



GREEN MAREKETING: AWARENESS AND PROSPECTS

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ABSTRACT

Green marketing, or creating and advertising products that benefit the environment, has become a vital tactic for companies looking to meet the increasing demand from customers for environmentally friendly operations. The present status of green marketing is examined in this essay, with particular attention paid to consumer awareness and the opportunities for companies implementing green marketing tactics. The degree of consumer awareness of sustainable practices and green products is examined in the first section of the paper. A review of recent studies and surveys reveals that consumers' awareness of environmental issues has significantly increased. The increased consciousness is fueling the market for environmentally friendly products that are openly advertised as such. The prospects for companies using green marketing techniques are covered in detail in the second section. In order to promote an open and efficient green marketing ecosystem, the paper asks for continued research and cooperation between stakeholders. The descriptive nature of this research paper is supported by secondary sources that were gathered from various publications, including books, websites, articles, and research papers.

KEYWORDS: Green Marketing, Consumer Awareness, Sustainable Practices, Environmental Benefits, Green washing, Regulatory Policies, Industry Standards

INTRODUCTION

Because of the increasing prevalence of environmental problems in the modern world, including global warming, environmental degradation, and the misuse of natural resources, consumers are choosing more environmentally friendly products. Scientists and researchers look into various strategies for protecting the environment and conserving natural resources, such as marketing eco-friendly products and using as little resources as possible—a practice that has come to be known as “green marketing.” (Singh Pragati, Kumar Anjani Dr. , 2022)

Promoting a company's products to highlight their sustainability is known as green marketing, sometimes known as eco-marketing or environmental marketing. Businesses may develop products that lessen consumers' carbon footprints, design environmentally friendly packaging, or employ eco-friendly distribution practices.

Green marketing, as defined by the American Marketing Association, is the promotion of goods that are thought to be environmentally safe. As a result, green marketing encompasses a wide range of actions, such as altering advertising, packaging, production process, and product modifications. Environmental marketing and ecological marketing are other terms used interchangeably with “green marketing.” (Jain Kumaar Deepaak Dr., Gupta Bhavani, 2019)

When businesses publicly donate to nonprofit organizations that support sustainability initiatives, they are also engaging in green marketing. Green marketing is a component of a broader social movement, spurred on by the rapid advancements in climate change, towards more ethical and sustainable business practices.

Evolution of Green Marketing

Throughout time, green marketing has changed. The late 1980s and early 1990s saw the rise in popularity of the phrase “green marketing.” There are three stages in the development of green marketing. The first stage of green marketing was dubbed “ecological” marketing since all marketing initiatives during this time focused on solving environmental issues and offering solutions. In the second stage, known as “Environmental” green marketing, the emphasis was placed on clean technology, which entailed creating novel new products that address waste and pollution problems. “Sustainable” green marketing was the third stage. Late in the 1990s and early in the 2000s, it gained popularity. (Kumari Sima Ms., Yadav Sameer Mr. 2012)

Why Green Marketing

McClendon, 2010 (As cited by Zulfiqar Zainab, Shafaat Misbah, 2015) a growing global consciousness about environmentally friendly products and green marketing has altered consumer attitudes, with people now desiring to leave a clean Earth for their children

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(Mishra & Sharma, 2012). When green marketing is genuinely researched and the most effective way to use it is when the debate begins. The “marketing of products that are assumed to be environmentally safe” is how green marketing first emerged. This brief explanation gives businesses flexibility to benefit from green marketing.

Customers are willing to pay more for environmentally friendly products, and green marketing is expanding quickly. Thus far, there hasn't been much of an effect on consumers regarding this new market and surroundings. Green marketing has an impact on every sector of our economy; in addition to protecting the environment, it creates new markets and job opportunities. (Yazdanifard & Mercy, 2011)

About 25% of Indian consumers favour environmentally friendly products, and about 28% might be categorized as health conscious. As a result, green marketers have expanded to reach a sizable portion of the public in order to satisfy the growing number of businesses that are beginning to recognize the need to act in an environmentally responsible manner. They think that the Extended Producer Responsibility (EPR) principle should be respected in order to achieve both profit-related and environmental goals. (G Kiran Dr., Thimmesha L. Dr., L.V Appasaba Dr., 2021)

REVIEW OF LITERATURE

1. **Singh Pragati, Kumar Anjani Dr. (2022).** The concept of green marketing, its evolution, the green marketing mix, and its challenges are all explained in this research paper. It also discusses the companies that are using green strategies in the market and the variables that may have an impact on them.
2. **Vani Padmaja M Ms. (2022).** The article aims to investigate Bangalore consumers' perceptions of and preferences for green marketing strategies and goods. 100 respondents provided the data, which were gathered using a practical sampling technique. The statistical results indicated a strong correlation between consumer perception, green consumer values, product factors, and marketing strategies. According to the study, customer buying behaviour is significantly impacted by consumers' awareness of green marketing.
3. **Chokkamreddy Prakash, Reddy Sandeep Kasireddy, Reddy Srikanth Nannuri, Reddy Sandeep Adhireddy (2023).** This study intends to find out how much knowledge Indian consumers have about green products and practices, pinpoint the key elements influencing their consumption of green products, explore their preferences for green products, and use factor analysis and correlation analysis techniques to examine the effects of green marketing strategies on consumers' purchase decisions. The study's findings shed light on the variables influencing Indian consumers' green consumption habits, which will be helpful for companies trying to create eco-friendly marketing plans that appeal to this market.
4. **Kumari Sima Ms., Yadav Sameer Mr. (2012)** The primary goal of the paper is to ascertain people's awareness of green marketing, including whether or not they genuinely believe in the concept. The second goal is to find out if green marketing actually contributes to environmental preservation. The study also looks at the future of green marketing and comes to the conclusion that demand for and usage of green marketing will only increase.
5. **Zulfiqar Zainab, Shafaat Misbah, (2015).** The goal of this research is to use quantitative methods to raise consumer awareness of green marketing and products, as well as to investigate whether consumers are aware of it and whether green products meet their needs in addition to improving the environment. The study's conclusions demonstrated that while consumers agree that green products are important and that they should be bought at all costs because they care about the environment, they are also less aware of the qualities of green products, necessitating improved green marketing.
6. **Jain Kumar Deepaak Dr., Gupta Bhavani, 2019.** This paper examines how consumers view green initiatives in the production process and examines how production activities affect the environment. As nearly every country's government and society have begun to become more aware of green marketing issues, it states that environmental issues are a hot topic these days.
7. **G Kiran Dr., Thimmesha L. Dr., L.V Appasaba Dr., 2021.** An overview of environmental issues is given in this research, along with information on consumers' green values, awareness of environmental issues, and green practices and products. This study focuses on how consumers view and favour green products and marketing strategies. Regression analysis results support the idea that consumer preference for and purchase of green products over conventional ones was positively influenced by overall green values, consumer awareness of green practices and products, and consumer perceptions of the seriousness of marketing firms' commitment to green marketing.
8. **Sao Ameet (2014).** The article addresses how companies have become more aggressive in their pursuit of green customers—those who care about the environment and let it influence their shopping choices. This paper delineates the tripartite categories of environmentally conscious consumers and examines the obstacles and prospects that businesses encounter when utilising green marketing. The paper concludes that green marketing will continue to grow in popularity and practice by looking at current trends in India, explaining why businesses are implementing them, and projecting the future of the industry.
9. **Chitra B. Mrs. (2015).** The marketing environment and expanding marketing potential of green products have been the main topics of this paper. It implies that the economic side of marketing should not be overlooked in favour of green marketing. Marketers must comprehend what green marketing entails. Marketers need to look for ways to improve the product's functionality, increase customer loyalty, and raise the price.
10. **Janagouda Pavankumar (2023).** The concept's historical development and the reasons behind its increasing significance over time are explained in the paper. The requirements of eco-marketing are discussed in this essay along with how it affects eco-friendly activities. Therefore, the purpose of this paper is to comprehend some companies' marketing strategies and how they relate to the evolving end-user behaviour.

OBJECTIVES OF THE STUDY

1. To examine the awareness of Green Marketing amongst the consumers.
2. To investigate the need for business houses to opt for Green Marketing.
3. To study the future prospects of Green Marketing for

Businesses.

RESEARCH METHODOLOGY

Through a thorough qualitative review of research journals and publications that were accessed on Shodhganaga, Research Gate, and Google Scholars, this study provides an in-depth understanding regarding consumer awareness of ecological marketing and the prospects for this green marketing in the future. The goals of this study were met with the use of secondary data.

RESULTS AND DISCUSSION

1. To Examine The Awareness Of Green Marketing Amongst The Consumers.

Customers' awareness of green marketing has been rising steadily due to growing concern for sustainability and environmental issues. Younger generations have a tendency to be more conscious of and supportive of green marketing initiatives, especially Millennials and Gen Z. Exposure through traditional and digital media, educational institutions, and peer pressure frequently serve as catalysts for this awareness. For example, according to a Nielsen survey, 73% of Millennials worldwide are willing to pay more for environmentally friendly products. The growing appeal of companies like Patagonia, which has based its reputation on environmental activism and sustainable business practices, is indicative of this trend. Consumers who care about the environment have responded favorably to Patagonia's use of recycled materials and its transparent supply chain, increasing demand and awareness.

Nonetheless, there are noticeable regional differences in the knowledge of green marketing among consumers. Due to economic constraints and restricted access to eco-friendly products, awareness is rising but frequently lags behind in developing nations. In India, for example, rural communities still place a higher priority on affordability and necessities than environmental concerns, despite the growing interest in sustainability among urban consumers. By introducing

reasonably priced, environmentally friendly cars like the Tata Nano EV, companies like Tata Motors are trying to close this gap and increase consumer access to green products. In less developed areas, awareness and acceptance of green marketing are gradually but steadily rising thanks to these initiatives.

Well-informed consumers about green marketing look for credible sources of information and respect openness when it comes to products' positive environmental effects. Age, income, and education are major demographic determinants of awareness; higher income and education levels are positively correlated with increased awareness. This increased awareness offers businesses both opportunities and challenges. To gain credibility and trust, businesses must prioritise honest and transparent communication and offer evidence to support their environmental claims. Building consumer trust and loyalty in green marketing campaigns requires effective engagement through a variety of channels and sincere sustainable practices.

According to **Vani Padmaja M Ms., 2022's** study in Bangalore,

the majority of the city's consumers are aware of green marketing ideas and goods. Gender, educational attainment, and the degree of awareness regarding green marketing are all correlated. It indicates that although the public is willing to accept the idea, businesses and the government must still take the lead in advancing and putting green marketing and green products into practice. Society is becoming increasingly concerned about environmental issues as long as they continue to impact human activity. The majority of businesses have adopted the sustainable development framework, also referred to as "green marketing," and they recognize the value of environmentally friendly "green" products.

Although consumers have a high degree of awareness regarding green products, there is a need for more effort from organizations in this area because consumers are unaware of the green initiatives that are being carried out by various government and non-government agencies. For the majority of respondents, newspapers continue to be their primary information source. As such, newspapers ought to be used more frequently to inform consumers about green practices and products. Customers may choose green products over conventional ones in order to protect the environment as a result of growing awareness and concern. (**Bhatia Mayank and Jain Amit, 2013**)

There is still a big disconnect between consumers' attitudes and their actual purchasing behaviours, even with increased awareness. Although many consumers say they prefer sustainable products, when it comes to making decisions about what to buy, price, convenience, and performance frequently take precedence over environmental factors. The higher price of environmentally friendly products and the frequency of "greenwashing," in which businesses make false claims about the advantages of their products for the environment, are some of the causes of this behavioural gap. For instance, the criticism of H&M's Conscious Collection—

which was accused of greenwashing—highlights how important it is for green marketing to be genuine and transparent in order to gain and keep the trust of consumers.

According to research conducted by **Chokkamreddy Prakash, Reddy Sandeep Kasireddy, Reddy Srikanth Nannuri, and Reddy Sandeep (2023)** Adhireddy, consumers in the sample have moderately positive attitudes towards green products, a high level of awareness about green products, and a general perception of some value in them. They do not, however, presently base many of their purchases on environmentally friendly considerations.

Social media and influencers are now effective tools for educating consumers about green marketing. Influencers that are environmentally conscious and who use social media platforms like YouTube and Instagram to promote sustainable products and lifestyles have a big influence on the attitudes and actions of their followers. Influencers who are well-known for their "Going Zero Waste" blog, such as Kathryn Kellogg, have effectively informed and motivated their audiences to embrace environmentally friendly practices. By bridging the knowledge

gap, these influencers help the average consumer understand and be more engaged with complex environmental issues.

In general, consumers' increasing awareness of green marketing is changing the dynamics of the market and pressuring businesses to use more sustainable practices. However, there is still work to be done in the areas of education, accessibility, and transparency before green purchasing habits become universally recognized and adopted.

2. To Investigate The Need For Business Houses To Opt For Green Marketing.

Since human wants are limitless and resources are scarce, it is critical for marketers to maximize resource utilization while minimizing waste in order to accomplish the organization's goal. Green marketing is therefore unavoidable. Globally, consumers are becoming more and more concerned about environmental protection. There is evidence all over the world that people are changing their behaviour because they are concerned about the environment. Green marketing, which represents the expanding market for environmentally friendly and socially conscious goods and services, has arisen as a result of this. As a result, consumers everywhere are becoming more conscious of the need to protect the environment in which they live. People want to leave a clean planet for their future generations. Environmentalists have conducted a number of studies that show people are becoming less antagonistic towards the environment out of concern for it. **(Sao Ameet, 2014)**

Businesses in the modern marketplace are realising more and more how important green marketing is to satisfying the rising demand from customers for sustainable goods. This change is the result of consumers' increased awareness of environmental issues, especially younger

generations who place a higher value on sustainability when making purchases. Patagonia is one business that has effectively used green marketing to highlight its dedication to environmental responsibility. In addition to drawing in eco-aware customers, Patagonia's campaigns—such as using recycled materials and supporting environmental causes—have strengthened brand loyalty and set the company apart from rivals who might not place as much emphasis on sustainability. This illustrates how companies can benefit from green marketing by reaching out to a profitable market segment that prioritizes moral behaviour and ecological responsibility.

Moreover, businesses are being forced to implement more sustainable practices by societal expectations and regulatory pressures. Governments everywhere are enacting more stringent environmental laws, and businesses who disregard them run the risk of facing fines and harm to their reputation. Organizations can stay ahead of these modifications to regulations and show their allegiance to corporate social responsibility (CSR) by adopting green marketing. Unilever has instituted the Sustainable Living Plan, with the objective of disentangling its expansion from its ecological footprint and augmenting its constructive societal influence. In addition to helping Unilever comply with regulations, this strategy

has improved the company's standing with stakeholders that value sustainability, including investors, customers, and other stakeholders. The success of Unilever serves as an example of how environmentally friendly advertising can establish a business as a pioneer in sustainability, encouraging loyalty and trust among diverse stakeholders

Innovation and operational efficiency are also boosted by the adoption of green marketing. Businesses should strive to create new products, procedures, and technologies that have a lower environmental impact by concentrating on sustainability. This can result in significant cost savings by reducing waste and improving resource efficiency. For instance, Tesla's emphasis on electric vehicles (EVs) has transformed the automotive sector by offering a more environmentally friendly substitute for conventional gasoline-powered automobiles. In addition to lessening the environmental effect of transportation, Tesla's dedication to sustainability has accelerated technological development and reduced costs associated with energy management and battery production. This illustrates how sustainability and green marketing can encourage creativity, resulting in long-term economic and operational advantages for companies.

Reasons As To Why Firms Are Going For Green Strategy – As Cited By

Singh Pragati, Kumar Anjani Dr. , 2022

- As a result of environmental concerns, consumers are now requesting more environmentally friendly products than conventional ones. Businesses view it as a chance to use green marketing, promote novel products, and increase revenue.
- A lot of businesses have begun combining environmental concerns with corporate culture. Thus, businesses act in an environmentally responsible manner in order to fulfil

their goals for profit and the environment. Businesses declare their environmental stance and pledge to take steps to ensure a sustainable environment.

- Various nations' governments have put in place various laws and policies to safeguard the environment and consumers. To regulate green marketing claims made by businesses and guarantee that consumers are properly informed about green products, the government set guidelines.
- Green marketing makes the global market more competitive, which is why many businesses have begun implementing green strategies in order to stay in business. A green strategy boosts the business's revenue and reputation.
- Consumers' perceptions of green products have shifted, and as a result, businesses and companies have begun implementing green strategies in response to consumer demands for more green products.
- To prevent the depletion of natural resources, many businesses have adopted green strategies and substitute resources in the production of goods.
- The marketers' financial and raw material resources are constrained. Using recycled materials lowers production costs when a green strategy is implemented. Green

marketing is adopted by business firms due to the cost savings.

Concerns like ozone depletion and global warming are critical to human health and survival. Rich or poor, everyone would want to live a healthy, energetic life, and the corporate class would too. The primary goal of any corporate enterprise is to generate both economic and financial profit. However, the costs of maintaining global business and harming the environment are only now becoming apparent. In the business class, this sense is fostering corporate citizenship. Therefore, the business class's approach to green marketing is still based on the self-serving anthropological perspective of long-term sustainable business, customer satisfaction, and obtaining the necessary licenses from regulatory bodies. Although Asian industries are beginning to recognize the need of green marketing, there is still a significant disconnect between awareness and execution of green marketing strategies in developed nations. (Sao Ameet, 2014)

According to **Chitra B. Mrs. (2015)**, businesses that create innovative and enhanced goods and services with environmental considerations open up new markets and boost their profitability. They have a competitive edge over businesses that don't care about the environment.

There are essentially five reasons why a marketer ought to embrace green marketing. They're -

- Possibilities or an edge over competitors
- Cost or profit concerns;
- Competitive pressure;
- Government pressure;
- Corporate social responsibilities (CSR).

All things considered, companies must use green marketing to stay in step with changing consumer tastes, legal requirements, and social expectations. Businesses that successfully incorporate ecological marketing into their plans stand to benefit from increased brand loyalty, competitive advantage, and environmentally friendly growth that is sustainable.

3. To Study The Future Prospects Of Green Marketing For Businesses.

Because of the increasing demand among customers for sustainable products, green marketing has an incredibly bright future for businesses. Eco-friendly purchases are becoming more and more important to consumers, particularly the younger generation. By providing plant-based substitutes, companies like Other than Meat and Impossible Foods, for instance, have benefited from this trend and seen notable increases in both market share and customer loyalty. Companies can increase sales and market share by reaching out to this growing demographic by implementing green marketing strategies.

The future of ecological marketing is also being driven by changes in regulations. Globally, governments are enforcing more stringent environmental laws, which forces companies to embrace sustainable practices. Businesses such as Unilever,

with its Sustainable Living Plan, serve as examples of how proactive compliance with regulatory frameworks can improve brand image and increase compliance. In addition to assisting in avoiding fines, adhering to these regulations establishes businesses as leaders in the sector.

Thanks to technological advancements, green marketing is becoming more practical and affordable. Enterprises can lessen their environmental effect through innovations in sustainable materials and renewable energy. With its electric cars, Tesla, for instance, has completely changed the automotive industry and demonstrated how innovation in technology can promote sustainability. Firms will have numerous possibilities to improve their green marketing initiatives as these technologies advance.

A company's brand reputation and corporate social responsibility (CSR) are becoming more and more significant, as stakeholders value businesses that put environmental issues first. Known for its support of the environment, Ben & Jerry's has used green marketing to grow both its consumer base and brand. Brand equity and stakeholder trust can benefit in the long run from the integration of sustainability into CSR strategies.

The key advantages of green marketing are competitive advantage and market differentiation. In a crowded market, businesses that successfully convey their sustainability initiatives stand out. For example, Lush sets itself apart by using ethical sourcing and effective green marketing to draw in eco-aware customers. Future companies will have a major competitive advantage if they can articulate and show their commitment to sustainability.

Finally, there are significant long-term financial advantages to green marketing. Sustainable practices can require large initial investments, but they frequently result in decreased expenses and new revenue streams. Businesses like Tetra Pak that are embracing innovation in environmentally friendly packaging are satisfying consumer demand and reaping financial benefits. Additionally, companies that show a dedication to sustainability draw top talent—as evidenced by Google's efforts to become carbon neutral—and become desirable places to work.

According to **Janagouda Pavankumar (2023)**, green marketing has bright futures. As consumers grow more aware of the impact their purchases have on the environment, they are looking for products and services that are more sustainable. In response to this demand, companies are implementing more environmentally friendly procedures and promoting their products and services in an eco-friendly way

A select few of the tendencies influencing eco-marketing's future,

The rise of ethical business practices: Companies are adopting sustainable practices more and more in an effort to reduce their environmental effect and meet consumer demand. This includes minimizing trash, using recycled materials, and using renewable energy sources.

The expansion of eco-marketing: New businesses and sectors are continuously emerging, and the sustainability economy is growing at a rapid pace. The primary forces behind this expansion are government spending, technological innovation, and consumer demand.

Importance of transparency: As consumers want to know exactly what they are purchasing and how it was made, transparency is growing more and more crucial. Consequently, companies are increasingly being asked to be transparent. Initiatives promoting green marketing must be forthright and truthful about how their goods and services benefit the environment. The use of technology: The use of technology in green marketing is becoming more important. Companies, for example, use social media to market their environmentally friendly products and services and to raise consumer awareness of sustainability.

In conclusion, consumer demand, governmental changes, technology breakthroughs, and the significance of corporate social responsibility all point to a bright future for green marketing for businesses. Businesses that use green marketing will benefit the environment, improve their reputation, acquire a competitive edge, and see long-term financial success.

CONCLUSION

The current state of consumer awareness regarding green marketing appears to be improving, with notable contributions coming from demographic, regional, and socioeconomic variables. Younger generations are driving the change with their strong preference for environmentally friendly techniques and products, especially Millennials and Gen Z. The demand from this demographic has forced businesses to implement more honest and authentic environmentally friendly marketing techniques, as seen by the popularity of labels like Patagonia and the wide acceptance of eco-labels like Germany's "Blue Angel."

Even with these developments, there are still issues, particularly in closing the awareness gap between consumers and their actual purchasing behaviour. Three main obstacles are scepticism about greenwashing, higher costs for green products, and economic limitations. However, customer confidence and demand for real green products are likely to increase as more businesses commit to true sustainability and as rules and regulations tighten.

In this context, the importance of social media and influencers cannot be emphasized enough. Their contribution to consumer education and mobilization has been crucial in elevating the reliability and practicality of green marketing. Social media sites like YouTube and Instagram are essential for raising awareness and encouraging environmentally friendly consumer decisions.

The future of green marketing appears to be promising. It is anticipated that consumer awareness and demand for sustainable products will rise further as environmental concerns around the world continue to intensify. Businesses with a

competitive edge are likely to be those who can effectively communicate their sustainability efforts and provide genuinely eco-friendly products. Furthermore, as sustainable practices and technologies advance, green products will become more widely available and reasonably priced.

The future of green marketing ultimately depends on companies, governments, and consumers working together to make sustainability a priority. The next phase of green marketing will be driven by sustained education, openness, and genuine engagement. This will help move the industry from a niche to the mainstream and promote a more environmentally conscious and sustainable world.

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