



# SYSTEMATIC REVIEW OF GREEN MARKETING LITERATURE: A CRITICAL STUDY.

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**Abstract:** Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. It has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reducing their climate impacts, and the effect this is having on their products and services.

This paper presents a review of past literature on Green Marketing in organizations. The purpose of the review is to identify research gaps and concepts of Green Marketing. This literature review offers a synthesis of the past and contemporary studies about Green Marketing.

The review of literature specifies that there were studies carried out with respect to ecological enlightenment, the ecological attitude of consumers, environmental perceived shopping, environmental associations enhancing brand performance', segmenting green consumers, Eco-branding topographies, enhancing marketing performance, focuses on Eco-marketing and Eco-labeling, authorized recycling location, environmental knowledge as well as environmental outcomes.

**Keywords:** Green marketing, green marketing practices, green marketing strategies, green consumer, green purchasing behaviour, eco-friendly product, environmental issues.

## I. INTRODUCTION

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain at the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. According to Joel Makower, a writer on green marketing.

Green business is often interpreted as having a minimal negative impact on the global or local environment. However, it encompasses a wide range of community, society, and economic issues. The Brundtland Report emphasized that sustainability is a three-legged stool of the three pillars: "People, Planet, and Profit".

Green marketing has continued to gain adherents, particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reducing their climate impacts, and the effect this is having on their products and services.

According to **Eneizan & Wahab, (2016)**, the specific implications of embracing green marketing practices persist to be somewhat incomprehensible amongst marketing practitioners and policymakers of present firms principally on the nexus of specific green marketing strategies and the performance of businesses. The growing demand for firms to go green is heightening competition subsequently increasing worries amongst firms concerning the inherent value or detrimental impact on their performance.

### 1.1 Definition and Concept of Green Marketing (GM)

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits.

**Kilbourne, W.E. (1998)** discussed the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identified areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

**Prothero, A. (1998)** introduced several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This included a citation of the need to review existing literature on green marketing, an empirical study of the United States and Australian marketing managers, a description of what a green alliance looks like in practice in Great Britain, ecotourism, and definitions of green marketing.

**Medhi, (2015)**. Green marketing is commonly defined as integrating the marketing discipline; public policy processes together with the natural environment and constitutes the selling of products and services on the premises of their benefits towards the environment.

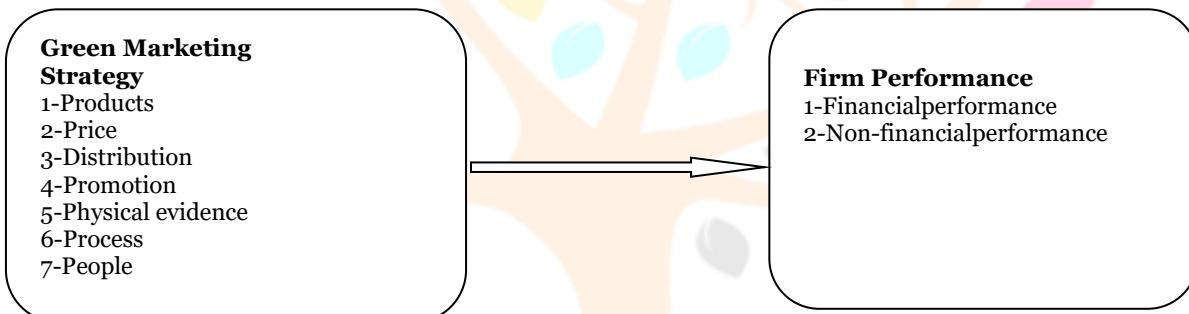
According to **Susan Ward (2020)**, Green marketing is the process of promoting products or services based on their environmental benefits. These products or services may be environmentally friendly in themselves or produced in an environmentally friendly way. The Alternate name of Green marketing is Eco-marketing or environmental marketing.

Green marketing begins with a company actually implementing and practicing sustainable business methods. Companies risk being labeled as dishonest if their business practices don't match their green marketing messages, so they must ensure that they are practicing, what they are preaching. Authenticity is essential in green marketing.

Companies generally have three angles of marketing their eco-friendliness:

- The items used to make their products
- The actual products
- The packaging the products are sold in

The hypothesized model linking the relationship between Green marketing strategy includes the green product, green price, green promotion, green distribution, green people, green process, and green physical evidence with firm performance includes both financial and non-financial performance is depicted in Figure - 1.



**Figure - 1. Conceptual Model**

## II. OBJECTIVES OF THE STUDY

The major objectives of the review are:-

- To know the concept of Green marketing.
- To evaluate the kind of research undertaken and available in the field of Green marketing in the organizations.
- To identify the gaps in the current literature.

## III. RESEARCH METHODOLOGY

The research paper is descriptive in nature. This study was carried out using secondary data listed in different databases of books, published research papers of reputed national and international journals, and related articles on the internet of Green Marketing. For this purpose, articles were listed in the databases have been reviewed.

## IV. REVIEW OF LITERATUR

Several methods and techniques related to Green marketing are discussed in books, technical papers, and articles. In this review, the research team has looked closely at the development of Green marketing as well as conceptual approaches and experiences that have occurred in this field of expertise.

An attempt has been made to put forward a brief review of literature based on a few of the related studies undertaken worldwide in the area of Green marketing as follows.

**Booms and Bitner, (1981); Gordon, (2012).** The marketing mix model has been viewed in a different light as various streams of marketing emerged (i.e., services marketing, business-to-business marketing, relational marketing, and macro marketing). Thus, an extended marketing mix comprising 7Ps (i.e., product, price, promotion, place, process, physical evidence, and people) has been put forward.

**Chakravarthy (1986)** cited the pitfall of traditional financial measures, such as return on equity and return on sales, that is, these measures are incapable of distinguishing the differences in performance between firms.

**Arcury, (1990).** In the decision-making process, there has to be a problem at hand that needs to be solved or overcome, therefore the decision-maker defines the best ways to solve it. Furthermore, when deciding on buying something, consumers tend to be cognitive about their selections.

**Pride and Ferrell (1993).** Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing, and distributing products that will not harm the environment.

**Polonsky (1994)** defined that green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

**Elkington (1994: 93)** defined that green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use, or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

**Shrum, Mc Carty, and Lowrey (1995)** had published about the buying characteristics of the green consumer and their implications for advertising technology. It was identified in the paper that environmental concerns have been exploited, by using environmental claims in advertising. The study was aimed at conducting research that extended the previous studies made on the psychographic profile of the pro-environmental consumers with an extensive analysis of the literature. It was spotted that the green consumers' purchase process is yet to be explored, therefore this is stated as the research gap. The ultimate purpose of the study was to identify whether consumer attitudes and beliefs were related to purchasing environmentally safe products.

**Kaplan et al, (1996)**, observed that traditional financial accounting measures, such as return on investment and earnings per share, can provide misleading signals with regard to continuous improvement and innovation.

**Schlegelmilch, Bohlen, and Diamantopoulos (1996)** had listed out various variables, to identify whether such variables had an influence on, "consumers green purchasing decisions". This analysis was conducted on data which was stratified into two categories namely (a) marketing students of the United Kingdom (b) members of the general public in the United Kingdom. The paper clearly states that even though the sample collected from students does not stand valid in some circumstances, the United States research on the use of student samples for gathering information on environmental concerns was proved to be similar to that of the general opinion from the public.

**Kilbourne, W.E. (1998)** discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

**Prothero, A. & Fitchett, J.A. (2000)** argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principal-agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

**Oyewole, P. (2001)**. His paper presents a conceptual link between green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice of green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

**Germain et al. (2001)** classified performance control into two types, namely, internal performance, which is related to issues such as cost, product quality, and profit level; and benchmark performance, which compares the cost, quality, customer satisfaction, and operations against a standard (i.e., industry norm, practices of leaders).

**Maltz et al. (2003)**. To obtain the benefits of both financial and non-financial measures, proposed five performance indexes for evaluating firm performance, namely, financial performance, market/customer, process, people development, and future. On the basis of the results of the preceding discussion, the current study integrates financial and non-financial measures for evaluating firm performance.

**Karna, J., Hansen, E. & Juslin, H. (2003)** interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesised according to the model of environmental marketing used to guide this study.

**Sanjay K. Jain & Gurmeet Kaur (2004)** in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practising green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India. As it has been evident in the previous research that green marketing is a concept that is gaining acceptance in customers rapidly further business understands the need to move towards green product.

**Berchicci and Bodewes (2005)** have tried to bridge the gap between environmental issues and NPD. The paper has aimed at making environmental issues into solid and established theories on product innovations that progress companies to make successful green products without a slip in the market. NPD is extremely important for surviving in the new and expanding markets.

**Donaldson (2005)** in his study realized in Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behaviour.

**Evans and Davis, (2005)**. Excellent firm performance is likewise at the core of competitive advantage. A number of scholars provide similar definitions of performance, but their criteria for measuring performance vary. Therefore, the research topic of a study should determine the performance measurement index to be used.

**Chang Lee et al., (2005)**. By contrast, the increasing importance of non-financial measures, such as customers, investors, and stakeholders, has been observed.

**Muldoon (2006)** said that there are many reviewers, who sense that environmental perceived shopping can lead only to a negligible amount of improvement in the environmental conditions and it also fails to address the needs of capitalism in the economy. But from the other perspective, there are proponents who say that environmental marketing helps in creating a platform that can actualize the needs of the consumers and help them in making a wise choice that can save the environment in a long run.

**Grundey and Zaharia (2008)** have mentioned that sustainable incentives have been identified in Lithuania and Romania due to the pressure of green/sustainable marketing. The article focuses on Eco-marketing and Eco-labeling on products that may enable the consumers to have access to environmental products. The aim of green marketing is about minimizing the

environmental harm and not essentially zeroing on it. He says that according to Kottler and Keller there are three important elements in marketing policies namely (a) company profits (b) consumers satisfaction (c) public interest which has now greatly included.

**Javier, Teodoro, and Angel (2008)** had published an article with the Journal of Advertising Research titled, ‘how green should environmental associations enhance brand performance’. The article address question of whether environmental associations could enhance brand performance. The study deals with experimental design to investigate the relevance of information about environmental performance with the improvement of the attitudes towards a brand. It was concluded that the use of environmental associations to improve attitudes towards a brand should not be generalized.

**Grant, (2008).** Eco-branding topographies provide a differentiation approach for firms vis-a-vis their non-green counterparts. A green brand presents substantial eco-advantages when contrasted with incumbents by appealing to customers who are prepared to prioritize going green.

**Fraj-Andrés et al., (2009).** Drawing from extant marketing management literature, it is submitted that firm performance is directly dependent on proficient marketing practices.

**De Craecker, and De Wulf, (2009).** The term “green marketing mix” emerged in 1989. The Environmental Protection Agency of the Queensland government tackled the concept of green marketing in a manner that is similar to how the “classic” marketing is defined, that is, by specifying the factors comprising the 4Ps. The agency further described green marketing as the process of “developing and promoting products and services that satisfy your customers’ wants and needs for quality, performance, affordable pricing and convenience without having a detrimental impact on the environment.” In effect, the agency developed the 4Ps within the green context.

**Belz and Peattie, (2009).** From the tactical perspective, firms can undertake pricing actions, such as rebates for returning recyclable packaging and charging higher prices for environmentally unfriendly products. For instance, Coca-Cola established a “recycle bank” as a form of rewarding U.S. customers for their bottle-recycling efforts. In the United Kingdom, retailer Marks & Spencer encourages the use of environmentally friendly shopping bags by charging customers for plastic carrier bags.

**Belz and Peattie, (2009); Dahlstrom, (2011).** For companies, green promotion programs are an effective means of informing stakeholders about their environmental preservation efforts, commitment, and achievements.

**Leonidou, Leonidou, and Kvasova (2010)** said that environmental problems have been raised since the 1990s. The research gap identified in the paper was to fill up the antecedents and outcomes of the consumer and environment. The paper has been framed with three objectives (a) to understand the key motivators derived from cultural, political, and ethical sources in the development of inward outward environmental sources (b) to examine the link between inward and outward environmental issues, and (c) to analyze the relationship between product satisfaction and purchasing behaviour, and life satisfaction and general environmental behaviour on consumers.

**Solvalier, (2010).** People use green communication to carry out the responsibility for developing green services or products.

**Larashati et al, (2012).** The provider must inculcate a green mindset and be adept in implementing this thinking in daily activities. By contrast, green people pertain to staff members who are educated on and involved in green matters or green corporate culture. The green processes of a company and the greenness commitment of its upper management commitment must be prioritized. A shaded green or extreme green strategy becomes viable in an organizational environment that successfully differentiates a brand in an honest, credible, and enduring manner (Solvalier, 2010). Examples of green processes include the eco-labeling of stores, eco-certifying warehouses with ISO 14000, launching the brand “I love Eco,” which is consistent with the tenets of eco-labeling, and greening the entire service life cycle, including raw materials, production, logistics, transportation, warehouses, stores, and offices (Solvalier, 2010).

**Matthews (2011).** Working with channel partners to develop product reuse or disposal arrangements and ensuring that customers are able to return recyclable materials are two tactical initiatives that firms could undertake in their pursuit of green distribution. For instance, Hewlett-Packard has formed a partnership with Staples in its “authorized recycling location” program for printer ink cartridges.

**Kotler, (2011).** From the tactical perspective, firms can undertake programs that are designed to reduce the detrimental environmental effects of their marketing communication effort.

**Ottman, (2011).** Adopting green marketing practices has various benefits, namely, enhanced health and safety of workers, consumers tend to enjoy products that do not pose health threats during the use of a sustainable product, customers tend to enjoy their lives in their communities without any form of air and sound pollution and other externalities, as well as, preservation of the environment especially for younger generations.

**Leonidou et al., (2011).** Environmental (or green) advertisements convey messages that comprise ecological, environmental sustainability, or eco-friendly requirements and expectations of the ecologically conscious interested party.

**Wahba, (2012).** Environmental advertising also known as green advertising finds its prominence out of the growing expectations on the part of businesses to reach environmentally concerned customers with the necessary green information of their products and services.

**Martin and Schouten, (2012).** The practices of green pricing consider both the economic and environmental costs of production and marketing, while simultaneously providing value for customers and a fair profit for the business.

**Larashati et al., (2012).** Given the importance that people give to price, marketers must offer additional values that enhance the various aspects of the products, such as performance, function, design, and visual appeal. Consumers tend to pay the premium price when they perceive the extra value of products (e.g., green benefits) to be desirable. The prices of environmentally responsible products frequently decrease once the product life cycle is considered.

**Larashati et al., (2012).** Customers should be provided with physical evidence of the overall efficacy of greenness across the system, from the organizational operations and strategies to the products sold in the market.

**Punitha & MohdRasdi (2013).** Financial and market performance are posited as accruals from green marketing for firms that go green.

**Al-Salaymeh (2013).** A Green marketing strategy, which denotes a set of marketing tools and elements, allows a firm to serve the target market and achieve organizational goals without harming the natural environment.

**Gopalakrishnan and Muruganandam, (2013).** At the same time, it facilitates product sales. Active involvement in environmental protection motivates family and friends to purchase green products, thus furthering sustainable development in the country.

**Tomasin et al., (2013).** The development of green products aims to reduce the environmental effects of the production, usage, and disposal of products and services; the process involves the selection of “environmental-friendly” materials, waste reduction, attainment of energy efficiency, and adoption of end-of-life strategies, among others. Sustainability is a complementary factor in the development of green products. Sustainability, which denotes the conscious minimization of the impact on the environment and increased usage of recycled materials, conveys the **6R** concept of recover, reuse, recycle, redesign, reduce, and remanufacture.

**Delafrooz, Taleghani and Nouri (2013)** have pivoted their research on variables that affect consumer purchase behaviour on green marketing. The authors of the paper had segmented purchasing behaviour into 5 major sub-streams, namely (a) the discovery of the need to seek solutions (b) evaluate solutions (c) decisions to purchase, and (d) post-purchase behaviour. After a detailed review from various sources, it was identified that creating concern about the environment can lead to environmental knowledge which can eventually lead to green purchasing behaviour by the consumers. The authors state that the green marketing revolution has passed on through three stages/eras namely the (a) ecological green marketing from the late 1960s to the early 1970s which concentrated on the industries that caused pollution but whereas (b) the second era was in the late 1980s which centralized on certain new concepts such as clean technology, sustainability, and consumer advantage (c) the third era is the sustainable green marketing era. The three green marketing tools as classified by the author are (a) Eco-labels (b) Eco Brands (c) Environmental Advertisements.

**Arsecularatne and Yazdanifard, (2014).** The lack of information causes most customers to become unaware of the significance of green products. Businesses can fill this void using various green promotional strategies. Customers specifically require concrete information on the capacity of green products to solve and avoid environmental problems.

**Sara and Madumitha (2014)** have discussed the concepts of green marketing and its interaction with Indian consumers. The authors have cited various reviews of segmenting green consumers, which were broadly categorized into five categories, namely: (a) True blue-green, (b) Blue greens, (c) Sprouts, (d) Grouse, and (e) Basic browns. Various examples of Indian firms like ITC, Tata Meta Links, SBI, and Suzlon Energy have been cited for their assortment of green marketing techniques. This paper has jotted down the various measures taken by companies for upgrading green marketing and has focused on rebuilding consumer minds and understanding towards the environment. It has also given suggestions, which can help the business houses to improve and grow in a highly competitive scenario.

**Kushwaha & Sharma, (2015).** More precisely, the relationship between the adoption of environmental advertisements and firm performance has been confirmed in the automobile industry.

**Harish Bijoor (2016)** speaks about the Patanjali Ayurveda and how it had turned into an Ayurveda corporate recently. Patanjali an Indian Ayurveda FMCG producer has made proper positioning of their product which has led to brand success. The product offerings of the Patanjali is holistic and ‘adds back to the vedas’. The price of the products offered by Patanjali is affordable, and also delivers to offer the promise every time. When a miniature survey was conducted in Ahmadabad on the usage of the Panthanjali Products, about 90% of the respondents use at least one of the products produced by Patanjali in a variety of product lines available, that are available. Patanjali has created a journey of alternative force in India’s FMCG space that has generally begun.

**Durmaz, & Yaşar, (2016).** Previous studies demonstrate that green marketing strategies resulted in firms improving their profitability through enhancing marketing performance and reducing costs.

**Eneizan & Wahab, (2016).** Green marketing is largely concerned with formulating and utilizing strategies and practices that lead to the achievement of strategic and profitability goals of a firm, predominantly about the reduction of negative or improving positive impact on the ecological environment.

**Kumar and Ghodeswar, (2016),** Green product is defined as a product that was manufactured using toxic-free ingredients and environmentally-friendly measured, and which is certified as such by an acknowledged organization.

**Miroshnychenko et al., (2017).** In the context of SMEs, a global outlook study established that green marketing strategies (environmental advertising included) contribute towards the financial performance of SMEs.

**Joshi & Rahman, (2017),** provided that respondents have low knowledge and awareness about green products and green issues, which affect their buying behaviour. One probable reason for this may be that only a basic understanding of ecological and social problems might not be enough to inspire consumers towards adopting sustainable consumption practices. A thorough understanding of the consequences of irresponsible consumption might prove to be more effective in making the consumer shift towards green consumption.

**NarayanaSriya (2017)** speaks about the personal care products and about the green washing which consumers suffer from, when they make purchases. This article says about the labeling tricks made by the manufacturers which claim to be, “natural”, but has dreadful ingredients into the products namely, parabens and microbeads. The articles have listed many companies that are new start-ups across India, which aim to sell both cruelty free and chemical free products. To name a few companies, “Saatvikaa”, “krya”, “The Nature’s Co”, “Plum Goodness”, “Soul-flower”. The article also compiles the various experiences of the entrepreneurs who related to decreasing skin disorders when they had switched over to the use of chemical-free products.

**Hamman et al., (2017).** Although there is voluminous literature concerning green practices, much of it is centered on large corporations.

**Schmidt et al., (2017).** Increasingly, branding strategies targeting both businesses to consumers (B-2-C) and business to business (B-2-B) markets are depending on being significantly green brands.

**Lin et al., (2017).** A green brand identity is defined by explicit brand components as well as benefits connected to plummeting environmental harm.

**Hari Adi & Adawiyah, (2018).** However, there is still a wide research gap arising from incongruences about the impact on firm performance of going green.

**Struwig, & Adendorff, (2018).** A green label is regarded as a mark or emblem utilized on the container of green products, or insertion in an information sheet that complements the product, providing facts about the extent to which the products promote non-detrimental environmental effects.

**Sreenet al., (2018).** Businesses on another angle are concerned that only a small number of these people are willing to purchase these green products at a premium.

**Kordshouli, H.R., Ebrahimi, A., AllahyariBouzanjani, A. (2018).** **Green marketing promotion** focused on various promotional norms adopted by companies and brought the attention of consumers through packing, promotional advertisement other initiatives to competitors.

**Sachdev (2018),** studied the customers were not clear the benefits that **eco-product** provide the society. The legal authority that can certify claims that are made by manufacturers. The author suggested that companies focus on two objectives: improved environmental quality and customers satisfaction.

**Ganimete and Fatos, (2019).** The growing awareness of environmental awareness around the world is beneficial for building consumer awareness of the need for environmentally friendly products or services, which will affect companies' environmentally friendly behaviour.

**Muposhi, (2019).** Eco-labelling gained prominence within the context of marketing in 1992 following the promulgation of the Rio Earth Summit Agenda as a mechanism of advancing sustainable development.

**Chen et al., (2019).** Consequently, the profitability of green consumerism fuelled green claims and green washing as firms sought to profiteer from the preparedness of consumers to make purchases at relatively higher prices.

**Edeh., (2020).** In the company practice, the green marketing strategy aims to educate consumers about the awareness of environmental conditions on the basis of the consumed product or services. Thus, consumers must increase their level of environmental awareness. Consumers also play an important role in protecting the environment by changing their buying habits. Of these, the marketing strategies must be developed in new innovative ways to practice green marketing. Providing good illustrations by companies can change consumers' habits willing to switch to green marketing systems in the buying process.

**Sanker and Janani (2020)** studied motivating customers towards green marketing with different awareness programs such as green market tools, environmentally friendly labelling, and packaging must be based on environmentally friendly features. Product attractiveness, geo-culture, and marketing performance are all closely related to green marketing practices.

**Tanwari, (2020); Burhan, (2020); Kayalvizhi and Raghuram, (2020).** The issue occurs in implementing green marketing today because many companies do not understand the practice of green marketing. Thus, confusing consumer perceptions of the **green marketing strategy** practiced by the company. There is a gap between marketing perceptions and consumer perceptions of the products being offered. Lack of proper consumer knowledge about environmental issues creates problems for companies to represent their products in a market where consumers do not believe that the product being promoted is environmentally friendly.

**Syafei, (2020).** Green Marketing (GM) is one strategy that can help marketers sell their goods and services and achieve their primary goals of the business. This type of strategy focuses on the creation of recognizable environmental benefits. GM is a process by which individuals and groups fulfil their demands and desires through a principled approach that minimizes the negative environmental impact. Increased green marketing activities can occur as a result of internal or external pressures. Among external forces, such as responding to consumer demand and rising environmental pollution can be caused.

**Afridi, Ayaz, & Irfan, (2021).** The lack of environmental knowledge has been demonstrated by previous numerous studies, consumers who are aware of the environmental outcomes of the products they buy will make the best decision when making the purchasing process.

**Rehman et al., (2021),** it is the sum of household or individual behaviour that has a positive impact on the environment. For example, reducing waste and minimizing the use of energy.

## V. CONCLUSION AND SUGGESTIONS

This study addresses this gap by looking at the Green Marketing literature from multiple perspectives and from different disciplines, including place of publication, frequency of publication, research approach and method of study, focused level of Green Marketing, and research areas and topics. This paper is organized as follows. The following section presents the method of this study, which is followed by a detailed review and analysis of selected articles. Some suggestions are then presented.

Many kinds of literature and surveys which examine consumer behaviour cover different subjects and disciplines and determine the factors influencing the green marketing attitudes towards the purchase of the products.

In the present research, there are various researches in the relevant field that focus particularly on green marketing practices, and there are also researches that focus on the awareness level of the consumers. But there are researches that focus on the consumer's knowledge of the environment and their interest level how this knowledge and awareness leads to attitude and leads to purchase intention and environmental behaviour of the consumers in purchasing the green products is rarely studied by any researcher.

Some of the authors studied proficient marketing practices, green matters or green corporate culture, adopting green marketing practices, green advertising, practices of green pricing, green purchasing behaviour, green promotional strategies, greenwashing, green brands, the firm performance of going green, green values, environmental marketing strategies as well as environmentally friendly behaviour.

There are a number of kinds of literature that focus on various aspects related to green marketing and also delve into the various interrelationships between the customer's attitudes and environmental strategies in relation to the organization's use of marketing. Environmental issues are addressed in green marketing efforts. The core idea of green marketing is to create awareness among people on the environmental issues and how consumers would be helping the environment if they switch over to green products. Thus green marketing aims to provide more information to people and also gives those more choices to switch over to a green lifestyle.

Some studies explained green marketing systems, a principled approach that minimizes the negative environmental impact, green market tools as well as environmentally friendly features.

Some of the studies also focused on key motivators derived from cultural, political, and ethical sources; links between inward and outward environmental issues; the relationship between product satisfaction and purchasing behaviour as well as life satisfaction and general environmental behaviour; the link between green marketing, environmental justice, and industrial ecology; benefits of both financial and non-financial measures; structures and functions, bridge the gap between environmental issues and NPD; the relationship between the adoption of environmental advertisements and firm performance; environmentally

friendly labelling, and packaging; reducing waste and minimizing the use of energy as well as the gap between marketing perceptions and consumer perceptions.

A few were related to green marketing mix, marketing communication effort, organizational operations and strategies, extended marketing mix comprising 7Ps (under marketing mix model), decision-making process, 6R concept, consumers green purchasing decisions, effect on the marketing/environment relationship, performance measurement index as well as a product life cycle.

The review of literature specifies that there were studies carried out with respect to ecological enlightenment, the ecological attitude of consumers, environmental perceived shopping, environmental associations enhancing brand performance', segmenting green consumers, Eco-branding topographies, enhancing marketing performance, focuses on Eco-marketing and Eco-labeling, authorized recycling location, environmental knowledge as well as environmental outcomes.

The review and analysis of the seven factors green product, green price, green distribution, green promotion, green people, green process, and green physical evidence indicated that the green marketing strategy affects positively the financial and non-financial performance of firms.

The Government must cite environmental issues as its central goal and must make concrete plans to encourage ecological compliance among industries. Issues requiring more Government mediation must be piloted by public concerns.

The Government could raise the price of natural resources and establish a full cost. Full costs hear mean a price that not only encompasses the cost of extraction of the resources. But it will also account for the disposal of the product after use and the biological breakdown of the product. This can cause a provisional (short-term) burden on the consumers and manufacturers which can eventually lead to the road of responsible production and conservation of resources.

The eco-friendly household supply manufacturers can use the gap which the consumers have indicated. They feel that the conventional dishwashers have fragrance, which would be in most cases, artificial fragrance. Eco-friendly cleaning supply manufacturers can use essential oil fragrances so that they would seem more appealing to the consumers.

Lack of knowledge on understanding the environmental component of the eco-friendly product has also caused skeptical issues among the manufacturers.

There is a growing need to switch over to green products and services by both marketers and consumers. Even though the shift to 'green' will be expensive to both the consumers as well as businesses, it will most definitely pay off in the long run.

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