

# **Green Marketing Challenges and Strategies: Creating Consumer Awareness for Enterprises Sustainability and Business Growth**

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## **Abstract**

This study investigates purchaser attention to harmless to the ecosystem items, or green items, and their effect on ecological maintainability. Information was gathered from 40 respondents through an overview and dissected utilizing recurrence examination procedures. The results showed a growing trend towards eco-conscious consumerism, with promotional activities aimed at eco-friendly products being a key determinant of consumer awareness. The study also highlighted the pivotal role of consumer awareness in shaping purchasing decisions, as heightened awareness drives the demand for sustainable products in the market. This research underscores the importance of understanding consumer awareness of green products in fostering sustainable consumption patterns and provides valuable insights for businesses and policymakers promoting sustainability and addressing environmental challenges through market-driven initiatives.

**Keywords:** Green Marketing, Consumer Awareness, Sustainability, Business Growth, Challenges and Strategies.

## **1. INTRODUCTION**

Environmental and green marketing are components of creative marketing strategies that aim to challenge conventional wisdom and provide a distinctly new perspective while maintaining, expanding, or regulating notions about the marketing practices that are already in use. More specifically, eco-marketing, green marketing, and environmental marketing are among the techniques that aim to solve the mismatch between current marketing practices and the social and ecological realities of the broader marketing environment.

Green companies support environmental conservation through preserving biodiversity, creating eco-friendly products, conserving energy, water, and other natural resources, mitigating climate change, maintaining parks, roads, and schools, helping the impoverished and rural areas prosper, and so on. Businesses now acknowledge that they have an obligation to protect the environment. As a result, goods and manufacturing techniques become more environmentally friendly, and an increasing number of businesses "go green" as they understand how to lower pollution while simultaneously boosting revenue.

Green Items Green goods are ones that are produced using environmentally friendly technologies and do not pose a risk to the environment. For sustainable growth and the preservation of natural resources, green technologies and goods must be promoted. "Green marketing is the marketing of items that should be earth safe," said the American Marketing Affiliation. Over the course of time, green marketing has changed. Peattie (2001) distinguishes three phases in the improvement of

green marketing. The main phase of green marketing was named "natural" marketing as all marketing drives right now centered around addressing ecological issues and offering arrangements. In the subsequent stage, known as "Ecological" green marketing, the accentuation was put on clean innovation, which included making novel new items that address waste and contamination issues. The third phase of green marketing was "supportable." Late during the 1990s and right on time during the 2000s, it acquired prominence. In order to build a sustainable economy, sustainable marketing takes a more radical tack when it comes to markets and marketing. It aims to cover all environmental costs associated with production and consumption.

In modern corporate environments, green marketing has evolved as a vital approach for firms striving to integrate their operations with sustainability imperatives while simultaneously encouraging company success. This introductory overview analyzes a range of techniques to overcome the many difficulties organizations experience when trying to raise consumer awareness of their sustainability initiatives and dives into the complex issues these firms confront in order to drive sustainable business development.

### **Challenges**

One of the main obstacles to green marketing is the widespread ignorance of consumers about sustainability concerns and the environmental impact of goods and services. Many customers may not understand the importance of sustainable practices or may choose to ignore how their purchases may affect the environment. Furthermore, a significant obstacle for companies trying to communicate their commitment to sustainability is customer distrust. The widespread occurrence of "greenwashing," a dishonest business tactic in which corporations seem to be environmentally conscious when they are not, has bred customer mistrust and made it difficult for companies to honestly convey their true sustainability initiatives.

In addition, companies have strong competition, which is exacerbated by the widespread adoption of green marketing campaigns in several sectors. It becomes harder and harder to set one's green products apart from rivals in such a marketplace. Furthermore, implementing sustainable practices often comes with extra expenses, which poses a financial challenge for companies, especially small and medium-sized ones (SMEs). Strategic planning and creative solutions are required to meet sustainability goals and economic imperatives while minimizing expenses and optimizing environmental benefits.

### **Strategies**

In order to effectively manage the intricacies of environmentally conscious marketing, companies may use a range of tactics that are designed to elevate customer consciousness and promote enduring company expansion. Transparency and education stand out as essential components of successful green marketing campaigns. Businesses may gain customers' confidence and credibility by giving them accurate and clear information about sustainability programs, certifications, and environmental implications. In order to reduce mistrust and stop greenwashing, message must be genuine. Building customer loyalty and trust requires openly sharing sincere efforts that are backed by concrete results and proof.

Furthermore, in highly competitive marketplaces that are overflowing with green products, firms can only succeed by being innovative and differentiating themselves. Businesses may stand out from the competition and gain market share by developing sustainable goods, services, or business models that are customized to fit changing customer tastes. The effect of green marketing campaigns may be increased by cooperative collaborations with stakeholders including suppliers, non-governmental organizations, and governmental bodies. Taking use of relationships to create synergies makes it easier to share resources, exchange expertise, and work together to achieve common sustainability goals.

In order to reduce the expenses related to sustainability efforts, firms could also look at financial incentives, subsidies, or financing solutions. Gaining support from internal and external stakeholders requires demonstrating the return on investment (ROI) of sustainability initiatives, including long-term cost savings and improved brand perception.

#### **1.1. Research Objectives**

- Researching consumer awareness of environmentally friendly goods.
- Researching consumer purchasing patterns for environmentally friendly goods.
- To determine the elements motivating consumers to purchase the goods.
- To determine how satisfied consumers are with environmentally friendly items.

## 2. LITERATURE REVIEW

In 2020, Rustam, A., Zameer, H., and Wang, Y. The motivation behind this examination is to take a gander at any connections between green utilization and corporate natural sustainability revealing. Both essential and optional information were utilized in the examination. the fundamental information that was assembled by means of a study. Then again, the worldwide announcing endeavors data set and the organization's yearly reports gave the optional information on sustainability revealing. Numerous relapse investigation techniques were utilized to assess the information's discoveries. The study's findings suggest that a company's exposure to sustainability issues and environmental responsiveness may significantly influence green purchasing behaviours, which in turn might shift consumers' perceptions of what is reasonable and environmentally friendly. The findings also showed that customers' desire to engage in eco-responsible purchasing activities is highly influenced by environmental awareness, which modifies the relationship between environmental disclosure and consumer willingness. The study's assumptions, which identify behavioural and non-behavioural components influencing eco-friendly consumption, have practical implications and advance the theory of planned behaviour.

Sergi, B. S., DeLo, P., and Popkova, E. (2021). This work offers scientific justifications for resolving contentious debates about the benefits (such as bettering living standards and boosting business competitiveness) and drawbacks (such as slowing economic growth, profit-sharing, and higher prices for goods and services) of domestic production and consumption. Responsible financial practices eventually provide a return on all investments and help nations handle crises more effectively. A fresh perspective on CSR as a crisis management metric is provided by the study. It illustrates its benefits during a period of social separation brought on by the COVID-19 epidemic. If not external variables (market status, governmental regulation, and consumer awareness), then internal factors (method to conducting business or organizational culture) do not predetermine the institutionalization of corporate social responsibility in developing nations. These conditions demonstrate how difficult it is to improve corporate social responsibility in underdeveloped nations. Due to the COVID-19 epidemic, there is a societal distance that has raised the bar for corporate social responsibility. One of the most common examples of corporate social responsibility in both developed and developing nations is the shift in entrepreneurship to more distant forms of activity.

In 2020, Yasmeen, H., Wang, Y., and Zameer, H. The research investigates the primary determinants of green competitive advantage among Chinese equipment manufacturing companies. Through the use of surveys, managers and clients of companies that manufacture equipment have provided primary data. To gauge exact outcomes, covariance-based underlying condition demonstrating (CBSEM) utilizing SPSS 23.0 and AMOS 23.0 has been utilized. The findings demonstrate that the process of enhancing a green competitive advantage is driven by green brand image. It has been seen that regulatory pressure, consumer pressure, and green innovation all have a favorable impact on green manufacturing. Nonetheless, consumer pressure has a greater impact and gives decision-makers knowledge. Furthermore, research has shown that while green production and green innovation directly contribute to the strengthening of green competitive advantage. However, the function becomes more significant when it uses green brand image to provide green competitive advantage. According to the study's findings, consumers have a huge impact on businesses. They may encourage them to embrace green manufacturing practices and strengthen their green competitive edge.

Sarkar, A. (2012). The greatest need of the day is to protect our natural environment, which has become more difficult in the current period of globalization. We also need to keep consumers engaged. Customers are also conscious of environmental concerns, such as the effects of pollution and global warming. Green marketing is a phenomenon that has become more significant in today's market. It is seen as a key tactic for supporting sustainable development and has gained traction in both industrialized and developing nations, including India. This research paper focuses mostly on the notion, need, and significance of green marketing. It is necessary to gather data from a variety of evidence sources, including books, journals, websites, and news articles. It examines the key problems in implementing green marketing strategies. The study examines the potential and obstacles that firms face when implementing green marketing strategies, as well as the present state of the Indian market. Why businesses are implementing it, the future of green marketing, and the conclusion that demand for and use of green marketing will only increase.

K. C. Chung (2020). Clients' supportable utilization rehearses affect society's capacity to develop economically. Consumers who practice ecological obligation help society financially and ensure the climate's proceeded with sustainability. These

days, the hotel industry places a high value on green economics and strategy. This research applies stress cognition theory to construct a green marketing-oriented model and explores the advantages of environmentally conscious hotel management. For structural analysis, the clever partial least squares approach is used to comprehend the practical significance of green marketing orientation. Consumers of a green hotel provided 836 replies in total. This research discovered that via using green marketing, executives and corporate social responsibility hotels might tangentially boost customer loyalty to the hotel's brand.

Swarts, I., and Mukonza, C. (2020). Many businesses use green marketing techniques to improve their brand recognition and bottom-line results. Green marketing is characterized as an association's or alternately business' devotion to making safe, harmless to the ecosystem items and administrations through the utilization of promptly recyclable and biodegradable bundling, further developed contamination control strategies, and more energy-efficient activities. Considering this, the examination utilized Woolworths and Pick n Pay, two of South Africa's biggest retailers, as contextual investigations. Senior management of the chosen stores was surveyed and in-depth interviews were conducted using stratified purposive sampling. For triangulation, examinations of documents and websites were also used. The association was established via the use of path analysis and content analysis. The research found that a green marketing approach improves both the performance of businesses and their reputation. According to the report, businesses should use green marketing techniques if they want to maintain a competitive edge, especially in the retail industry.

### 3. RESEARCH METHODOLOGY

Both primary and secondary sources of information are used into the present investigation. For the purpose of determining the level of consumer knowledge about environmentally friendly goods in the states of Uttar Pradesh (UP) and Bihar, primary data were collected via the use of a survey that used a structured questionnaire. For the purpose of selecting respondents, a method known as convenience sampling was used, and the sample size consisted of forty individuals. Data from secondary sources were obtained from a wide range of sources, such as books, academic journals, periodicals, and literature that was pertinent to the study. A period of four months was allotted for the research project. Various measurable strategies, including rate examination, one-way investigation of difference, and free example t-tests, were utilized during the time spent information examination, which was done with the help of the Factual Bundle for the Sociologies (SPSS). Cronbach's Alpha was utilized to assess the dependability of the assessment instrument, and the outcomes showed that it had a worth of 0.776 for 28 factors. This number indicates that the instrument is reliable and has a limited amount of random error.

The elements that are listed below were taken into consideration in order to evaluate the level of green product awareness among consumers.

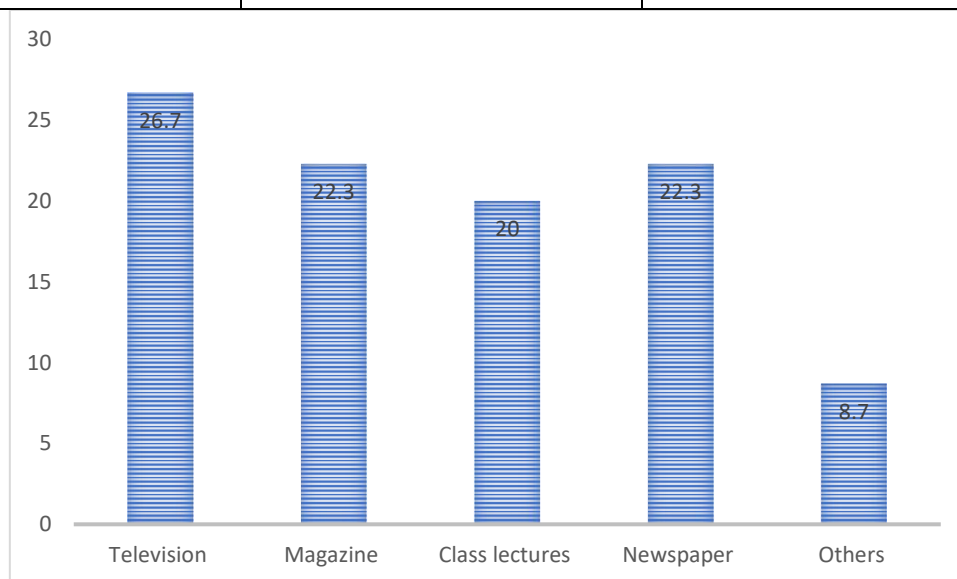


Figure 1: Factors Of Green Product Awareness

#### 4. DATA ANALYSIS

**Table 1: Mode of Awareness**

|                       | No. of response | Percentage % |
|-----------------------|-----------------|--------------|
| <b>Television</b>     | 12              | 26.7         |
| <b>Magazine</b>       | 10              | 22.3         |
| <b>Class lectures</b> | 7               | 20           |
| <b>Newspaper</b>      | 8               | 22.3         |
| <b>Others</b>         | 3               | 8.7          |
| <b>Total</b>          | <b>40</b>       | <b>100</b>   |

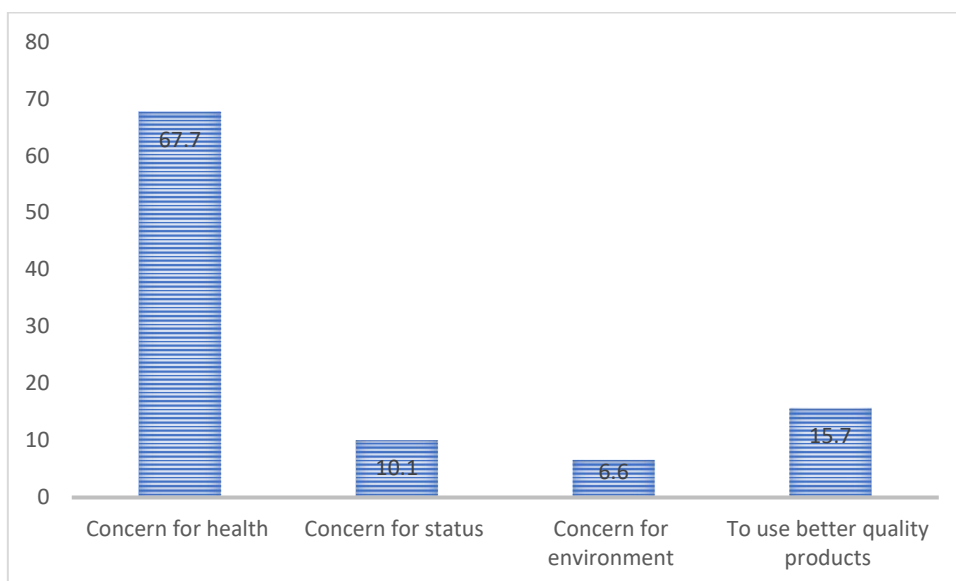


**Figure 1: Mode of Awareness**

The examination of figure 1 reveals that the mode of awareness is formed via television at a rate of 26.7%, which is much higher than the rate of awareness created through other mediums such as magazines, newspapers, and other various publications. The advertising conveys the advantages of using environmentally friendly items, and it has the potential to persuade clients to purchase the product in question. It is feasible to extend the way of awareness about the advantages of the item regarding the climate by utilizing TV, which is seen by a greater number of individuals and has direct contact with the client. The messages that are shown on television will have an effect on the consciousness of consumers and will encourage them to purchase environmentally friendly products. Therefore, it will be the duty of marketers to raise awareness among the general public via the use of integrated marketing communication tools (IMC), given that the level of knowledge about environmentally friendly products among customers is rather low.

**Table 2: Motive For Using Green Products**

|                                       | No. of response | Percentage % |
|---------------------------------------|-----------------|--------------|
| <b>Well-being Consciousness:</b>      | 25              | 67.7         |
| <b>Socio-Prestige Awareness</b>       | 5               | 10.1         |
| <b>Eco-Care Attitude</b>              | 3               | 6.6          |
| <b>Preference for Premium Quality</b> | 7               | 15.7         |
| <b>Total</b>                          | <b>40</b>       | <b>100</b>   |



**Figure 2: Motive For Using Green Products**

As can be seen in figure 2, the majority of individuals, which accounts for 67.7% of the population, are utilizing environmentally friendly items because they are concerned about their health. Concern about their social standing was the driving force for the use of environmentally friendly items by 10.1% of the population. 6.6% of the population is concerned about the environment, and as a result, they are adopting environmentally friendly items. On the other hand, 15.7% of individuals are using environmentally friendly items because they are motivated to utilize products of higher quality. As a result of the fact that customers' motives impact their purchasing behavior, the majority of consumers were health concerned, and they all had a good understanding of their motivations.

#### 4.1. Impact of Demographic Variables on Awareness

##### Statistical Test

##### Examination of the Relationship Between Age and Levels of Awareness

**H0:** The degree of knowledge regarding green goods varies not much depending on the age group.

**H1:** The degree of awareness of environmentally friendly items varies significantly throughout age groups.

We have chosen to use the chi-square test of independence to assess these variables since it is a statistical test that allows for the analysis of group differences when the dependent variable is evaluated at the nominal level. In the same way that all other non-parametric statistics are resilient with regard to the distribution of data, the chi-square measures.

**Table 3: Chi-square test**

| Variables | Value | Degree of freedom | Significance value |
|-----------|-------|-------------------|--------------------|
| Age       | 4.754 | 5                 | 0.578              |
| Gender    | 1.736 | 3                 | 0.418              |
| Education | 3.907 | 4                 | 0.419              |

The findings of the chi-square test show that the variable under study and age, gender, or educational attainment do not significantly correlate. Age, gender, and education are represented by the chi-square statistics 4.754 (df=5, p=0.578), 1.736 (df=3, p=0.418), and 3.907 (df=4, p=0.419), respectively. These results imply that the outcome being assessed is not substantially influenced by age, gender, or educational attainment. Consequently, it can be said that these demographic characteristics have no discernible effect on the outcome based on the findings of the chi-square tests.

### Gender and Satisfaction

**H0:** Gender differences in satisfaction levels are not statistically significant.

**H1:** Gender differences in satisfaction levels are substantial.

**Table 4: Chi-square test**

| Variables | Value  | Degree of freedom | Significance value |
|-----------|--------|-------------------|--------------------|
| Age       | 10.938 | 12                | 0.535              |
| Gender    | 4.566  | 4                 | 0.337              |
| Education | 4.283  | 8                 | 0.832              |

The findings of the chi-square test show that the variable under study and age, gender, or educational attainment do not significantly correlate. Age, gender, and education had chi-square statistics of 10.938 (df=12, p=0.535), 4.566 (df=4, p=0.337), and 4.283 (df=8, p=0.832), in that order. These results imply that the outcome being assessed is not substantially influenced by age, gender, or educational attainment. Consequently, it can be said that these demographic characteristics have no discernible effect on the outcome based on the findings of the chi-square tests.

### Relationship between Education and Knowledge

**H0:** There are no appreciable differences in knowledge across the various educational levels.

**H1:** The degrees of knowledge at various educational levels range significantly.

In this case, the association between the knowledge variable and the demographic variable education is ascertained using the correlation test. The degree of connection and the direction of the link are measured using a bivariate analysis. The key here is to determine how education relates to customers' awareness of green goods and their level of product feature knowledge.

**Table 5: Correlation**

| Test summary<br>N | Pearson correlation | Sig. (2 tail) |
|-------------------|---------------------|---------------|
| Age<br>40         | -.222               | .239          |
| Gender<br>40      | .061                | .749          |
| Education<br>40   | .131                | .490          |

The several variables that are connected with knowledge and education are shown in the above table. Though a negative connection proposes that there is practically no connection between the parts, a positive relationship shows that they move in a similar course. They have a negative connection (worth of -.222) with age, showing that they are moving in isolated headings. The orientation examination shows a positive heading with a related worth of .061, and the training correlation in like manner shows a positive relationship with a corresponded worth of 0.131.

## 5. CONCLUSION

Since the environment is dynamic by nature, it is our duty to safeguard it. Customers want to buy environmentally friendly items and are becoming more environmentally concerned. This research demonstrates how eco-friendly products are able to meet customer needs and how widespread they are in the market. The primary concern is that there is an incredible need to instruct individuals about the highlights and uses of green items since individuals' awareness of their use is restricted. It offers rules for scientists to figure out the different methods of awareness and the effect of green items among different degrees of individuals.

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