

# Chapter 9

## Impact of Green Marketing Strategies on Consumer Purchasing:

### Green Marketing Strategies on Consumer Purchasing

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#### **ABSTRACT**

*The core of marketing is to meet consumers' specific needs and desires and create customer value through product and service exchanges. With growing environmental concerns, consumers are favoring environment-friendly products and services. As green marketing involves sustainable marketing, companies propagate and promote environment-friendly products to attract consumers to have ecological consciousness. Green Marketing (GM) encompasses various marketing strategies aimed at influencing the behavior of consumers towards products and companies that take an extra effort to demonstrate an environmental commitment or at least a commitment to social responsibility. In essence, green marketing is not just about branding a product or a company as eco-friendly, and more importantly, it is about the least toxic, energy-efficient, durable, and recyclable products and packaging.*

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## INTRODUCTION AND BACKGROUND

The objective of green marketing, besides environmental sustenance, is to ensure long-term business sustainability by bringing economic benefits. Companies integrate sustainability across multiple departments or functions, including the Board, Executive and operational Departments. The marketing area is taken as the pivot point to be the seeds of sustainability change. It is argued that the influence of green marketing will increase because it involves the marketing mix, which is the basic tool for a company to influence the consumers to make a purchase, hence it green marketing will be the main drivers of green consumerism. Companies' social responsibility has emerged as an embedded view that embraces knowledge and processes regarding how companies manage their financial, social and environmental issues to address the needs of a broader set of stakeholders. Commercial and social goals must be integrated rather than seen to be in opposition when companies initiate social and societal responsibilities; this is particularly clear when companies have declared their intention to improve global and local environments (Ghobbe and Nohekhan 2023). In a global competitive environment firms that has the strongest commitment to social and environmental responsibility will provide a longevity relevance to the needs of the present and the future generations of buyer that always on the lookout for sustainability attributes in products. With increasing environmental and social problems, the number of consumers that select the products on bases of measures of sensitivity to social and environmental attributes also rising. It is being contemplated by many researchers to stand a more competitive selves in the global markets (Siyal, Ahmed et al. 2021).

However, surmptively, if environmental and societal issues are not on the top of consumers' priority list (as already discussed in parallel with low-involvement goods, few consumers for instance choose environmental performance for new, quick-dressed fashion items), they would not welcome such initiatives. Over all, in conformity with earlier research, the present inquiries will also exhibit that depending on the kind of customers (how much knowledge and knowledge regarding the product and the consumer's or consumer's reasons to select the various goods. The businesses implementing the techniques must select a relevant purchaser portion or portion value to change overall attitudes with positive environmental features and efficient level of brand building.

Prior research supports the idea that consumers look for products that reflect their value system and image (Ghobbe and Nohekhan 2023). Thus, if customers agree with taking care of the environment and social issues, and they have a consistent argument to dress or behave or think, they would select brands that reflect their normally hidden, durable and intensely self-ascribed convictions. Green marketing strategies and various corporate social responsibility (CSR) efforts are

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