

GREEN MARKETING AND CONSUMER BUYING BEHAVIOUR: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

World economic fluctuations and increasing phenomenon of corporate social responsibility are putting pressure on the managers to incorporate sustainability into their business model. Traditional marketing is no more capable of resolving the problems in today's competitive and dynamic market. This led to a new marketing philosophy i.e. 'Green marketing'. Thus, incorporating green orientation in businesses gives them a chance to satisfy customer's expectations and alleviate environmental concerns while also gaining competitive edge and customer base. As the society is becoming more concerned about the environment, businesses changed their behavior to address society's serious concerns. Consumers and manufacturers have focused their efforts on environmentally friendly products such as low-power consuming, energy –efficient appliances, organic foods, lead-free paints, recyclable paper and chemical free products. Understanding the features of sustainable products and green customers would be extremely beneficial for companies aiming to design, develop and market green products. Green marketing is becoming more essential as it is linked to universal sustainable development goals. Successful green marketing implementation is dependent on a green vision that meticulously balances the interests of stakeholders.

This study conducts a systematic examination of literature to review the body of knowledge on the topic. The results indicate that the concepts of Green Marketing have evolved over time in response to the growing importance of environmental sustainability. This review presents an in-depth analysis of body of knowledge produced in the field of Green Marketing which will prove useful to managers and researchers. The main aim of this research is to study the impact of green marketing concepts on consumer behaviour to identify how consumers are persuaded to opt for green products. The primary objective of this research is to examine how green marketing ideas affect customer behaviour in order to determine how consumers are convinced to choose green products. The presented literature review concluded that the concept of green marketing is rapidly evolving over time, but still a lot need to be done to make the green movement truly viable and workable. Companies are incorporating sustainability into their vision and corporate culture, as well as implementing sustainable and green strategies to save the planet.

Keywords: Green market, Green consumer, Consumer behaviour, Green brands, Eco labeling, Sustainable packaging, Consumer perceptions and attitudes

INTRODUCTION

The "Green" issue has taken over the world. The visible logic behind "Going Green" is the considerable negative impact of global warming and uncontrollable population growth, which has resulted in the extinction of reservoirs of natural resources and threat to future and wealth of human species. These have highlighted the importance of incorporating sustainability measures into all levels of production, consumption and general aspects of living. Green marketing has emerged as a philosophy for developing, implementing, and communicating environmental business operations which will result in enhanced corporate image and market performance. In today's complex world, the environment concern has become the most critical issue for mankind.

How to use natural resources and environment while advancing "green" industries is a concern. Consumption practices like energy saving, buying eco-labeled goods, garbage sorting, reusing and recycling increase as consumers grow more ecologically conscious. The primary elements behind the green marketing are customer desire for green products and environmental concerns. Because it shows a corporation as responsive to societal demands, green marketing, a socially responsible initiative, can be one of the most powerful instruments for reinforcing corporate image. The exhaustion of natural resources, raw materials, climate change and pollution are forcing businesses to rethink about their products and services. Initially environmental issues like pollution and energy conservation were the major focus of studies on green consumer behavior. Following that, societal consciousness and social well-being took precedence, with environmental issues simultaneously concerned. "Green Marketing" is a holistic marketing strategy that involves producing, promoting, consuming and disposing of goods in a manner that is less detrimental to the environment. Transition to green products and services is vital as customers and marketers become more aware of the effects of global warming, non-biodegradable trash, toxic pollutants etc. The "going green" trend is picking up steam. This has evolved into the new marketing maxim for satisfying consumer's wants while generating revenue. It is challenging to define green marketing since several meanings overlap and conflict with one another as many social and environmental definitions are linked with this. It is often related with terms like ecological, sustainable, eco friendly, green etc. but green marketing is a much broader concept. Although the switch to "green" may seem expensive in the short run, it will surely result in savings over time. It will eventually turn out to be both necessary and economical. Firms must make efficient use of resources in order to fulfill corporate goals since human demands are boundless and resources are scarce. Globally, consumers are becoming more and more concerned about environmental protection, hence changing their behaviour patterns and looking for products that are less detrimental to society. Due to this, the concept of Green marketing has emerged which aims at marketing sustainable and socially responsible goods.

The World Health Organization predicts that between 2030 and 2050, changes in climate would result in extra 250000 cases of deaths due to malnutrition, malaria, diarrhea and heat stress per year. Change in climate imposes health risk including increased risk of respiratory and cardiac disease, injuries and pre-mature deaths due to extremes of weather conditions, increased incidence of food and water-borne diseases. As businesses become more aware of the advantages of ecological commodities and the risks connected with non-environmentally friendly ones, going green has gained prominence throughout the world. Going green is a feasible organizational strategy that is growing more and more essential, with particular implications for marketing. Organizations are putting more and more emphasis on creating internal and external green initiatives. Recovering pollutants, inventing non-renewable input substitutes, and redesigning goods to utilize less material and energy are all examples of internal initiatives. The development of core competences in commodities, operations and supply chains sustainability will be the focus of external initiatives. In the current scenario, the challenge is to retain customers and keep our natural environment safe, which is the most pressing need of the hour. Because of the growing concern of consumer base, innovative business world of high technology, increased community pressure on companies, increased interest in green and socially responsible products, externalities such as health issues, neighborhood amenity, Environmental and governmental legislation, it is critical to implement green initiatives in marketing. Over the last few decades, environmental concerns have grown in importance among multinational corporations, governments, academics, and other stakeholders. They are concerned about the world they call home and want to do their part to keep it healthy and long-lived. Their purchasing practices, such as their concern for plastics, CFCs, using organic, product recycling, input reuse, etc., reflect their kind attitude toward the environment. Businesses must concentrate on lowering the perceived risk associated with going green by giving reliable information, which helps to increase customer trust and the perceived value.

OBJECTIVES OF THE STUDY

The purpose of the research is to comprehend the concept of "green marketing" and evaluate relevant systematic body of literature and studies in order to establish a relationship between consumer behavior toward green concepts and marketing. This study focused on the Impact of Green marketing on consumer's buying behaviour by examining how various green concepts and strategies shape their behavior and perceptions.

LITERATURE REVIEW

GREEN MARKETING AND GREEN CONSUMERISM

There are numerous literatures studying the concept of green marketing. An organization's efforts to plan, create, advertise, price and distribute products in a way that supports environmental sustainability are known as "green marketing" or "sustainable marketing" (Polonsky, 2011). Sustainable marketing refers to activities designed to create and facilitate exchanges intended to satisfy human needs with negligible detrimental effect on the nature and environment (Polonsky, 2011). "Green Marketing is defined as the process of planning, implementing and controlling the development, pricing, advertising and distribution of merchandise in a way that meets the following three criteria: (1) customer expectations are met, (2) organizational mission is achieved, and (3) the process is congruent with ecosystem (Fuller, 1999)." The entire lifespan of a good from input purchase, manufacture, sale, utilization, dumping has a bare minimum impact on nature (Charter, 1991). The concept of sustainable marketing has evolved over time and can be classified into 3 eras based on distinct characteristics of shifting demands based on environmental requirements. "The Evolution of sustainable marketing includes three eras, i.e. ecological, environmental and sustainable (Mishra, Sharma, 2014; Zampese et al., 2016; Lazar, 2017; Papadas et al., 2017)." The first period known as ecological era, which lasted till early 1970s, concentrated on external environmental issues such as air and water pollution. All marketing initiatives were meant to be solutions to environmental issues. Toxic industries like chemicals, mining were the focus of practitioners in that period. The primary focus was limited to leading polluters (Papadas et al., 2017). The second era, known environmental era which took off in 1980s includes concepts such as innovative products, sustainable practices, clean technology (Peattie & Crane, 2005). Manufacturers at the time saw environmental concerns as an expense and limitation rather than marketing activity (Papadas et al., 2017). The Third era, Sustainable era came into prominence in late 1990s and emphasis on producing quality product putting an eco-friendly emphasis on quality, functionality, affordability and convenience. In order to fulfill the environment costs of production and utilization and establish a sustainable economy, marketing has undergone significant change. Environmentalism has emerged as a critical aspect over the last decade as a result of rising concerns about acid rain, ozone depletion and land degradation. The concern for environmental restoration has consequently increased, giving rise to "green consumerism" (Eriksson, 2002). The increase in green consumerism has given opportunity to firms to innovate. A green consumer is one who practices ethical consumer behavior, avoids products that could endanger any living being or deplete the environment or use nonrenewable energy (Elkington, 1994). The desire of consumers to restore ecological balance through the global demand for ecologically friendly products has increased (Doyle, 1992). Chen and Kao (2005) suggested six criteria for evaluating green marketing: green consumption, green businesses, green packaging, green manufacturing, green design and green marketing. Firms have been applying various strategic approaches to gain competitive edge by repositioning their consumer's attitudes and perceptions via Innovative eco friendly products (Elham, Rahbar, 2011). The concept of going green has been highlighted over manufacturing, labeling, packaging, advertising and incentive techniques. There is no single solution that would work for every corporation. Strategies should be planned taken into account various markets and the level of user environmental concern (Ginsberg, Bloom, 2004). Reputation and performance of the firm depends on the sustainable practices done by an

enterprise (Dangelico, 2015; Claver et al., 2007).

Based on four factors—green perceived value, green perceived risk, green trust and green purchase intention—Chen and Chang (2012) created a model to examine purchaser's intent to make green purchases. Numerous studies conducted over the years came to the conclusion that a variety of factors play a role in the promotion of green products. These factors include rising public awareness of the green concept, green advertising by businesses, growing concern for the environment and rising popularity of green products. By educating consumers and creating better products, it is possible to change people negative impressions about green products (Bonini & Oppenheim, 2008). Paco and Raposo (2009) conducted a study survey to identify green characteristics of consumers which are environmentally friendly products, environmental activism knowledge and concern for environment, resource conservation, economic considerations, and environmental standards with skepticism. Phau (2011) conducted research on Value orientation, eco literacy, and interpersonal influence on the attitudes of consumers toward environmentally friendly products. Chen 2010 stated that Green brand image, green satisfaction and Green trust are important factors in building brand value. The benefits of using green products include energy saving, material saving, less packaging material, lowers emissions and recyclable materials (Stevels, 2001).

PERCEIVED ENVIRONMENTAL SERIOUSNESS AND RESPONSIBILITY TOWARDS ENVIRONMENTAL CONCERNS AND CONSUMER BEHAVIOUR

Numerous studies have examined the issue of perceived seriousness and responsibility towards environmental problems. Consumers in Mauritius were interested in environmental protection initiatives and environmental degradation, according to Juwaheer et al. (2012). According to several studies (Haron et al., 2005; Bhaskaran et al., 2006; Mostafa, 2007; Finisterra do Paço and Raposo, 2009, 2010), environmental concerns did not necessarily lead to ecologically responsible behaviour. (Dunlap, 1994) claims majority of studies focused on subject view of issue, its seriousness and how it varied across various cultures. According to the studies, sewage treatment, water quality, and air quality are most prevalent issues. Comparing Asian citizens to those from Western countries, it was discovered that Asians were more concerned with these issues (Dunlap, 1994). Zelezny et al (2000) study provided that women perceived themselves as having a greater personal responsibility for environmental protection in comparison to men. People are more affected by the perceived seriousness of environmental problems than by their actual severity (Ghimire and Mohai, 2005). Lee (2008) discovered a link between purchasing ecologically friendly products and how serious environmental problems are assessed to be. Consumers are seen as more socially conscious consumers and social actors when they are ready to acquire eco-friendly alternatives (Nyborg et al., 2006). As per Lee's opinion (2009), adolescent girls in Hong Kong view environmental issues more serious than boys, which is similar with Bord and O'Connor's (1997) finding that women perceive toxic waste and climate change risks as being more serious than males. When it comes to how seriously people take environmental issues, the role of media is very important (Moser and Uzzell, 2003). The awareness of how serious environmental issues are will grow along with communication and media technologies. According to Schultz's (2000) theory, egoistic self-interest, altruistic concern for others and concern for the biosphere are interconnected to environmental concerns. Environmental concerns have been highlighted as a key driver of organic food purchases (Grunert, 1993). According to Freudenberg (1996), women are more concerned with the environment than males are. Environmental concerns can significantly affect how people are persuaded to alter their behavioral patterns in order to solve an issue, claim Seguin, Pelletier and Hunsley (1998).

CONSUMER AWARENESS AND KNOWLEDGE OF GREEN PRODUCTS AND CONSUMER BEHAVIOUR

According to Lalit and Kanokthip (1998), the task of media is crucial in raising public awareness of environmental conservation. Manufacturer's efforts to introduce green products to market will be useless if consumers are unaware of their benefits as per (Kassaye, Dharmada, 1992)

opinions. In 2003, study by Mohd Rafi et al., on educated consumers in Peninsular Malaysia, they ended up finding that respondent knowledge of sustainable products was very limited to nonexistent. Due to knowledge of green product attributes and green brand positioning, consumers are more likely to show strong intentions to buy green products (Lin and Chang, 2012; Norazah, 2013). Green awareness shifts consumer's perspectives from recommending and choosing environmentally friendly products to reducing their consumption of conventional products (Suki, 2013). Through a company's marketing strategy that is based on environment, consumer awareness of environmental issues can be raised (Rahmi et al., 2017). When businesses understand their responsibility for the environment while satisfying customers needs, this will give long term benefits (Chan et al., 2012; Soonthonsmai, 2007). The main factors influencing consumer's decision to purchase a green product are products green attributes and environmental awareness (Boztepe, 2012; Thogersen et al., 2012). According to Wheeler et al. (2013), lack of awareness causes consumers to reject green brands when green message is not appropriate. Unfamiliarity with the green product may make consumers less motivated to buy it (Glegg et al., 2005). Environmental awareness should be taken more seriously in future research, according to Vicente-Molina et al. (2013) and Jaiswal and Kant (2018). Environmental awareness is crucial because it can explain consumer attitudes toward environmentally friendly products. Recognizing the negative impact of the environment on humans, consumers recognize personal responsibilities for environmental safety, as according to (Gadenne et al., 2011). Sensitive consumers feel more affected emotionally by ecological concerns (Lee, 2008, 2009) and feel they can do their part to protect the environment by adopting individually beneficial environmental activities. The people who are sensitive about the environmental issues participate voluntarily in green movements rather than leaving the responsibility to the government and others (Thgersen et al., 2012). Knowledge of the eco system just wouldn't significantly change mentalities toward green purchase decisions (Shao, Lye, & Rundle, 2009). People who are knowledgeable about ecological concerns are more likely to spend more for green goods (Laroche et al., 2001). As per Kaiser and Schultz (2009), knowing about the environment can help people become more environmentally conscious.

GREEN PACKAGING AND CONSUMER BEHAVIOUR

According to Koenig-Lewis et al (2014) research of buyers' emotional and cognitive assessments of environment friendly packaging, environmental concern—rather than rational assessment—strongly influenced consumer behaviour. Rokka and Uusitalo (2008) investigated whether product choice is influenced by sustainable packaging. According to the findings of their conjoint analysis, product packaging accounts for 34% of the usefulness of attributes, making it a key product attribute in purchasing decisions. As opposed to this, according to Magnier and Crié's (2015) analysis, this packaging may result in higher prices and less convenience, which would lower pleasure. Reduced aesthetic, quality, cleanliness and product safety are some other purported costs of eco-friendly packaging. Users ranked recyclable and low-energy packaging as essential product traits, but organic wholesomeness and financial attributes were rated as less important, according to Hanss and Böhm's (2012) research in Norway. According to Lindh et al. (2016), Swedish consumers of organic food placed a higher importance on packaging considerations than consumers of non-organic food and were willing to pay more for environmentally friendly packaging. Scott and Vigar-Ellis (2014) contended that environmentally responsible packaging raises standards of living. Other advantages of sustainable packaging, according to Magnier and Crié (2015), included health advantages, social value, emotional value, ease and price reduction due to reduced packaging material. In a survey conducted by Scott and Vigar-Ellis (2014), 51% of participants believed that eco-friendly packaging would save money. According to a study by Jerzyk (2016), French students would not consent to any packaging changes that would compromise product quality in order to protect the environment. Older customers gave green packaging the fourth-highest importance when choosing food products, according to Duizer et al. (2009). Participants in a survey conducted in Portugal by Martinho et al. (2015) evaluated package sustainability lower than product quality and cost. Arboretti

and Bordignon (2016) found that the most important consideration in product choice is how the packaging was disposed of. The vast majority of studies found that consumers appeared willing to pay more for sustainable packaging, with 86% of respondents in a research conducted in Sweden (Lindh et al. 2016), 81% of respondents in a study conducted in the US (Neill and Williams 2016) and 67% of participants in a study based in Germany (van Birgelen et al. 2009).

ECO LABELING AND CONSUMER BEHAVIOUR

Businesses utilize certification and green labeling for a variety of reasons. According to some experts, eco labeling benefit firms by enhancing their competitiveness and reputation, opening up new markets, growing their market share and generating economic benefits (Lewis, 2011). It is an educational tool designed to promote environmentally friendly production and other environmental benefits (Bougherara & Combris, 2009). Not all eco-labels are profitable. Businesses should focus on getting out the correct message—that their product is environmentally beneficial. Eco labels are effective marketing tools allowing companies to notify consumers about their initiatives and distinguish their products apart from alternatives (Horne, 2009). It is expected that number of labels emphasizing such eco-information about the product will increase in the future (Atanasoiaie, 2013). Customers will be willing to pay a higher price once they begin to value these eco labels (Bruce & Laroia, 2007). Eco labels play a crucial role in promoting sustainable consumption behaviors (Horne, 2009). By providing customers information about product environmental characteristics, eco-labeling is a marketing strategy designed to reduce the information asymmetries between producers and consumers (Delmas & Lessem, 2017; Nadara & Ertürk, 2021). It provides with product's environmental performance and benefits, increasing consumer awareness of environment, assisting consumers in making decisions and promoting the consumption of sustainable foods (Ihemezie, 2018; Iraldo, et al., 2020; Thgersen, et al., 2010). Shoppers must be willing to pay a premium cost for eco-labels as eco label products are associated with additional costs for environmental benefits (Delmas & Lessem, 2017). Eco-labels are intended to assist consumers in making informed decisions, but excessive labeling and information overload could have inverse result (Delmas & Lessem, 2017). Products are labeled on basis of different environmental considerations and differ in content, reliability etc (Grover & Bansal, 2019). Delmas and Lessem (2017) concluded that users prefer labels with messages that are simple, easy to comprehend and related to core features. According to Atkinson and Rosenthal (2014), eco labels are less efficient in influencing buyer behavior. However, eco labels have been shown to be effective in developing a positive attitude toward green products. Consumers lack faith in efficacy of environmental labels since they don't have the knowledge of the concept of green labeling (Lyer, 1999). Leire and Thidell (2005) offered a conflicting perspective, arguing that customer awareness of eco labeling does not necessarily affect their choices for environment friendly products. Research by Bleda and Valente (2008) established a link between eco labeling and corporate performance strengthens this even more.

Firms use eco-labeling approach to enhance the value of goods and persuade consumers to switch to sustainable production (Miranda-Ackerman & Azzaro-Pantel, 2017).

GREEN ADVERTISEMENTS AND CONSUMER BEHAVIOUR

Some green advertisements are educational in nature i.e. assisting stakeholders in gaining a better understanding of environmental issues while others are purely commercial in nature i.e. designed to induce people to buy company products, Some are image-focused i.e. improving the firm green profile (Banerjee et al., 1995; Menon et al., 1999). Firms are using green advertising to promote an environmentally sustainable business approach to clients, regulators and stakeholders (Kinnear and Taylor, 1973; Peattie, 1995). When the community expresses concerns regarding anti-ecological activities in the 1960s, the first ecologic marketing messages began to appear (Easterling et al., 1996). Deceptive marketing claims, overstated environmental themes, and unclear environmental terminology were the causes of the decrease in green advertising in the 1990s (Easterling et al., 1996;

Polonsky et al., 1997). This unfavorable situation started to change at the beginning of the new century as strong international political backing, sound international legislative improvements and rekindled public enthusiasm throughout the world spurred marketing efforts into a new sustainable age (Belz and Peattie, 2009; Yin and Ma, 2009). Initially, eco-friendly phrases like "disposable," "recyclable," and "pre-packaged" were stressed in advertisements; however, these have been replaced by more modern terms like "organic," "fuel efficient," and "sustainably sourced" (Peattie, 1995). Utilizing a variety of components, green advertising has become more efficient (Grillo et al., 2008). Natural animals, environmental graphics and green identification symbols like certification labels or logotypes are some examples (Banerjee et al., 1995; Karna et al., 2001; Wagner and Hansen, 2002). Green advertisements serve a variety of purposes, ranging from communicating simple, concise information about products to connecting customers with company (Benoit-Moreau and Parguel, 2011). Consumers can understand such advertisements because they are straightforward, objective, educable, factual, and convincing (Schmeltz, 2012). The content of such advertisements tends to raise consumers attention in the commercials (Odekerken-Schroder et al., 2003) and elicit feelings of pleasure, enjoyment and excitement (Odekerken-Schroder et al., 2003, Bauer et al., 2006). If green advertising message matches with consumer's psychology, this will improve their attitude toward brands (Ruiz & Sicilia 2004; Kao et al. 2011).

According to Hartmann and Apaolaza-Ibáez (2009), green advertising is only successful if it can give the business a safe environment while clients are judged on how well they comprehend and practice green living. Previous studies have shown how green advertising affects consumer behaviour in terms of seriousness, perceptions, attitudes and company image (Abd Rahim et al., 2012; Wei et al., 2012; D'souza & Taghian, 2005; Alamsyah et al., 2018). Customer's preferences for businesses that employ green marketing offer insight into the development of product innovation (Rizwan et al., 2014)

GREEN BRANDING AND CONSUMER BEHAVIOUR

An eco-brand is a name, symbol or design for environmentally friendly products. Consumers will prefer to buy eco-brands which have high level of environmental impact over those with a low level of environmental impact (Chatterjee, 2009). Due to significant shifts in society, Heraud (2007) and Joseph Zammit (2013) discuss the growing necessity of green brands and green branding. Nowadays, Customers are becoming more knowledgeable and committed to green values and brands. Customers will more often choose to buy from companies whose brands are perceived as green (Sarkar, 2012). The persuasive communication in (Russo's, 2011) opinion, is an essential element of the green branding. This component needs to be thoughtfully incorporated into the green brand development process that aims to connect emotionally with the audience. Consumers interpret the company's green brand image because of its social initiatives and products it offers. Previous theories claimed that various judgments influenced how consumers perceived green brands. The opinions relates to benchmarking (Gupta & Kumar, 2013), reputation level of company (Alamsyah et al., 2017), company performance level, company attention level of environmental friendly products and customer trust level to company (Yu-shan Chen, 2010). Actively communicating with potential customers about the brand's distinctive green value derived from eco sustainable aspects is essential to position a brand as a "green brand" (Hartmann et al., 2005; Lin et al., 2017). A customer's emotional and intellectual perspective of a green brand could be enhanced if it employs green positioning strategies (Hartmann et al., 2005; Papista et al., 2018) either by its emotive advantages or ecological elements. Green brands receive positive and enthusiastic customer response (Chen and Chang, 2013; Raska and Shaw, 2012). "A green brand is one that offers a significant eco-advantage over the incumbents and which appeals to those who are willing to make green a high priority, according to the definition of (Grant, 2008)." If consumers believe there is high risk associated with green claims that are misleading and confusing, the image of the green brand could be negative (Kalafatis and Pollard, 1999). Compared to neutral brands, environmental claims made by green brands are more reliable (Ong and Phau, 2007). The use of eco-brand elements can assist consumers in differentiating them from other non-green products (Delafróoz, Taleghani, & Nouri, 2014).

CONCLUSION

Human needs have become more diverse as a result of industrialization, development and technological advancement. As a result, environment of our world has been destroyed and polluted, which is having a negative impact on human life. Humans have been looking for ways to secure their futures and maintain their lives in sustainable circumstances. Green marketing has emerged as a buzzword in today's marketing practices all over the world. Both marketers and customers are now expressing concern for green products and environment friendly environment. So, if marketers want to survive in this competitive environment, they must embrace the eco-friendly concept. Green marketing has become essential for society in order to save the environment, utilize our natural resources and make the earth a healthy planet to live on. Our consumption levels are too high and unsustainable. This study is a compilation of several investigations on green concepts. It is clear that the idea of being green is still developing. People still don't understand environmental issues. People are becoming aware of their obligations to the environment. This will go a long way in educating people and spreading the concept of green products. Green marketing is therefore necessary. A change is requisite in consumer behavior and attitudes toward more environmentally friendly lifestyles. Green marketing must become a norm rather than exception or just a fad considering the threat posed by global warming and climate change. It should be made mandatory to recycle paper, metals, plastics and other materials in a way that is environmentally safe. It should become a norm to use environment and energy saving products. Marketers must also be accountable for making the consumers aware of the advantages and needs of using green products. It is necessary to incorporate an understanding of "Environmentally Friendly" into the corporate culture in addition to create environment friendly products. A company should produce goods using sustainable raw materials, compostable commodities, durable goods, products that can be safely disposed of, goods that can be reused, recycling, curbing packaging etc. The company should balance user's price sensitivity with willingness to pay for a product when setting prices for green products. Customers would only pay more if people think the product provides additional value, such as enhanced quality, function, layout, or aesthetic appeal. In order to reduce transportation emissions and make sure that distributors are concerned about the environment, businesses must manage their logistics effectively. Effective marketing that is simple to see, easy to comprehend, and practically helpful for protecting the environment is used. Green marketing is not only practiced in 4P's but also embraced in organization as a whole. The environment must be seen by corporations and investors as a long-term investment tool and must consider the green's long-term benefits. Green marketing includes a social and environmental component; therefore it should not be viewed as just marketing technique. Instead, it needs to be pushed with much more zeal. Companies have begun to prioritize strategies that aim for long-term sustainability in addition to short-term profitability. Being green is the 21st-century corporate ethical code. The idea of "green marketing" has evolved over time, moving from a tool of traditional marketing to a strategy that is affecting entire company, not limited to a particular segment to dominating the whole market and instead of just concentrating on certain environmental issues to considering issues of global sustainability. Our world is on the verge of a serious disaster. Humanity is on the verge of extinction as a result of melting glaciers, extreme weathers, pollution, greenhouse gases that trap solar heat, rising sea levels etc. Only those businesses will benefit in the future in terms of eco-friendly products, materials and technologies that address the problem by acting on their commitments.

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