


# Chapter 15

## Green Marketing in Healthcare Advertising: A Global Perspective

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### ABSTRACT

*The evolving landscape of healthcare marketing, integrating green marketing principles has become crucial for advancing sustainability and ethical practices. The chapter explores the intersection of green marketing and the healthcare sector, emphasizing how sustainable marketing strategies can enhance environmental responsibility and improve organizational outcomes. By examining innovative approaches and case studies, the chapter highlights how healthcare organizations can adopt eco-friendly practices to promote their services while reducing their environmental footprint. Key topics include the adoption of sustainable innovations, the role of ethical marketing in fostering trust, and strategies for implementing green practices effectively. Through this analysis, the chapter aims to provide actionable insights for healthcare professionals and marketers seeking to align their promotional efforts with environmental and ethical standards. The focus is on demonstrating how green marketing can drive positive change and contribute to the broader goal of sustainable development in healthcare*

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## INTRODUCTION

Green marketing refers to the practice of promoting products, services, and practices that are designed to have a positive or minimal impact on the environment. This involves not just developing and promoting eco-friendly products but also strategies that put sustainability at the heart of the production and consumption process. In the last few years green marketing has been trending across different sectors and healthcare is no exception. With climate change, resource depletion and environmental degradation on the rise, healthcare organizations are realizing the need to adopt sustainable practices in their operations. The healthcare sector which is known for its high resource consumption, waste generation and energy use has a special responsibility to minimize its impact on the environment. As healthcare providers look to reduce their ecological footprint green marketing offers a platform to promote sustainability initiatives that align with both environmental goals and organizational values. The relevance of green marketing in healthcare is highlighted by several factors. First, healthcare facilities are big consumers of energy, water and raw materials and generate huge volume of waste (Gigauri, 2024). Growing environmental concern and regulatory pressure has made many healthcare organizations to adopt sustainable practices as part of their core business. This includes reducing energy consumption and waste production, implementing eco-friendly procurement policies and making their facilities more sustainable. Green marketing is a powerful tool for healthcare providers to communicate these efforts to the public which in turn can positively impact their reputation, patient trust and patient satisfaction. Additionally with increasing public demand for transparency and environmental responsibility healthcare organizations that actively engage in green marketing are poised to meet both consumer expectations and regulatory requirements. Beyond the direct environmental benefits green marketing in healthcare also fosters a stronger corporate social responsibility (CSR) profile. When healthcare organizations adopt green practices they not only reduce their ecological footprint but also contribute to public health and overall well-being of the society. By focusing on sustainability healthcare providers can actively contribute to conservation of natural resources, reduction of waste and promotion of healthier communities. Integrating green marketing into healthcare communication also helps position these organizations as forward thinking and socially responsible which is increasingly important as consumers become more discerning about the companies they support. This chapter will explore the multiple roles of green marketing in healthcare emphasizing its ethical, environmental, technological, financial and global implications. It will look at how healthcare organizations are using modern technological solutions such as AI, IoT and digital health platforms to further their green marketing efforts. It will also examine the ethical considerations around sustainability initiatives including the challenges of equity and fairness and the risks of greenwashing in a competitive healthcare landscape. It will also provides financial breakdown of the cost and benefits of adopting sustainable practices with special focus on the challenges faced by small providers (Fragão-Marques & Ozben, 2023).

### Objectives and Significance of the Study

The primary objective of integrating green marketing in healthcare is to align healthcare practices with environmental sustainability goals. This integration aims to reduce the ecological footprint of healthcare operations, promote sustainable resource use, and improve overall patient and community health outcomes (Pujari, 2006). The study of green marketing in healthcare is significant for several reasons. First, it offers healthcare organizations a competitive edge by differentiating them in a crowded

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