

Green Marketing Customer Awareness and Strategies for a Sustainable Future

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ABSTRACT

In recent period environmental protection and sustainable development have become major concerns across the world. The world moving towards green marketing. Customer awareness plays a important role in the success of green marketing. When a Customer become more informed about environmental issues, they increasingly prefer products that reduce harm to nature. so Companies are developing innovative strategies to meet Customer expectations while contributing to a sustainable future. Customer view a product or service's "greenness" as a benefit and base their buying decision accordingly. Customer awareness is the backbone of successful green marketing because informed Customer drive demand for eco-friendly products and responsible business practices. Some challenges such as high costs and greenwashing exist, effective strategies, technological advancements, and increased Customer awareness can strengthen green marketing efforts.

KEYWORDS: *green marketing, environmental protection, sustainable development, Customer awareness.*

INTRODUCTION

In recent period environmental protection and sustainable development have become major concerns across the world. Climate change, pollution, deforestation and excessive use of natural resources have encouraged businesses and Customer to adopt eco-friendly practices. The world moving towards green marketing. One important business approach that supports sustainability is green marketing. Customer awareness plays a important role in the success of green marketing. When a Customer become more informed about environmental issues, they increasingly prefer products that reduce harm to nature. so Companies are developing innovative strategies to meet Customer expectations while contributing to a sustainable future. Governments all over the world also have become so concerned about green marketing that they have attempted to regulate them.

Scope:-

The study covers only the aspects of Green Marketing Customer Awareness and Strategies for a Sustainable Future and also analyses the opportunities and challenges of its. It also discribe coustomer awareness towards environmental benefits.

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Methodology:-

The study is descriptive in nature. This study discusses the definition and purpose of Green Marketing, Customer Awareness and Strategies for a Sustainable future. as well as both the advantages and disadvantages of Green Marketing. The study based on secondary data. The different sources of data collection include articles, journals, news sources, websites.

What is green marketing:-

Green marketing refers to the process of selling products and services may be environmentally friendly in it or produced or packaged in an environmentally friendly (ecofriendly) way. Customer view a product or service's "greenness" as a benefit and base their buying decision accordingly. Many governments around the world have attempted to regulate green marketing for environmental Sustainability.

According to Investopedia Green marketing is one component of a broader movement toward socially and environmentally conscious business practices. Increasingly, Customer have come to expect companies to demonstrate their commitment to

improving their operations alongside various environmental, social and governance (ESG) criteria. ESG related improvements include the reduction of carbon emissions involved in a business's and a company's operations, the maintenance of high labor standards both domestically and international supply chains, and corporate social responsibility programs designed to support the communities in which the business, an industry and company operates.

According to wikipedia Green marketing refers to the marketing of products that are considered environmentally safe. It encompasses a broad range of activities, including product modification, changes to the production process, sustainable packaging, and modifications to advertising. However, defining green marketing is not a simple task. Other terms that are often used interchangeably are environmental marketing and ecological marketing.

Now we can understand that the "Green Marketing" describes product packaging, ingredients and production methods that are beneficial to the environment. Green marketing include electric vehicles, organic food products, biodegradable packaging, solar powered appliances and reuseable shopping bags.

Objectives:-

1. To know about green marketing
2. To study the awareness of Customer with respect to green marketing.
3. To find the willingness of the Customer to pay more for green products.
4. To find out awareness about eco- friendly or green products.

Literature Review:-

Dr. Mishra Smita and Mr. Aggarwal Sarthak 2021 they conclude in the research paper **Awareness of green marketing and its influence on Customer** that We need to check if the marketing with the veil of sustainability can be checked by proper policy. There should be policies to promote fair marketing practices. The marketer should be liable to pay for environmental restoration if they have indulged in unscrupulous approaches. Steps should be taken to avoid green marketing myopia wherein marketers overemphasize the environmental aspect to the detriment of genuine satisfaction of Customer. Marketers must follow the ethical code and conduct. Their marketing communication must be reliability and more credible. There is a need to internalize the marketers for any deception and miscommunication in order to boost the sale of the product where in the

overall impact is as much as a non- green labelled product.

Rizvi S. (2021) in research paper **Awareness of Green Marketing and its Effect on Buying Behavior in National Capital Region** he conducted a green marketing survey that was created using a questionnaire based on earlier studies in the same subject. He told that customers were not sufficiently exposed to green marketing strategies. recommendations for increasing the sales of environmentally friendly products and services. The report proposed that specific techniques might be employed to increase market penetration in the National Capital Region of India, targeting both environmentally conscious and obliging consumer groups. Green marketing is more important and significance in developing countries like India.

Iftikhar(2022) examined in article **The impact of green marketing and environmental awareness on Customer green and conscious consumption of green products** the actual ways in which customers' conscious and environmentally conscientious attitudes toward purchasing green products are shaped by environmental awareness and green marketing. He concludes that the Customer purchasing decisions are influenced by both green marketing and environmental knowledge when it comes to being environmentally concerned and buying green items. He said that green marketing and environmental awareness are positively correlated.

Evolution of Green Marketing:-

The term Green Marketing came into prominence in the 1980s-1990s. As we know that the evolution of green marketing has three phases. The American Marketing Association (AMA) held the first workshop on Ecological Marketing in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled Ecological Marketing. That is like this:-

- a) First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.
- b) Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
- c) Third phase was "Sustainable" green marketing. It came into prominence in the 1990s- 2000. This was the result of the term sustainable development which is defined as meeting the

needs of the present without compromising the ability of future generations to meet their own needs.

Green Marketing Mix:-

In green marketing the most important task is to use 4 P's (product, price, promotion and place) in an innovative manner.

- 1. Product:-** The ecological objectives in planning products are to reduce resource consumption, pollution and to increase conservation of scarce resources. The salesmanager's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, reduced wastage and used environment-friendly materials.
- 2. Price:-** Price is a critical and important factor of green marketing mix. Most Customer will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal or taste. Green marketing should take all these facts into consideration while charging a premium price.
- 3. Promotion:-** Green advertising has three types or ways. In detail these are-
 - a) Those that promote a green lifestyle by highlighting a product or service.
 - b) Advertisement that address a relationship between a product/service and the biophysical environment.
 - c) Advertisement that present a corporate image of environmental responsibility.
- 4. Place:-** This is important for customer to buy a green product from proper place. The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products. Only eco-friendly customer do so.

Strategies of Green Marketing:-

Businesses use various strategies to promote sustainability and attract environmentally conscious customers that is:-

- 1. Eco-Friendly Product Design:-** To develop products that are recyclable, biodegradable, energy-efficient, and less harmful to the environment. Sustainable product design reduces environmental damage throughout the product life cycle.

- 2. Corporate Social Responsibility (CSR):-** Organizations participate in environmental campaigns, tree plantation drives, and community development programs to demonstrate commitment to sustainability.

- 3. Green Advertising:-** promote their environmental efforts through advertisements, social media campaigns, and awareness programs. Honest communication is important to avoid misleading claims known as "greenwashing."

- 4. Energy-Efficient Production:-** adopt renewable energy sources such as solar and wind power to reduce carbon emissions and save natural resources.

- 5. Recycling and Waste Management:-** encourage recycling programs and proper waste disposal systems. Some businesses also use recycled materials in manufacturing.

- 6. Sustainable Packaging:-** use minimal, reusable, or biodegradable packaging materials to reduce plastic waste and pollution.

- 7. Green Pricing:-** Some Customer are willing to pay slightly higher prices for eco-friendly products because they value environmental benefits and product quality.

Benefits of Green Marketing:-

A business, an industry and a company that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the a business, an industry and a company which are not concerned for the environment. Some of the advantages of green marketing are,

1. It ensures sustained long-term growth along with profitability.
2. It saves money in the long run, though initially the cost is more in green marketing.
3. It helps market their products and services keeping the environment aspects in mind. It also helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be working for an environmentally responsible a business, an industry and a company.

Challenges in Green Marketing:-

Green marketing faces several challenges like:

- 1. High Costs:-** Eco-friendly production and sustainable materials can be expensive that increasing product prices.

- 2. Resistance to Change:-** Some brandlover Customer and businesses sometimes hesitate to shift from traditional practices to sustainable alternatives.
- 3. Greenwashing:-** Some falsely advertisement claim to be environmentally friendly to attract customers, which damages consumer trust.
- 4. Limited Availability:-** Green products not always be easily accessible.
- 5. Lack of Consumer Awareness:-** Many Customer still donot know about environmental issues and green products.

Importance of Customer Awareness in Green Marketing:-

Customer awareness define to the understanding and knowledge Customer have about environmental issues and eco-friendly products. Awareness promot purchasing decisions and encourages responsible consumption.

- 1. Encourages Sustainable Consumption:-** When Customer understand the environmental impact of their choices, they are like to buy green products. This reduces waste, pollution and overconsumption.
- 2. Increases Demand for Eco-Friendly Products:-** Awareness creates market demand for sustainable goods. It give a chance to invest in environmentally friendly technologies and production methods.
- 3. Builds Trust and Brand Loyalty:-** Customers prefer brands that aware for social and environmental responsibility. Green practices helps gain consumer trust and long-term loyalty.
- 4. Promotes Environmental Responsibility:-** Educated and environmental warrior Customer support recycling, energy conservation and reduced plastic use. This collective effort contributes to environmental protection. They avoid single use plastic also.
- 5. Supports Government and Global Sustainability Goals:-** Consumer awareness coordinate with national and international sustainability initiatives goals at reducing carbon emissions and protecting natural resources.

Green Marketing and a Sustainable Future:-

Green marketing contributes to a sustainable future by balancing economic growth, environmental protection, and social welfare. It encourages businesses to use resources responsibly and motivates Customer to make ethical purchasing decisions. So

1. Governments should implement environmental regulations and rules strictly.
2. Educational institutions should spread awareness about sustainability and environmental regulations among students and society.
3. A business, an industry and a company all should adopt transparent green practices.
4. Customer should support environmentally responsible brands.

Conclusion:-

Green marketing has emerged as an essential strategy in the modern business world. It helps to gain competitive advantages but also promotes environmental conservation and sustainable development. Customer awareness is the backbone of successful green marketing because informed Customer drive demand for eco-friendly products and responsible business practices. Some challenges such as high costs and greenwashing exist, effective strategies, technological advancements, and increased Customer awareness can strengthen green marketing efforts. By adopting sustainable practices and encouraging ecoresponsible consumption, businesses and Customer can work together toward a cleaner, greener and more sustainable future. As we knows that Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. consumers, industrial buyers and suppliers need to pressurize the minimizing of the negative effects on the environment. Green marketing holds even greater significance and relevance in developing countries as such India.

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