



## THE EFFECTIVENESS OF GREEN MARKETING STRATEGIES

**Mr. Goudappa**

**Assistant Professor, Department of Commerce ,  
Government First Grade College, Raichur , Karnataka.**

### ABSTRACT

*In today's market, the idea of green marketing has gained particular traction. Protecting the environment from pollution is now an enormous challenge. Customers are also aware of environmental issues like global warming and the effects of pollution in the environment. Consumer attitudes toward a green lifestyle have changed significantly. A shift in how consumers live their lives has resulted from an increase in awareness of the various environmental issues. People are actively working to lessen their negative environmental impact. The current study examines the various ways in which the various attributes of consumers are related to the idea of green marketing and introduces the concept of green marketing. The paper discusses the current state of the Indian market, the challenges and opportunities green marketing presents to businesses, the motivations behind its adoption, and the future of green marketing. It concludes that green marketing will continue to expand in practice and demand.*

**KEY WORD:** Consumer; Green-Products; Environment; The Golden Rule.

### INTRODUCTION

The practice of selling goods and services on the basis of the environmental benefits they provide is referred to as "green marketing." Such a product or service might be green in and of itself, or it might be made in a way that is good for the environment, like; being produced in a sustainable manner and not containing ozone-depleting or toxic materials; is made from recycled materials and can be recycled; being made to be fixable rather than "throwaway," etc. A wide range of activities are included in green marketing, such as altering advertising and the product itself as well as making changes to the manufacturing process and sustainable packaging. With growing awareness of the implications of global warming, non-biodegradable solid waste, harmful effects of pollutants, etc., "Green Marketing" refers to the production, marketing, consumption, and disposal of goods and services in a manner that is less harmful to the environment. The need to switch to green products and services is becoming increasingly apparent to consumers and marketers alike. In spite of the fact that switching to "green" may initially appear to be costly, in the long run, it will unquestionably prove to be essential and cost-effective.



### OBJECTIVES OF THE STUDY

In the marketing concept of today, the term "green marketing" occupies a prominent position. Therefore, the goals of this study are to comprehend the true meaning of green marketing, the difficulties that green marketers in India face, and the strategies required for effective green marketing.

- ❖ To know the concept of green marketing.
- ❖ To identify the importance and need of green marketing.

- ❖ To study the challenges and prospects of green marketing.
- ❖ To outline green marketing term in detail
- ❖ To recognize green marketing future opportunities
- ❖ To understand green marketing pros and cons
- ❖ To know customer perception about green marketing

### GREEN PRODUCTS AND ITS CHARACTERISTICS

Green products are those that do not pose a threat to the environment and are produced using environmentally friendly methods. Conservation of natural resources and sustainable development necessitate the promotion of environmentally friendly technologies and goods. The following criteria allow us to define green products:

- Products those are originally grown
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### Challenges In Green Marketing:

#### Need for standardization:

Only 5% of the marketing messages from "Green" campaigns are completely accurate, and there isn't enough standardization to verify these claims. Currently, there is no standard for certifying an organic product. There won't be a way to verify the certifications unless some regulatory bodies are involved. Labeling and licensing of this kind necessitate the establishment of a standard quality control board.

#### New concept:

The urban and educated Indian consumer is becoming more aware of the advantages of green products. However, the general public is still unfamiliar with it. It is necessary to educate and inform the customer about the threats to the environment. It will take a lot of time and effort for the new green movements to get their message out to the general public. Indian consumers are aware of the significance of using natural and herbal beauty products thanks to the country's ayurvedic heritage. The Indian consumer is exposed to healthy lifestyles like yoga and eating natural foods. The consumer is already aware of these aspects and will likely accept green products.

#### Patience and Perseverance:

Marketers must consider the long-term benefits of this new green movement, and investors and corporations must view the environment as a major long-term investment opportunity. It won't get results right away and will take a lot of patience. It will have its own acceptance period because it is a novel concept and idea.

#### Avoiding Green Myopia:

Green marketing's first rule is to focus on customer benefits, or the main reason people buy a product in the first place. If you do this right, customers will be motivated to switch brands or even pay more for the greener option. If a product is made that is completely green, it will not help.

## Green marketing in India: An Overview

A shift in how consumers live their lives has resulted from an increase in awareness of the various environmental issues. Consumers' attitudes toward a green lifestyle have changed. People are actively attempting to lessen their environmental impact. However, this is still evolving and not widespread. However, businesses and organizations have observed this shift in consumer attitudes and are attempting to capitalize on the green market industry's potential to gain a competitive advantage. In the modern era of globalization, it has become difficult to keep customers loyal and even to ensure the safety of our natural environment, which is the most pressing need of the time. Green marketing is a phenomenon that has gained particular prominence in the modern market. It is regarded as an important strategy for facilitating sustainable development and has emerged as a significant concept in India as well as in other parts of the developing and developed worlds. The idea, need, and significance of green marketing are the main points of this research paper. In addition to books, journals, websites, and newspapers, numerous evidence sources have been used to collect the data. It examines the main obstacles to green marketing adoption. The paper examines the difficulties associated with green marketing and describes the current Indian market scenario.

## Green Marketing- Challenges

Despite the fact that a lot of businesses are using green marketing, it's not an easy job because there are a lot of issues that need to be solved. Green marketing faces the following major difficulties:

- 1. New Idea:** The urban and educated Indian consumer is becoming more aware of the advantages of green products. However, the general public is still unfamiliar with it. It is necessary to educate and inform the customer about the threats to the environment. It will take a lot of time and effort for the new green movements to get their message out to the general public.
- 2. Cost Factor:** Green marketing involves selling green goods and services, green technology, and green power and energy. For these, a lot of money needs to be spent on research and development (R&D) programs and subsequent marketing campaigns, which could ultimately result in higher costs.
- 3. Convincing customers:** Customers may not be convinced of the company's green marketing strategy. As a result, the company should take every step possible to get customers to buy their green products. The best way to do this is by using eco-labeling programs. Customers may also not always be willing to pay the additional cost of the products.
- 4. Sustainability:** At first, profits are very low because green technologies and renewable and recyclable products cost more. Green marketing will only be successful over time. As a result, the company needs to prepare for and plan for a long-term strategy rather than a short-term one. It also needs to avoid falling prey to unethical practices in order to make quick profits.
- 5. Non-cooperation:** Businesses that use green marketing must work hard to persuade stakeholders, and it may not always succeed in persuading them of the benefits of green marketing over short-term costs.
- 6. Green marketing must satisfy two objectives to avoid green myopia: enhanced customer satisfaction and environmental quality. Green marketing myopia refers to either underestimating or overemphasizing the former at the expense of the latter.**

## Impact of Green Marketing in India

In this age of globalization, it's hard to keep customers and customers together and protect our natural environment, which is the most important thing right now. Customers are concerned about environmental issues like global warming and environmental pollution. In today's market, green marketing is a phenomenon that has emerged as an essential idea in India. Green marketing in India has received the most attention in this article. Secondary sources like books, newspapers, and websites have been used to compile the data. It explains the most important aspects of putting various green marketing strategies into practice. The article discusses the current state of the Indian market, the advantages and disadvantages of green marketing for businesses, the motivations behind its implementation, and its potential. In conclusion, green marketing will always evolve in practice and demand.

All over the world, environmental issues have gained prominence in both business and public life. It is not the case that a small number of well-known businessmen or leaders of different nations are concerned about the decreasing oxygen levels in our atmosphere on a daily basis; rather, every common citizen in our country and around the world is concerned about the same threat of global warming. As a result, in this context of global concern, businesses have adopted green marketing as part of their strategy to promote products by making environmental claims about the attributes of those products or the systems, policies, and procedures of the companies that produce or sell them. Green marketing is clearly a part of the overall strategy of the company; In addition to manipulating the conventional marketing mix—product, price, promotion, and location—it necessitates knowledge of the public policy process. Thus, green marketing encompasses a wide range of activities.

### GREEN MARKETING IN INDIAN CONTEXT

Numerous beneficial ideas, such as eco-friendly marketing, environmentally friendly products, and reusable packaging, have gained prominence as a result of the country's ongoing rise in education and social and environmental awareness. In order to gain market acceptance from customers, producers are constantly updating product designs, packaging, and manufacturing procedures. Green marketing has a new impact on the market and is ideal for businesses that want to design their products to be environmentally friendly and attract a large market segment of environmentally conscious customers. The process of producing goods and services that are beneficial to the environment and contribute to sustainable development is the primary focus of green marketing. The broad scope of green marketing encompasses everything from manufacturing process tweaks to company marketing strategies. Customers of the new generation are more educated and aware of what's going on in other parts of the world. They also want to keep their family and the environment healthy, which is one of the main reasons they choose products and services that are better for the environment. This paper provides in-depth explanations of the benefits and drawbacks of green marketing, as well as the Indian context of green marketing and customer acceptance.

Manufacturing, industrialization, and market demand for goods and services have all increased as a result of globalization and technological advancements. The consumption rate and demand are rising rapidly as a result of an expanding global population. Numerous issues, including global warming, pollution, and a lack of natural resources, have emerged as a result of manufacturing's expansion. Numerous issues with health and the environment have emerged as a result of rising pollution. Numerous NGOs and organizations are attempting to raise people's sensitivity to these issues and raise public awareness of them. Since customers now recognize that humans are nothing without a healthy planet, they have begun to prioritize environmentally friendly products and services. Customers are constantly altering their lifestyles to improve ecosystem health. Green marketing, eco-friendly products, recycled packaging, and eco-labeling are all popular terms in the market because of this.

### Green Marketing

"All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal adverse impact on the natural environment" is what Green or Environmental Marketing is all about. The American Marketing Association defines green marketing as the promotion of goods that are thought to be safe for the environment. As a result, green marketing encompasses a wide range of activities, such as altering advertising, advertising, packaging, and product modifications. Environmental Marketing and Ecological Marketing are two other terms used in a similar way. Green marketing is used by businesses to try to solve problems with costs or profits. Customers, businesses, and the government all play a crucial role in green marketing. However, few obstacles prevent it from being implemented, such as a lack of consumer awareness, financial limitations, and limited scientific knowledge.

---

### Green Marketing strategies

Customers favor businesses that contribute to green marketing and actually employ a green and eco-friendly sustainable strategy. Any company, no matter how big or small, can become a green marketer by adopting the following strategies: Green service and product design can be a successful strategy. Solar water heaters, for example, can significantly reduce energy consumption. A company's popularity in the market and the development of customer loyalty can greatly benefit from a green brand's positioning. To be successful, this strategy may require green certifications and affiliation with other green organizations. Another option for businesses is to promote green products and services as cost-effective or economically advantageous. CNG vehicles have always promoted CNG's economic affordability and environmental benefits, using the same green pricing strategy. Another good green strategy that any business can implement is to design all activities in such a way that they will not harm the environment during distribution and logistics. Numerous manufacturing facilities generate hazardous waste that is harmful to human health and pollutes the environment extensively. Green disposal can be used to reduce harmful waste and improve the health of the environment.

### SUGGESTIONS:

Green marketing still has a long way to go and needs a lot of research to fully explore its potential. There are some recommendations that businesses should put into action in order to meet the challenges posed by green marketing and make effective use of it. They are: It is necessary to increase consumer awareness of the advantages of green products. The general public still doesn't know what it is. It is necessary to educate and inform the customer about the threats to the environment. It should be made sure that the customer is aware of the problems your product tries to solve and is worried about them. A green marketing campaign and advertising are a good first step. Customers need to be convinced to switch brands or even to pay more for the greener option. Ensure that customers have the impression that they can have an impact. Empowerment is the term for this, and this is the main reason why customers will buy greener products. Further advances ought to be taken to control misleading commitment and guarantee by the advertiser to keep up with authenticity and trust value of green items. Customers will not sacrifice product quality for the sake of the environment if they are convinced that the product does its job. The government plays a significant role in the successful and efficient implementation of this Green Marketing concept. The idea cannot be conceptualized unless the government implements specific and stringent laws through its authority. It is certain that they will be able to save the environment and make the world a better place to live if the consumer, the organization, and the government collaborate toward the common objective of minimizing the negative environmental impact of their activities. As a result, leading brands ought to acknowledge that consumer expectations have evolved. A company cannot simply green its products; Customers expect products to not only be affordable but also to contribute to a reduction in their own personal impact on the environment. Consumers in today's market are becoming more and more socially and environmentally conscious. As a result, more businesses ought to become accountable to the aspirations of customers. Given that they will eventually have to transition to being environmentally friendly, many businesses want to be ahead of the curve. The majority of businesses place little importance on green marketing, making it an underutilized USP (Unique Selling Proposition). As a result, effective green marketing that reaches the right people will have an impact.

First and foremost, environmental issues, which are one of the origins of green marketing. The American Marketing Association defines green marketing as the promotion of goods that are thought to be safe for the environment. As a result, green marketing encompasses a wide range of activities, such as altering advertising, advertising, packaging, and product modifications. With growing awareness of the implications of global warming, non-biodegradable solid waste, harmful effects of pollutants, etc., green marketing is a holistic marketing concept in which the product, marketing, consumption, and disposal of goods and services are done in a way that is less harmful to the environment. Green products and services are becoming increasingly important to consumers and marketers alike. A lot of people think that green

marketing only means promoting and advertising products that are good for the environment. Consumers frequently associate green marketing with terms like phosphate-free, recyclable, refillable, ozone-friendly, and environment-friendly.

### **Discussion: The Effectiveness of Green Marketing Strategies**

Green advertising methodologies, which underscore harmless to the ecosystem practices and items, have acquired unmistakable quality as organizations look to engage progressively eco-cognizant shoppers. The impact on business performance as a whole, consumer perceptions, and competitive advantage are all ways to measure these strategies' efficacy.

#### **1. Consumer Perceptions and Behavior**

Green marketing strategies frequently seek to coincide with the growing preference for sustainability among consumers. According to research, consumers are more aware of environmental issues and prefer brands that show a genuine commitment to eco-friendly practices. According to Peattie and Crane (2005), eco-friendly marketing can attract a segment of environmentally conscious customers and increase brand loyalty. Nevertheless, Luchs et al. (2010) emphasize that the credibility of product claims and their actual impact on the environment are critical to the success of green marketing. "Greenwashing," in which businesses exaggerate or misrepresent their environmental efforts, is frowned upon by customers.

#### **2. Competitive Advantage**

Green marketing can differentiate a brand from the competition in a crowded market. Leonidou and others (2013) found that green marketing strategies frequently result in increased brand recognition and market share for businesses. The brand's reputation can be improved and it can stand out from the competition by incorporating sustainability into its core values. However, Brunk (2010) points out that rather than superficial or short-term initiatives, the long-term success of green marketing depends on continuous innovation and genuine commitment.

#### **3. Impact on Business Performance**

Green marketing has a variety of effects on business performance. According to Nicolau and Sellers-Rubio (2012), green marketing can result in increased sales and profitability, but the advantages are not always immediate and can vary based on the market and industry. Green marketing initiatives can have an impact on short-term financial performance because they frequently necessitate significant investments in sustainable practices and product development. Nonetheless, the long-term advantages include increased customer satisfaction, increased brand loyalty, and alignment with global sustainability trends.

#### **4. Challenges and Limitations**

Green marketing faces a number of obstacles despite its potential benefits. According to Peattie (2001), one major obstacle is the higher cost of green products, which may limit their appeal to consumers who are price conscious. The level of consumer trust in environmental claims also has an impact on the efficacy of green marketing. Murray and others (1997) emphasize that companies must ensure transparency and provide credible evidence of their environmental efforts for green marketing to be successful.

#### **5. Emerging Trends and Future Directions**

Companies are looking into new ways to make green marketing work better as it develops. According to Ginsberg and Bloom (2004), green marketing's impact and appeal can be enhanced by integrating it with broader CSR initiatives. The effectiveness of green marketing in various cultural contexts, as well as the long-term effects on consumer behavior and brand equity, could be the subjects of future research.

The global market of today requires green marketing. Our environment will be saved and sustainable development will be established by using green products and methods. Businesses ought to begin incorporating green marketing into their day-to-day production. The only way to encourage the industry to adopt more environmentally friendly marketing strategies is for customers to demand more eco-friendly products. We may be able to save our environment in the long run by taking small steps toward environmental preservation. Green marketing is becoming increasingly popular in the Indian market, but it also requires more support from the government.

## CONCLUSION

When implemented authentically and thoughtfully, green marketing strategies can significantly improve business performance, enhance consumer perceptions, and gain a competitive advantage. However, the success of these strategies is contingent on overcoming obstacles like higher prices, consumer skepticism, and the requirement for genuine sustainability commitment. In order to address these difficulties and maximize the beneficial effects of environmental initiatives on both businesses and consumers, ongoing research and innovative green marketing practices will be crucial.

## RESULTS:

### Results: The Effectiveness of Green Marketing Strategies

The following are a few significant outcomes that highlight the effectiveness and impact of green marketing strategies across a variety of dimensions:

**1. Consumer Attitudes and Behavior :** Increased Positive Perception Consumers' perceptions of brands are significantly enhanced by green marketing strategies, according to studies. According to Ottman's (2011) study, 65% of consumers are willing to pay more for eco-friendly products. Consumer preference for green products rises and brand loyalty rises as a result of this favorable perception. Authenticity Matters Luchs et al. claim that ( 2010), consumers are more receptive to brands that show genuine concern for the environment. As consumers are quick to recognize insincerity, brands that are perceived as engaging in "greenwashing" see little to no benefit from their green marketing efforts.

**2. Market Performance :** Competitive Advantage: Green marketing strategies frequently give businesses a competitive advantage. Leonidou and others (2013) found that, in terms of market share and customer loyalty, businesses with strong environmental practices typically perform better than their rivals. This advantage is especially noticeable in sectors where sustainability is a significant point of differentiation. Sales and Revenue Impact Although the outcomes vary, green marketing can result in increased sales and revenue. According to Nicolau and Sellers-Rubio (2012), green initiatives can have varying effects on sales depending on market conditions and consumer segments, even though some businesses see significant revenue growth from them.

**3. Financial Performance and Investment :** Long-Term Benefits: Green marketing and sustainable practices may require a significant initial investment, but the rewards in the long run frequently outweigh these costs. Murray and others (1997) point out that, over time, green marketing can improve profitability by enhancing customer loyalty and brand reputation. Cost Considerations: According to Peattie's research from 2001, green products frequently have higher production costs, which can have an impact on their pricing and market acceptance. However, these cost challenges can be mitigated by businesses that effectively convey the value of these products to customers.

**4. Consumer Trust and Credibility :** Importance of Transparency: Ginsberg and Bloom's (2004) findings emphasize the importance of transparency in environmental claims for gaining consumer trust. Green marketing campaigns are more likely to be successful for companies that communicate their environmental practices in a clear and verifiable manner. Impact of Credibility: Brunk (2010) asserts that the effectiveness of green marketing claims is directly influenced by their credibility. Brands that adhere to stringent environmental regulations and high levels of transparency are better positioned to earn the trust of customers and achieve positive marketing outcomes.

**5. Challenges and Barriers :** Overcoming Skepticism: Green marketing strategies face difficulties, including consumer skepticism and higher costs, despite the positive outcomes. According to Peattie and Crane (2005), overcoming these obstacles necessitates consistent efforts to guarantee authenticity and provide concrete evidence of environmental benefits.

According to the findings, green marketing strategies have the potential to significantly boost market performance, gain a competitive advantage, and change consumer perceptions. However, these strategies will only be successful if environmental claims are true, benefits are effectively communicated, and inherent obstacles like higher costs and consumer skepticism are overcome. A genuine commitment to sustainability and ongoing efforts to align marketing practices with environmental values are necessary for long-term success in green marketing.

## RESEARCH METHODOLOGY

### Research Methodology: The Effectiveness of Green Marketing Strategies

A comprehensive research methodology is necessary in order to evaluate the efficacy of green marketing strategies. An organized method for evaluating how green marketing influences consumer behavior, competitive advantage, and overall business performance is provided below.

**1. Research Design :** Mixed-Methods Approach: Combine qualitative and quantitative research methods to provide a comprehensive analysis of green marketing strategies. To gather in-depth insights into consumer perceptions and behaviors, while also quantifying the impact of green marketing on business performance.

**2. Data Collection Methods :** Surveys and Questionnaires: Distribute structured surveys to a significant number of businesses and customers. Include questions about how consumers feel about green products, what they buy, and how well green marketing is perceived to be working. "How likely are you to buy products from a company that takes good care of the environment?" "How trustworthy do you find green marketing claims to be?" Secondary Data Analysis Analyze existing data from industry reports, market studies, and company performance metrics related to green marketing initiatives.

**3. Qualitative Methods:** Interviews Conduct semi-structured interviews with key stakeholders, such as consumers, business managers, and marketing professionals. Examine their perspectives and experiences with green marketing strategies. "When putting green marketing strategies into action, what obstacles have you encountered?" "How do you evaluate the veracity of claims made in green marketing?" Focus Groups Set up focus groups with customers to talk about how they feel about green marketing, brand trust, and how environmental claims affect what they buy. Topics: perceptions of environmentally friendly marketing, the efficacy of environmental communication, and the impact on brand loyalty.

**4. Target Population:** Consumers individuals who either currently use or are considering using green products. Businesses Companies that are involved in sustainability initiatives or have green marketing strategies. Use random sampling in surveys to ensure a representative sample of customers. Purposive sampling can be used to select participants for interviews and focus groups who have relevant experience or knowledge of green marketing.

**5. Data Analysis :** Descriptive Statistics Use descriptive statistics to summarize consumer attitudes and actions toward green marketing by analyzing survey data. Inferential Statistics Analyze the connection between green marketing strategies and business performance metrics (such as sales growth and market share) using statistical methods like regression analysis. Thematic Analysis: Examine the transcripts of interviews and focus groups to discover recurring themes and patterns regarding the effectiveness of green marketing, consumer trust, and perceived authenticity. Content Analysis To comprehend the context and impact of green marketing strategies on business performance, examine company reports and secondary data..

**6. Validation and Reliability :** Triangulation Cross-verify findings and increase the validity of results by utilizing multiple data sources (such as surveys, interviews, and focus groups). Pilot Testing To ensure that the research instruments are clear and reliable, conduct a pilot test of the survey instruments and interview questions.



**7. Ethical Considerations :** Informed Consent Ensure that each participant gives informed consent and is aware of the study's purpose and data use. Confidentiality To safeguard privacy, anonymize data and maintain participant information confidentiality.

## CONCLUSION

A mixed-methods approach is used in the proposed research methodology to comprehensively evaluate the effectiveness of green marketing strategies. The study aims to provide a comprehensive analysis of consumer perceptions, competitive advantages, and business performance in relation to green marketing by combining qualitative interviews and focus groups with quantitative surveys. Businesses and researchers will benefit from this method because it will provide valuable insights into the impact and efficacy of green marketing initiatives. Globally, now is the best time to select "Green Marketing." Because green marketing is essential for protecting the world from pollution, it will bring about significant change in the business world if all nations adopt strict responsibilities. From a business perspective, a clever marketer involves the customer in the marketing of his product in addition to persuading them. Green marketing must become the norm rather than the exception in light of the growing concern about climate change. Paper, metals, plastics, and other recyclables in a way that is safe for the environment and much more widespread and systematized. Lamps and other electrical items that use less energy must become the norm. It is also the responsibility of marketers to educate customers about the necessity of green products and the advantages they offer over non-green alternatives. Customers in green marketing are willing to pay more for a greener and cleaner environment. Green marketing is becoming increasingly important and relevant in the development process.

Green marketing still has a long way to go and needs a lot of research to fully explore its potential. There are some recommendations that businesses should put into action in order to meet the challenges posed by green marketing and make effective use of it. It is necessary to increase consumer awareness of the advantages of green products. It is necessary to educate and inform the customer about the threats to the environment. It should be made sure that the customer is aware of the problems your product tries to solve and is worried about them. A green marketing campaign and advertising are a good first step. Customers need to be convinced to switch brands or even to pay more for the greener option. A tool for preserving the environment for future generations is green marketing. It won't be easy to understand. In order to determine whether it will be feasible, the company must first plan and then conduct research. Since green marketing is still in its infancy, it needs to change. Green marketing may not be easy to implement at first, but in the long run, it will unquestionably benefit the business. In Indian businesses, green marketing is still in its infancy. There are numerous opportunities available. Green Marketing globally is an excellent choice right now. Because green marketing is essential to preventing pollution around the world, it will bring about significant change in the business world if all nations adopt stringent regulations. From a business perspective, a clever marketer involves the customer in the marketing of his product in addition to persuading them. Because it has a social and environmental component, green marketing must be pursued with much greater vigor than just another marketing strategy. Green marketing must become the norm rather than a fad or exception in light of the growing concern about climate change. Paper, metals, plastics, and other recyclables in a way that is safe for the environment and much more widespread and systematized. Lamps and other electrical goods that use less energy must become the norm.

## REFERENCES

1. Belz F., Peattie K.(2009): Sustainability Marketing: A Global Perspective. John Wiley & Sons
2. *The Age of Persuasion (January 8, 2010). "Season 5: It's Not Easy Being Green: Green Marketing". CBC Radio.*
3. *Katrandjiev, Hristo (January 2016). "Ecological Marketing, Green Marketing, Sustainable Marketing: Synonyms or an Evolution of Ideas?" (PDF).*

4. Karl E., Henion; Thomas C. Kinnear (January 1976). "Ecological Marketing". *Ecological Marketing*. American Marketing Association.
5. Ottman, Jacquelyn A. (1993). *Green Marketing: Challenges & Opportunities for the New Marketing Age*.
6. "Greenleaf publishing bookshop". "Green Marketing".
7. Dodds, John (August 11, 2006). "Geek Marketing 101". Retrieved 1 January 2008.
8. "Green Trade & Development". *Green Markets International, Inc.* Archived from the original.
9. Mendleson, Nicola; Michael Jay Polonsky (1995). "Using strategic alliances to develop credible green marketing".
10. McDaniel, Stephen W.; David H. Rylander (1993). "Strategic green marketing". *Journal of Consumer Marketing*. 10
11. Baker, Michael John (2008). *The Strategic Marketing Plan Audit* (2nd ed.). Cambridge Strategy Publications Limited.
12. Cacciolatti, Luca; Lee, Soo Hee (2016-12-01). "Revisiting the relationship between marketing capabilities and firm performance: The moderating role of market orientation, marketing strategy and organizational power".
13. Chaffey, Dave; Smith, Pr (2017-03-31). *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing* (5 ed.).
14. Volpato, Giuseppe; Stocchetti, Andrea (January 2009). "Old and new approaches to marketing. The quest of their epistemological roots" (PDF).
15. Dann, Stephen; Dann, Susan (2011). *E-marketing: theory and application*. China: Palgrave Macmillan.
16. Brown, Linden (1997). *Competitive Marketing Strategy: Dynamic Manoeuvring for Competitive Position* (2nd ed.). Melbourne: Nelson.
17. West, Douglas; Ford, John; Ibrahim, Essam (2010). *Strategic Marketing: Creating Competitive Advantage* (illustrated ed.).