

Importance of Green Marketing in the Era of Climate Change

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Abstract

Climate change has emerged as one of the most pressing global challenges of the 21st century, affecting ecosystems, economies, and human life across the world. In this context, green marketing has gained significant importance as a strategic approach that promotes environmentally responsible business practices while influencing consumer behaviour towards sustainable choices. Green marketing refers to the development, pricing, promotion, and distribution of products and services that are environmentally friendly and resource-efficient throughout their lifecycle.

This article examines the importance of green marketing in the era of climate change by highlighting its role in encouraging sustainable consumption, reducing environmental degradation, and supporting corporate environmental responsibility. It also explores how businesses adopt eco-friendly strategies to build brand reputation, gain competitive advantage, and contribute to environmental conservation. Green marketing not only benefits organizations but also plays a crucial role in raising awareness among consumers about environmental issues and promoting responsible purchasing decisions.

The study is based on secondary data collected from journals, academic publications, government reports, and credible online sources. A qualitative approach is adopted to understand the relationship between green marketing practices and climate change mitigation. The findings suggest that green marketing is an essential tool for achieving sustainability goals, but its effectiveness depends on consumer awareness, regulatory support, and genuine corporate commitment. Despite its advantages, green marketing faces challenges such as greenwashing, high production costs, and limited consumer trust. However, with proper policy frameworks and ethical business practices, green marketing can significantly contribute to combating climate change and building a sustainable future.

Keywords: Green Marketing, Climate Change, Sustainability, Eco-friendly Products, Sustainable Consumption, Environmental Awareness, Green Branding.

1. INTRODUCTION

Climate change has become one of the most serious environmental challenges facing the global economy today. Rising temperatures, unpredictable weather patterns, melting glaciers, increasing pollution levels, and depletion of natural resources have created an urgent need for sustainable solutions. Human activities such as industrialization, deforestation, excessive use of fossil fuels, and overconsumption have significantly accelerated environmental degradation. In this context, businesses and consumers are increasingly expected to adopt environmentally responsible practices that reduce ecological harm and promote long-term sustainability.

Green marketing has emerged as a strategic response to these environmental concerns. It refers to the promotion of products and services that are environmentally friendly throughout their lifecycle, including production, packaging, distribution, and disposal. Unlike traditional marketing, green marketing integrates environmental values into business strategies and encourages consumers to make eco-conscious purchasing decisions. It also emphasizes sustainable production processes, reduced carbon emissions, energy efficiency, and waste minimization.

In the era of climate change, green marketing has gained immense importance as both businesses and consumers are becoming more aware of environmental issues. Companies are increasingly adopting green marketing strategies not only to comply with environmental regulations but also to enhance brand image, build customer trust, and gain a competitive advantage in the market. At the same time, consumers are showing a growing preference for eco-friendly products, which has further encouraged businesses to shift towards sustainable practices.

Governments and international organizations are also promoting green marketing through environmental policies, sustainability frameworks, and awareness campaigns. Initiatives related to carbon neutrality, renewable energy adoption, and sustainable consumption patterns have strengthened the relevance of green marketing in modern economies. These efforts aim to balance economic growth with environmental protection.

However, despite its growing popularity, green marketing is not without challenges. Issues such as greenwashing, lack of consumer awareness, higher production costs, and limited regulatory enforcement often reduce its effectiveness. Many consumers remain skeptical about environmental claims made by companies, which affects trust and adoption of green products.

Against this background, green marketing plays a crucial role in addressing climate change by encouraging sustainable production and consumption practices. It acts as a bridge between environmental responsibility and business profitability. This study aims to explore the importance of green marketing in the context of climate change and understand how it contributes to environmental sustainability and responsible consumer behaviour.

2. REVIEW OF LITERATURE

Sharma (2021), examined consumer behaviour towards green marketing and highlighted the increasing gap between environmental awareness and actual purchase behaviour. The study found that although consumers show positive attitudes toward eco-friendly products, price sensitivity and lack of trust often hinder actual adoption. It further emphasized that green marketing strategies can influence consumer decision-making when supported by credible information and transparent communication. The study concludes that green marketing plays a crucial role in shaping sustainable consumption patterns, which are essential in addressing environmental degradation and climate change.

Alkhatib et al. (2023), conducted a systematic review on green marketing in the digital age and observed a rapid rise in sustainability-focused marketing practices across industries. The study highlighted that digital platforms have significantly enhanced the reach and effectiveness of green marketing campaigns. It also found that consumers are increasingly exposed to eco-labels, sustainability claims, and environmental messaging, which influence their purchasing decisions. However, the authors also noted the growing concern of greenwashing, which reduces consumer trust and limits the effectiveness of genuine green initiatives.

Lievano Pulido and Ramon-Jeronimo (2023), this bibliometric study analyzed the evolution of green marketing research and identified sustainability, eco-friendly consumption, and ethical marketing as dominant themes. The authors found that academic interest in green marketing has grown substantially due to rising environmental concerns and climate change impacts. The study emphasizes that green marketing is no longer a niche concept but a mainstream business strategy adopted across global industries to enhance competitiveness and sustainability outcomes.

Ghobbe and Nohekhan (2023), investigated the impact of green marketing strategies on brand perception and consumer trust. Their findings suggest that green marketing positively influences brand image and customer loyalty when companies genuinely implement environmental practices. The study also notes that all elements of the marketing mix—product, price, promotion, and distribution—play an important role in shaping consumer perceptions of sustainability and environmental responsibility.

Kubinec and Mahajan (2025), explored the issue of greenwashing in climate-related advertising and highlighted its increasing prevalence in digital marketing environments. The study revealed that many companies use misleading environmental claims to enhance brand reputation without making substantial ecological improvements. It warns that greenwashing undermines consumer confidence and weakens the overall effectiveness of green marketing in combating climate change. The authors stress the need for stricter regulations and transparency standards to ensure authenticity in environmental marketing claims.

3. OBJECTIVES OF THE STUDY

The study is undertaken with the following objectives:

- To identify the importance of green marketing in addressing environmental challenges in the era of climate change.
- To analyse the role of green marketing in influencing consumer awareness and business sustainability.

4. RESEARCH METHODOLOGY

The present study is conceptual and descriptive in nature and is based entirely on secondary data. Relevant information has been collected from various sources, including research articles, journals, books, government reports, United Nations Environment Programme (UNEP) publications, Intergovernmental Panel on Climate Change (IPCC) reports, World Bank reports, and other reliable online sources. The collected data were systematically reviewed and analysed to examine the importance of green marketing in the era of climate change. The study adopts a qualitative approach to understand how green marketing practices influence sustainable consumption, environmental protection, consumer awareness, and business sustainability. The analysis is based on thematic interpretation of existing literature focusing on eco-friendly marketing strategies, climate change mitigation, green consumer behaviour, and corporate environmental responsibility.

5. IMPORTANCE OF GREEN MARKETING IN ADDRESSING ENVIRONMENTAL CHALLENGES IN THE ERA OF CLIMATE CHANGE

Green marketing plays a crucial role in addressing environmental challenges by integrating sustainability principles into business strategies and influencing both producers and consumers toward environmentally responsible behaviour. In the era of climate change, where environmental degradation has become a global concern, green marketing acts as a bridge between economic activities and ecological preservation. It encourages businesses to rethink their production processes, reduce environmental impact, and adopt sustainable practices across the value chain.

One of the most important contributions of green marketing is its role in promoting eco-friendly production practices. Companies adopting green marketing strategies focus on minimizing waste generation, reducing carbon emissions, and using renewable or recyclable materials in production. This shift not only helps in conserving natural resources but also reduces the overall ecological footprint of industries. As a result, green marketing supports climate change mitigation by encouraging cleaner and more efficient production systems.

Green marketing also plays a significant role in promoting sustainable consumption patterns among consumers. Through eco-labels, environmental certifications, and awareness campaigns, consumers are encouraged to make informed purchasing decisions that favor environmentally friendly products. This gradual shift in consumer behaviour helps reduce demand for harmful products and increases market opportunities for sustainable alternatives.

Another important aspect is that green marketing enhances corporate environmental responsibility. Businesses increasingly recognize that environmental sustainability is not just a regulatory requirement but also a competitive advantage. Companies that adopt green marketing strategies often experience improved brand reputation, customer loyalty, and long-term profitability. This motivates more organizations to adopt sustainable practices, thereby creating a positive cycle of environmental responsibility.

Furthermore, green marketing contributes to innovation in product design and packaging. Firms are increasingly investing in biodegradable packaging, energy-efficient products, and low-emission technologies. These innovations not only reduce environmental harm but also encourage continuous improvement in sustainable business practices.

Green marketing also supports global climate goals by aligning business practices with environmental regulations and sustainability frameworks such as carbon neutrality targets and international climate agreements. By encouraging businesses to comply with environmental standards, green marketing helps reduce industrial pollution and supports broader climate change mitigation efforts.

Overall, green marketing is not just a promotional strategy but a powerful tool for environmental transformation. It plays a significant role in reducing ecological damage, promoting responsible consumption, and encouraging businesses to adopt sustainable and climate-friendly practices.

6. ROLE OF GREEN MARKETING IN INFLUENCING CONSUMER AWARENESS AND BUSINESS SUSTAINABILITY

Green marketing plays a dual role by shaping consumer awareness and strengthening long-term business sustainability. Its influence can be clearly understood through the following points:

a. Enhances Environmental Awareness among Consumers

Green marketing plays a vital role in increasing environmental awareness among consumers by educating them about the impact of their consumption patterns on nature. Through promotional campaigns, eco-labels, sustainability messages, and digital media communication, consumers are made more aware of issues such as climate change, pollution, deforestation, and resource depletion. This awareness helps individuals understand that their purchasing decisions have direct environmental consequences. As a result, consumers gradually develop a more responsible attitude towards consumption and begin to consider environmental factors along with price and quality while making buying decisions. Over time, this shift contributes to the development of environmentally conscious societies.

b. Influences Purchase Decisions

Green marketing significantly influences consumer purchase behaviour by encouraging preference for environmentally friendly products and services. When companies clearly communicate the environmental benefits of their products—such as being biodegradable, energy-efficient, recyclable, or sustainably sourced—consumers are more likely to choose them over conventional alternatives. This is particularly important in today's market, where consumers are becoming more conscious of sustainability issues. Green marketing also helps reduce uncertainty by providing certifications and eco-labels, which guide consumers in making informed and responsible choices. Thus, environmental considerations are increasingly becoming a key factor in shaping modern buying behaviour.

c. Builds Trust and Brand Image

Green marketing strengthens brand image and builds consumer trust when companies genuinely implement environmentally responsible practices. Organizations that consistently promote sustainability and demonstrate transparency in their environmental efforts are perceived as ethical and socially responsible. This positive perception enhances customer loyalty and long-term engagement with the brand. However, this trust is highly dependent on authenticity, as misleading claims or superficial green promotions can damage credibility. Therefore, genuine commitment to environmental protection through green marketing helps businesses establish a strong and respected brand identity in the competitive market.

d. Improves Business Sustainability

Green marketing contributes directly to business sustainability by encouraging firms to adopt eco-friendly and resource-efficient practices. Businesses that integrate sustainability into their operations often reduce costs through energy efficiency, waste minimization, and optimized resource utilization. These improvements not only reduce environmental impact but also enhance long-term profitability and operational efficiency. Additionally, sustainable business practices help organizations remain resilient in the face of environmental regulations and changing consumer expectations, ensuring long-term survival and growth in the market.

e. Encourages Innovation in Products and Processes

Green marketing acts as a catalyst for innovation by pushing companies to develop environmentally friendly products and adopt cleaner production processes. To meet rising consumer demand for sustainable goods, businesses invest in research and development of eco-friendly packaging, renewable materials, and low-emission technologies. This innovation improves product quality while minimizing environmental harm. It also enables companies to differentiate themselves in competitive markets and respond effectively to evolving sustainability trends, making innovation an essential outcome of green marketing practices.

f. Strengthens Corporate Social Responsibility (CSR)

Green marketing is closely linked with corporate social responsibility as it reflects a company's commitment to environmental protection and sustainable development. By integrating green practices into their marketing strategies, businesses demonstrate accountability towards society and the environment. This alignment enhances corporate reputation and improves public perception of the organization. Furthermore, it ensures that sustainability becomes a core part of business strategy rather than just a promotional activity, thereby strengthening long-term social and environmental responsibility.

g. Creates Competitive Advantage

Adopting green marketing provides businesses with a strong competitive advantage in the marketplace, especially as consumers increasingly prefer sustainable products. Companies that position themselves as

environmentally responsible are able to differentiate their offerings and attract a growing segment of eco-conscious customers. This advantage not only improves brand visibility but also helps in expanding market share and increasing customer retention. In a competitive business environment, sustainability has become a key factor influencing brand success and long-term growth.

h. Reduces Risk of Regulatory and Environmental Penalties

Green marketing encourages businesses to comply with environmental laws and regulations, thereby reducing the risk of legal penalties and compliance issues. Companies that adopt sustainable practices are better prepared to meet current and future environmental standards imposed by governments and international bodies. This proactive approach helps organizations avoid fines, operational disruptions, and reputational damage. It also ensures long-term stability by aligning business operations with global sustainability regulations and environmental expectations.

7. CONCLUSION

Green marketing has emerged as a significant and timely response to the growing environmental challenges posed by climate change. The study highlights that green marketing is not merely a promotional strategy but a broader business philosophy that integrates environmental responsibility into production, packaging, pricing, and communication practices. It plays a vital role in encouraging sustainable consumption patterns, reducing environmental degradation, and promoting eco-friendly business operations.

The findings indicate that green marketing contributes significantly to environmental protection by motivating firms to adopt cleaner production techniques, energy-efficient processes, and sustainable resource utilization. At the same time, it influences consumers to make more responsible purchasing decisions by increasing awareness about the environmental impact of products and services. This dual impact creates a balance between business growth and ecological preservation.

Furthermore, green marketing enhances brand reputation, strengthens consumer trust, and improves long-term business sustainability. Companies that adopt genuine green practices are able to gain competitive advantage and build stronger customer relationships in increasingly environmentally conscious markets. However, the effectiveness of green marketing is often challenged by issues such as greenwashing, lack of awareness, and high implementation costs.

In conclusion, green marketing plays a crucial role in addressing climate change by bridging the gap between environmental sustainability and business strategy. Strengthening regulatory frameworks, improving consumer awareness, and ensuring ethical business practices can further enhance its effectiveness in achieving long-term environmental sustainability and global climate goals.

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