



A Impact of Green Marketing on the Global Marketing in Coimbatore City- A Descriptive Approach

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Abstract— Green marketing refers to the practice of promoting products, services, or brands based on their environmental benefits. It involves strategies that highlight sustainability, eco-friendliness, and corporate responsibility in reducing environmental impact. These initiatives are spreading quickly throughout the world and play a significant part in educating consumers about environmentally friendly products and their effects, which aids them in making purchasing decisions. The concept, evolution, marketing mix, and challenges of green marketing are explained in this research study. Additionally, the market's green strategy and the variables driving green marketing are explained. This descriptive study draws from secondary sources gathered from various sources, including books, websites, articles, and research papers

Keywords — Green marketing, green marketing mix, green marketing strategy, challenges.

I. INTRODUCTION

In order to satisfy consumer demand for eco-friendly products in a world where environmental concerns are paramount, businesses are progressively implementing sustainable practices. The term "green marketing" describes the promotion of goods, services, and corporate procedures that are socially and environmentally responsible. In order to appeal to consumers who care about the environment, it entails designing, packaging, and promoting products in ways that reduce their adverse effects on the environment. Customers are actively looking for brands that share their values as they become more conscious of issues like pollution, climate change, and resource depletion. In addition to making the world a healthier place, businesses who use green marketing also increase brand loyalty, stand out in crowded markets, and adhere to changing environmental laws. However, since false claims—often referred to as "green washing"—can harm brand reputation, genuine dedication to sustainability is essential.

II. DEFINITION OF GREEN MARKETING

Green marketing, according to the **American Marketing Association (AMA)**, is the promotion of goods that are thought to be ecologically safe. Product adaptation, production process adjustments, environmentally friendly packaging, and sustainability-focused advertising tactics are all included.

Pride and Ferrell (1993)

Businesses' attempts to create, market, sell, and distribute environmentally friendly products are referred to as "green marketing."

The process of creating, advertising, and selling goods and services on the basis of their positive environmental effects is known as "green marketing." In order to lessen adverse effects on the environment, it incorporates tactics that prioritize sustainability, environmental friendliness, and corporate responsibility. Using recyclable materials, cutting carbon emissions, implementing energy-saving procedures, and encouraging ethical sourcing are a few examples of how to achieve this.

III. EVOLUTION OF GREEN MARKETING

From a specialized idea to a widely used commercial tactic, green marketing has experienced tremendous change over time. As environmental issues like pollution, resource depletion, and climate change have gotten worse, companies have changed their marketing strategies to satisfy consumers' increasing need for eco-friendly and sustainable goods.

Ecology Phase (1960s–1980s)

1. Early knowledge of environmental problems such as resource depletion and pollution.
2. Environmental regulations were introduced by governments.

Environmental Phase (1980s-1990s)

1. Sustainable development gained popularity thanks to the Brundtland Report (1987).
2. Companies began utilizing energy-efficient products and recyclable packaging.

Phase of Sustainability (2000s–2010s)

1. Sustainability emerged as a key economic tactic.
2. Expansion of CSR initiatives, eco-labeling, and the use of renewable energy.

IV. GREEN MARKETING MIX

The Green Marketing Mix, which emphasizes ecologically friendly corporate operations, is a sustainable version of the classic marketing mix. Businesses must include sustainability into their plans to meet demand while minimizing their impact on the environment as consumers grow increasingly environmentally sensitive.

This strategy alters the four Ps of marketing—Product, Price, Place, and Promotion—by placing a strong emphasis on environmentally friendly product design, equitable and sustainable pricing, environmentally friendly distribution channels, and conscientious promotion.

Green Products

1. Sustainable items with an emphasis on the environment.
2. Made from organic, biodegradable, or recycled materials.
3. Energy-efficient and made to have a small lifetime impact on the environment.

Green Price

1. Pricing is competitive while reflecting environmentally friendly production expenses.
2. Although affordability is crucial, consumers are willing to pay more for sustainable items.

Green Place

1. Sustainable supply chains, carbon-neutral transportation, and environmentally friendly logistics.
2. Using local suppliers can help communities and lessen carbon emissions.
3. Green retailing (such as online sustainable marketplaces, refill stations, and zero-waste businesses).

Green Promotion

1. Advertising emphasizes sustainability and eco-benefits.
2. Communication that is genuine and transparent to prevent greenwashing.
3. Use of eco-labeling, internet marketing, and certifications (such as Energy Star and Fair Trade)

V. SERVICE OF GREEN MARKETING

- Green banking and finance include sustainable investments (such as green bonds and ESG funds), paperless transactions, and green loans.
- Promoting electric vehicles (EVs), hybrid automobiles, bike sharing and low-carbon public transportation (such as Tesla and Uber Green) is known as eco-friendly transportation.
- Eco tourism, energy-efficient lodging, and carbon-neutral travel (such as eco-friendly hotels and bio fuel-powered airlines) are all examples of sustainable tourism and hospitality.
- Renewable energy services include hydroelectric, solar, and wind energy solutions for households and businesses (e.g., Ørsted, Tesla Solar).

VI. STAGE WISE DEVELOPMENT OF GREEN PRODUCT

1. Idea Generation & Market Research

1. Determine the demand from consumers for environmentally friendly products.
2. Examine environmental problems and possible fixes.
3. Examine the green products and market trends of your competition.

2. Concept Development & Feasibility Study

1. Describe the eco-friendly qualities of the product, such as its energy efficiency, biodegradability, and recyclability.
2. Evaluate the viability from a technological and economical standpoint.
3. Verify that environmental standards are being followed.

3. Sustainable Design & Material Selection

1. Select materials that are biodegradable, renewable, recyclable, or non-toxic.
2. Design with minimal waste, energy economy, and durability in mind.

3. Include eco-certifications (such as FSC-certified timber or Fair-Trade wood).
4. *Green Manufacturing Process*
 1. Make use of energy-efficient manufacturing methods.
 2. Put initiatives for waste reduction and water conservation into action.
 3. Use renewable energy sources (wind, solar) and cut carbon emissions.
4. *Eco-Friendly Packaging & Distribution*
 1. Choose packaging that is reusable, biodegradable, or minimalist.
 2. Utilize local vendors and effective logistics to lessen your ecological footprint.

VII. BENEFITS OF GREEN MARKETING

Green marketing offers multiple benefits for businesses, consumers, and the environment:

- *For Businesses:* Helps build a strong brand image, attract eco-conscious customers, reduce operational costs, and comply with environmental regulations.
- *For Consumers:* Provides healthier, safer, and high-quality products while promoting ethical consumerism and long-term cost savings.
- *For the Environment:* Reduces pollution, conserves natural resources, lowers carbon footprint, and encourages sustainable production and waste management.
- *For the Economy & Society:* Promotes innovation, boosts corporate social responsibility (CSR), generates green jobs, and fosters economic expansion through sustainable sectors.

VIII. CHALLENGES OF GREEN MARKETING

- *Expensive:* Eco-friendly production techniques and sustainable materials can be costly.
- *Consumer Skepticism:* Because of green washing, or the practice of making false Environmental claims, many consumers have doubts about green promises.
- *Limited Awareness:* Some buyers are not aware of the advantages of green products.
- *Market Competition:* Less expensive, non-sustainable alternatives frequently compete with green products.
- *Regulatory Concerns:* Complying with stringent environmental laws and certifications can be difficult and expensive.

- *Supply Chain Restrictions:* It can be difficult to locate trustworthy sustainable suppliers and raw materials.
- *Extended ROI (Return on Investment):* It could take some time for green projects to earn a profit.

IX. REASON FOR ADAPTING GREEN STRATEGY

1. *Consumer Demand & Market Growth:* Businesses are using green tactics to draw in environmentally concerned customers as a result of growing consumer awareness and preference for eco-friendly products.
2. *Competitive Advantage & Reputation:* Sustainability sets a brand apart, improves its standing, and fosters enduring client loyalty.
3. *Regulatory Compliance:* Businesses are required to abide by stringent environmental laws, which include those pertaining to sustainability, waste management, and carbon emissions.
4. *Cost Savings & Efficiency:* By using sustainable materials and energy-efficient procedures, green strategies lower operating costs, waste, and energy consumption.
5. *Innovation & Business Growth:* New product development and market prospects result from investments in sustainable solutions and green technologies.
6. *Corporate Social Responsibility (CSR):* Initiatives for CSR are strengthened and stakeholder trust is increased when a commitment to sustainability is shown.
7. *Risk management:* Businesses can lessen long-term risks related to resource depletion and climate change by reducing their reliance on non-renewable resources.
8. *Government Incentives & Tax Benefits:* Businesses that adopt sustainable practices can receive financial assistance, tax credits, and subsidies from a number of countries.
9. *Pressure from Investors and Stakeholders:* Businesses are under growing pressure from investors and stakeholders to implement ethical and sustainable practices.
10. *Global Sustainability Goals (SDGs):* Businesses support social and environmental well-being by aligning with the Sustainable Development Goals (SDGs) of the UN.



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X. CLAIMS OF GREEN MARKETING

Green marketing claims are assertions made by companies regarding the advantages their goods, services, or operations have for the environment. These statements are meant to appeal to environmentally sensitive customers, but in order to prevent green washing, they must be authentic, verifiable, and open.

Eco-Friendly Claims: Labels such as "carbon-neutral," "biodegradable," or "recyclable" draw attention to a product's advantages for the environment.

Sustainability Claims: Statements that emphasize energy efficiency, renewable resources, or ethical sourcing (e.g., "Made from 100% recycled plastic").

Certifications & Labels: Goods that have earned certification from reputable agencies (such as FSC-certified, USDA Organic, Fair Trade, and Energy Star).

Green Process Claims: Highlight environmentally friendly production methods including solar-powered production, low water usage, and lower emissions.

XI. ADOPTION OF GREEN STRATEGY

Promoting environmentally responsible behavior, sustainable corporate processes, and eco-friendly products are the main goals of green marketing tactics. Businesses use these tactics to draw in ethical customers, adhere to legal requirements, and promote sustainability.

1. Creating items that are recyclable, biodegradable, or energy-efficient is known as sustainable product design.
2. Eco-Friendly Packaging: To cut down on waste, use minimal, recyclable, or biodegradable packaging.
3. Green branding and advertising: Using clear message to promote real environmental benefits.
4. Sustainable Supply Chain: Reducing environmental impact through ethical and responsible sourcing of raw materials.
5. Carbon Footprint Reduction: Putting policies in place to reduce emissions, manage waste, and use renewable energy.
6. Eco-Certifications & Labels: Acquiring reputable green certifications such as USDA Organic, Fair Trade, and Energy Star.

7. Consumer Education & Engagement: Promoting eco-friendly behaviors and increasing awareness of sustainability.

XII. CONCLUSION

Businesses that want to expand sustainably, gain the trust of their customers, and be environmentally conscious must use green marketing. Businesses may stand out in the marketplace, cut expenses, and adhere to environmental standards by using eco-friendly practices. They can also help create a healthier planet. Green marketing encourages responsible consumption by guaranteeing that consumers have access to safer, superior, and ethically produced goods. In the meantime, companies gain from sustained prosperity, creativity, and a solid reputation for their brands.

However, in order for green marketing to be genuinely successful, businesses must avoid green washing and false claims and guarantee openness, authenticity, and adherence to sustainability standards. Businesses can create a win-win scenario by incorporating green marketing methods, which will benefit both society and the environment while also attaining commercial success. Green marketing is the way of the future, and long-term success depends on embracing sustainability.

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