


# Chapter 13

## Exploring Contemporary Green Marketing Theories: Insights From the Research

Ashish Ashok Uikey

 <https://orcid.org/0000-0002-8905-2717>

*Symbiosis International University (Deemed), India*

### ABSTRACT

*This chapter offers an in-depth exploration and analysis of various theories underpinning green marketing research to understand and predict consumer behavior towards environmentally friendly products and services. The discussion navigates through diverse theoretical frameworks like the theory of planned behavior, theory of reasoned action, attitude-behavior-context theory, value-belief-norm theory, etc. While these theories offer valuable perspectives, they also exhibit limitations in predicting and comprehensively explaining green consumer actions. To bridge these gaps, future research directions propose integrating theories; accounting for cultural, social, and economic influences; exploring emerging technological advancements to refine green marketing strategies. The integration and exploration of these theories offer a robust foundation for businesses to develop effective strategies aligning with diverse consumer motivations and contexts, fostering sustainable consumption patterns for a greener future.*

### 1. INTRODUCTION

Sustainability holds significant societal importance, as an increasing number of consumers are becoming mindful and inquisitive about their choices and how these choices affect the environment (Sharma et al., 2022). With the escalation of global environmental concerns, there's a noticeable uptick in public consciousness regarding environmental preservation and sustainability (Gilal et al., 2020). The idea of green consumption is gaining momentum (Fan et al., 2022), making the shift towards sustainable development a paramount goal for businesses (Ghosh, 2019). More companies are embracing green marketing strategies to offer eco-friendly goods and services (Gelderman et al., 2021). The primary focus of

DOI: 10.4018/979-8-3693-3049-4.ch013

green marketing lies in meeting needs of environmentally conscious consumers through the provision of eco-friendly products (Liu et al., 2012). Many businesses have acknowledged the significance of green marketing and the crucial role of environmentally friendly strategies in meeting customer demands and fostering competitiveness among companies (Schubert et al., 2010). As more consumers express concerns about environmental harm caused by certain products, the concept of green marketing, encompassing eco-friendly products, pricing, distribution, and advertising, has emerged as a vital solution to address these worries and cater to the growing demand for sustainable purchases. Companies are now actively pursuing strategies such as eliminating hazardous materials from production, minimizing waste, and leveraging eco-friendly channels and promotions to offer competitive prices, all integral aspects of green marketing (Rivas et al., 2022). Even service industries are adopting innovative measures to cut down on energy consumption (Sohail, 2017).

This article is an extensive resource tailored for researchers studying the intersection of green marketing and consumer behavior within eco-conscious markets. Its primary goal is to meticulously outline and analyze the array of theories applied in green marketing research. By doing so, it aims to shed light on how these theoretical frameworks not only contribute to understanding consumer behavior, but also play a pivotal role in crafting effective marketing strategies and fostering sustainable consumption patterns. The core aim of this article is to serve as a compass, offering researchers a comprehensive understanding of the theories underpinning green marketing research. This understanding acts as a robust foundation, empowering researchers to explore and grasp the intricate nuances of consumer behavior in the realm of environmentally sustainable products and services. By exploring these theoretical foundations, scholars can gain profound insights into the catalysts, hurdles, and influential factors steering consumers' choices within green markets.

## **2. DEFINING GREEN MARKETING**

Defining Green Marketing involves integrating fundamental marketing aspects like price and promotion with the primary aim of lessening environmental impact (Oyewole, 2001). It's important to note that this approach doesn't necessarily advocate for reduced consumption. Instead, its objective lies in encouraging consumers to buy eco-friendly products and services (Hartmann & Apaolaza Ibáñez, 2006; Leonidou et al., 2013). The concept initially known as "ecological marketing" emerged in 1976, defined by Hennion and Kinnear as encompassing marketing activities contributing to environmental issues and offering potential solutions (Dangelico & Vocalelli, 2017). Over time, various definitions surfaced. Fuller (1999) expanded on the notion, highlighting that green marketing not only prioritizes environmental friendliness but also involves strategic planning, execution, and oversight. This encompasses pricing, promotion, and distribution of products, aiming to meet consumer needs and organizational objectives while respecting and aligning with different ecosystems (Dangelico & Vocalelli, 2017). The American Marketing Association (AMA) defined green marketing as development and promotion of products presumed to be safe for environment. This includes designing products to minimize negative environmental impacts or enhance environmental quality. It involves efforts in production, promotion, packaging, and product reclamation, all tailored to address ecological concerns (Jaworski et al., 2019).

11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/exploring-contemporary-green-marketing-theories/348200](http://www.igi-global.com/chapter/exploring-contemporary-green-marketing-theories/348200)

## Related Content

---

### Taking Public Health Learning Global through Branding and Identity Management

Shalin Hai-Jew (2012). *Branding and Sustainable Competitive Advantage: Building Virtual Presence* (pp. 24-45).

[www.irma-international.org/chapter/taking-public-health-learning-global/59788](http://www.irma-international.org/chapter/taking-public-health-learning-global/59788)

### Using the Decomposed Theory of Planned Behavior (DTPB) to Explain the Intention to Book Tourism Products Online

Alia Besbes Sahliand Patrick Legoh  rel (2014). *International Journal of Online Marketing* (pp. 1-10).

[www.irma-international.org/article/using-the-decomposed-theory-of-planned-behavior-dtpb-to-explain-the-intention-to-book-tourism-products-online/110171](http://www.irma-international.org/article/using-the-decomposed-theory-of-planned-behavior-dtpb-to-explain-the-intention-to-book-tourism-products-online/110171)

### The Emergence of E-Learning Needs in Participatory Re-Design of e-Service

Angela Di Fiore, Francesca Fioreand Vincenzo D'Andrea (2014). *International Journal of Technology and Educational Marketing* (pp. 54-65).

[www.irma-international.org/article/the-emergence-of-e-learning-needs-in-participatory-re-design-of-e-service/116439](http://www.irma-international.org/article/the-emergence-of-e-learning-needs-in-participatory-re-design-of-e-service/116439)

### An Integrated Framework for Sustainable Schools

Ting Wang (2016). *International Journal of Technology and Educational Marketing* (pp. 30-38).

[www.irma-international.org/article/an-integrated-framework-for-sustainable-schools/152205](http://www.irma-international.org/article/an-integrated-framework-for-sustainable-schools/152205)

### The Evolution of Web Marketing Practice

Malu Roldan (2001). *Internet Marketing Research: Theory and Practice* (pp. 31-46).

[www.irma-international.org/chapter/evolution-web-marketing-practice/24645](http://www.irma-international.org/chapter/evolution-web-marketing-practice/24645)