

Chapter 13

Application of Marketing Analytics on Green Marketing Mix

Gagan Gulati

Manipal University Jaipur, India

Mahesh Chandra Joshi

Manipal University Jaipur, India

Amit Kumar

 <https://orcid.org/0000-0002-1686-3279>

Manipal University Jaipur, India

ABSTRACT

Technology has transformed managerial decision-making, particularly through analytical tools that support real-time adjustments in marketing strategies based on data. Marketing analytics is vital for informing organizational actions. Concurrently, sustainable development and green marketing are increasingly significant for organizational longevity and environmental protection. Understanding green product attributes, pricing, availability, and promotion is crucial. Utilizing technology in the green marketing mix aids organizations in grasping customer preferences and market trends. The chapter discusses green marketing's importance, detailing elements of the green marketing mix, the role of marketing analytics in decision-making, and the related green Ps, as well as the challenges and opportunities within this domain.

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INTRODUCTION

Today, all the life forms on the planet are facing severe issue of environmental pollution (Mahmoud, 2018). The entire world is facing various environmental problems like climate changes, global fall of natural resources, depletion of ozone layer deforestation etc (Attih, 2025). Due to irrational use resources, the environmental problems have risen that creates the threat for the living things (Türk, b., & erciş, a., 2017). Environmental sustainability has gain importance in today's world due to environmental degradation caused by different environmental problems like global warming, environmental pollution, greenhouse effect and different type pollution (Air, Water) etc, that has also enhanced consumer sensitivity towards buying products that are green (Kumar et al., 2020; Purwanti et al., 2019). Still one of the major concerns for the humans or the world are problems related to environment, where ecological unbalances, air pollution, greenhouse effect are few of them, (Sharma, 2011).

The world is becoming more conscious towards the environment due to environmental problems. Buyers are ready for bringing the change in their habits, which is also impacting the working of the companies, so the companies must respond in the sustainable manner. (Papadas et al., 2019). Environmental damage due to excessive pollution, challenges due to globalization, has raised the public concern towards the traditional products and this concern has made the marketeers to think for environmentally friendly products, adopting new business models and altering their strategic approach towards business activities. It also emphasizes on the marketing the products and services in the environmentally friendly manner. This form of marketing is known as green marketing. It can also be used for gaining competitive advantage (Purwanti et al., 2019) (Andronie, M et al., 2019).

The needs as well as the wants of the humas are not limited, but the resources are scarce and very limited. It becomes important for the companies to use the available resources in the most effective manner, reducing the wastages as much as possible, (Papadas et al., 2019). To protect and preserve the environment various actions have been taken like legal measures, taxes etc., (Türk & Erciş, 2017).

With the change of consumer lifestyles, supply chains, more regulatory and environment pressures as well as with the coming of information and communication technologies the marketing has transformed (Ofori, D., 2021). By changing their buying and consumption habits consumers perform an important part in protection of environment, even companies must also take initiatives in educating customers about the environmental conditions (Mark Bekweri EDEH, 2020). The green consumer behaviour has emerged as new field of research for the marketers and the researchers. Consumers are thinking towards green choices while making the decisions (Kaur, S. et al., (2025).

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