating and promoting products that are genuinely sustainable throughout their lifecycle, from sourcing materials to recycling or end-of-life disposal. As a result, marketing practitioners cannot overlook sustainability issues in any aspect of their operations. According to Pieroni et al. (2019), companies must reorganise their operations and inspire employees to address sustainability concerns. Marketers' responsibilities range from the development of business concepts to determining client needs and meeting those demands. Marketers should research the sustainability demands of their customers in a circular economy and develop goods that satisfy customer demands while taking into account their



aspirations for sustainability (Suchek et al., 2021). Reducing waste, conserving resources, and extending the life of goods in circulation are the goals of the circular economy paradigm. Marketers must embrace sustainable product lifecycles and reconsider conventional linear business models. The future market should build take-back and recycling programs, educate consumers about recycling and proper disposal, explain the benefits of circular products, work with supply chain partners, remove infrastructure and regulatory constraints, and design for durability and recyclability

4.5.2. Restorative practices In the future, business regenerative practices will be the norm; therefore, marketers should find ways to encourage them. Marketers have a critical role in highlighting the advantages of regenerative practices and the ways in which their goods and services support ecological restoration. Regenerative methods, according to Gibbons (2020), should actively restore and replenish natural resources rather than only minimising harm. To become more competitive, marketers might need to explain the advantages of regenerative approaches and highlight how their goods aid in ecological restoration (Howard et al., 2019). According to these writers' declaration, marketers educate their stakeholders about their regenerative efforts and how they protect the environment through open communication and storytelling. In the context of sustainability, restorative practices relate to proactive measures used to actively restore and regenerate the environment, communities, and ecosystems impacted by business operations, rather than merely minimising harm. Restorative practices seek to give back more than is taken, in contrast to traditional sustainability, which emphasises doing "less harm." Leading businesses have started using this idea in their corporate and marketing strategies by 2025. This covers projects including community revitalization programs, reforestation, ocean clean-up partnerships, and regenerative agriculture. These initiatives are frequently incorporated into brand narratives, demonstrating a stronger dedication to ecological and social healing. Restorative practices are promoted in marketing through customer engagement initiatives, third-party certifications, and open reporting.

4.5.3. Adaptation and Resilience to Climate Change Brand image thereby attracting more eco-friendly customers. Businesses strive to safeguard the environment, thus the effects of climate change are inevitable. Customers' purchasing habits have changed as a result of climate change awareness, and marketers should explain how their goods and services are adapting to and surviving the effects of climate change (Thøgersen, 2021). Organizations ought to integrate efforts to mitigate climate change into their operations, and there ought to be coherence between their statements to stakeholders and their real actions. This could entail demonstrating resilient infrastructure, sustainable practices, or climate-friendly technologies they are utilizing in accordance with sustainability standards. Businesses could use certification labels on their packaging, branding, social media accounts, and technological platforms to inform customers about their efforts. Promoting sustainable marketing campaigns will enhance the brand's reputation and draw in more environmentally conscious clients.

4.5.4. Demands from Customers for Accountability and Transparency Brand image thereby attracting more eco-friendly customers. Contemporary consumers are empowered, aware of their needs, and resolute in their demands for accountability from businesses. According to Gupta et al. (2020), businesses should be traceable and transparent in the commodities supply chain. Marketers must show their commitment to sustainability by communicating environmental and social impact data clearly, obtaining third-party certifications, and engaging in transparent reporting. Digital transparency has also emerged as a result of the expansion of social media and digital marketing. Since the groups will be using digital and social media platforms to market and communicate their efforts, this necessitates accuracy and openness. Sustainability-related issues are becoming crucial to corporate operations, and companies should think about their involvement in environmental sustainability. Companies should form environmental task groups with a focus on marketing. The marketing ramifications of company environmental activities and exposures should be recognised and evaluated by marketers. They will also assist in locating new business prospects for products and services that result from those same environmental actions and exposures. Ensuring that the marketing consequences are properly taken into account when developing company environmental policy is also crucial. Another topic that research and development should focus on is sustainability. Professional communicators are marketers. This ability is extremely helpful in almost every facet of environmental management and ought to be included in courses that emphasise communication, such as emergency response training, environmental management training, community relations, and others.

4.6. Framework for Green and Sustainable Marketing Deciphering the connection between sustainable and green marketing was one of the topics covered in the literature. According to academics, green marketing plays a significant role in advancing sustainable marketing. It is impossible to separate the discussion of these concepts. In this sense, the study developed the following framework by employing a systematic literature review process. The model illustrates how green marketing and sustainable marketing are related, showing how green marketing contributes positively to sustainable marketing. Cause marketing, green product positioning, eco-labelling and certification, consumer involvement and engagement, sustainable supply chains, open reporting and packaging, and extended product accountability are some

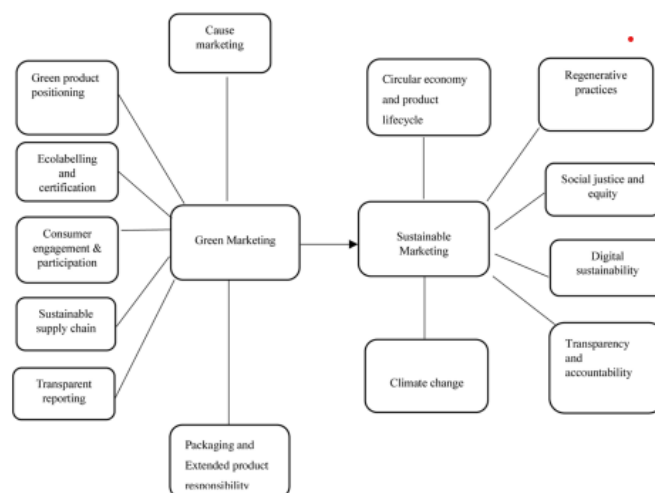


examples of green marketing strategies. According to the framework, businesses should prioritise digital sustainability, social justice and equity, regenerative practices, green marketing, transparency and accountability, and climate change in order to improve their sustainable marketing. According to the model, green marketing is a part of sustainable marketing, which in turn contributes to sustainable marketing. This is corroborated by Jain and Hudnurkar (2022), who suggest that sustainable marketing is the creation, distribution, and promotion of goods that are good for the economy, society, and environment, whereas green marketing is the creation, distribution, and promotion of environmentally friendly products. Sustainable marketing offers a broader vision of a better future that balances the entire system in terms of the economy, society, and environment, whereas green marketing focuses primarily on environmental issues. The scope of sustainable marketing is more expansive. Businesses in this sector seek to advance a well-rounded strategy that takes into account not only the environment but also consumer demands, society's long-term interests, and the welfare of the entire world. Ecosystem for green marketing. Additionally, research and development ought to be focused on sustainability. Marketers are experts at communicating. Training in environmental management, emergency response, community relations, and other fields that prioritize communication should include this skill since it is extremely helpful in almost every facet of environmental management.

4. 5. CONCLUSION

The research concluded that there is a synergistic relationship between green marketing and sustainable marketing, with green marketing serving as a key component. Green marketing is the cornerstone of the new idea of sustainable marketing, which has seen a shift in popularity. In order to appeal to the new clientele that is now ecologically conscious and cautious, practitioners must rethink their marketing strategies. The digital edge, which provides information and updates on how brands are advancing the sustainability agenda, has also empowered current customers. Additionally, companies can use digital web channels to share their sustainability efforts. Their entirety, including packaging, waste management, internal organisational processes, marketing, communication, and product design. The significant facets of sustainable and green marketing that the literature review revealed are advantageous to consumers, practitioners, and policymakers. Consumer trust, environmental responsibility, and corporate relevance are all significantly influenced by green marketing. Businesses cannot afford to regard eco-consciousness as a passing fad as climate concerns grow and sustainability becomes a defining expectation among consumers, especially Gen Z and millennials. Green marketing tactics now need to transcend flimsy attempts and genuinely correspond with transparent, quantifiable, restorative, long-term, sustainable behaviours. Brands can now more effectively convey their environmental commitments without resorting to greenwashing thanks to technical advancements like artificial intelligence (AI), blockchain, and life-cycle evaluations. However, there are still obstacles to overcome, especially in closing the pricing gap, upholding credibility, and making a name for oneself in a crowded market of eco-claims. Businesses that integrate sustainability into all aspects of their operations—from sourcing and production to packaging and post-consumption engagement—are at the forefront of this field. Green marketing is essentially about changing consumer behavior, rethinking value, and working together to create a sustainable future rather than just advertising eco-friendly items. In addition to meeting customer expectations, companies that adopt this purpose-driven strategy will make a significant contribution to both business resilience and the welfare of the planet in the decades to come.

Figure 2. Green-Sustainable marketing framework
Source: Authors' own conception (2023), derived from theoretical and literature review





5.1. Implications of the Research

The study's conclusions have important ramifications for future research, theory, practice, and policy. The association between sustainable and green marketing has been validated by this study. By further determining the relationship between the two supportive types of marketing, this study adds to the body of previous literature. For upcoming research in the fields of sustainable and green marketing, the study's material is an invaluable resource. Understanding the connection between green and sustainable marketing is crucial for policymakers who want to create regulatory frameworks that direct sustainable operations by businesses, therefore, this research will also help with policy formation. The results of this study on green marketing have important ramifications for academics, corporations, and governments. It emphasises how critical it is for companies to incorporate sustainability into their fundamental marketing strategy, not only as a promotional tool but also as a value-driven commitment to social and environmental responsibility. Marketers may create genuine campaigns that appeal to eco-conscious consumers by using the actionable information our study offers regarding consumer behavior trends. The report emphasises for policymakers how crucial it is to control environmental claims in order to prevent greenwashing and advance openness. More businesses can embrace sustainable practices if there are clear norms and incentives in place. By providing a framework for next research on restorative business practices, digital tools in green branding, and long-term consumer engagement, this study adds to the expanding body of knowledge on sustainable marketing in academia. Overall, the study highlights how important real, evidence-based green marketing is to establishing credibility, encouraging creativity, and propelling long-term economic expansion.

5.2. Limitations of Study and Future Research This study has some constraints that impacted both the research procedure and the findings, just like other studies in this subject. The paucity of research specifically examining the connection between sustainable marketing management and green marketing was one of the primary constraints. Finding pertinent material for the study required the researchers to consult related literature. Another drawback was that the researchers had to use translation services because several of their study publications were published in languages they did not understand. Nevertheless, some publications had to be removed because they could not be translated, which would have cost the study important data. The study was also constrained by time and money, as several publications were excluded because of the high subscription costs that prevented access to the newest and most reputable journals. Future research should concentrate on the distinct forces behind green marketing and sustainable marketing and examine their relationship using both qualitative and quantitative techniques in order to improve knowledge of the two concepts.

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