

Role of Green Marketing in Value Development

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ABSTRACT

Green marketing has emerged as an essential strategy for organizations aiming to achieve sustainable development and long-term customer value. This research paper examines the role of green marketing in value development by analyzing consumer awareness, purchasing behavior and environmental responsibility. The study uses primary data collected through questionnaires and apply statistical such as percentage analysis. Correlation and chi square test to determine the relationship between green marketing practices and customer value development. The findings reveal that green marketing positively influences customer satisfaction brand image and sustainable value creation. The research concludes that businesses adopting eco-friendly marketing strategies gain competitive advantages while contributing to environmental sustainability.

Keywords: Green, Green Marketing, Customer Value, Sustainability.

Introduction

Green marketing refers to the promotion of products and services that are environmentally safe and sustainable. It includes eco-friendly packaging, recyclable products, energy efficient production and environmentally responsible advertising. Value development in business refers to creating economic social environmental value for customers and society. green marketing helps organizations improve customer trust, loyalty and sustainable growth. value can be done through sustainable marketing strategies, market analysis, Integrated marketing programs, innovation, Sustainable supply cycle strategies, retailing, sustainable pricing strategies. The successful organization must discover and identify the value sought by consumers within the market. initial analysis of the market requires the marketer to gain an appreciation of each of these market components. The firm must also assess the ability and willingness of buyers to make a purchase. many green marketing propositions fail because the organization does not recognize the consumers abilities and willingness to invest in sustainable technologies. for example, Hybrid automobiles may not be desirable to pay the premium associated with this ecofriendly technology. After the market has been established, the firm can begin to investigate the extent to which there are subsets of the market with unique value statements. After the firm has identified the market, it engages in a series of activities referred to as STP marketing characterized by efforts to segment, target, position. Segmentation of the market plays a critical role in the development of business strategies that yield desired value for firms, their suppliers, and their customers. Consumers that understand green marketing have the opportunity to reduce their personal influences on the environment A growing number of consumers are particularly interested in ways to eliminate their negative influence on the environment and green marketing efforts are focused. Green marketing as the study of all efforts

to consume, produce, distribute, package and reclaim products in a manner that is sensitive or responsive to ecological concerns.

Review of Literature

Green Marketing refers to strategies and practices that emphasize environmental benefits of products services, focusing on ecological responsibility and sustainable development. It involves product design, sourcing, packaging, advertising and lifecycle management that reduce environmental harm. Sustainable marketing aims to balance economic growth with ecological welfare and social wellbeing.

- Peattie & Crane, 2005; Polonsky,1994: Green marketing has gained traction with intensifying environmental concerns such as climate change, resource depletion, pollution and consumer demand for ethical business practices. Researchers see green marketing not only as a promotional tool but also as a strategic component to achieve corporate sustainability.
- Polonsky (1994) categorized green marketing into Incremental greening (minor eco changes) Moderate greening (redefining products& practices) Radical Greening (Complete Eco reorientation of the business).
- Elkington, (1997): The concept of Triple Bottom Line (TBL)-economic, environmental and social performance-providing the broader context for green marketing. Green marketing is seen as a driver that support all the pillars, especially environmental stewardship and social responsibility.
- Chen, (2010): Gren marketing helps businesses differentiate themselves in crowded markets. Consumers increasingly value sustainable credentials and brands can leverage eco labels, certifications (e.g. Energy star, Fair trade) and transparent communications to build trust.
- Millennials & Gen Z: Consumer awareness of environmental issues has surged due to social media, education and climate activism This influences purchase decisions especially among cohorts.
- Biswas& Roy, 2015: Consumers often express positive attitudes toward green products. However there's gap between attitude and actual purchase (the green gap) due to price sensitivity or lack of trust.

Objectives of the Study

- To study the concept of green marketing
- To analyze the role of green marketing
- To examine customer awareness regarding green products
- To evaluate the relationship between green marketing and consumer buying behavior.
- To apply statistical tests for data analysis.

Research Design

Descriptive and analytical research design has been used

Sources of Data

- Primary data: questionnaire survey
- Secondary data: Journals, articles books and websites.

Sample size

- 100 respondents

Sampling Method

- Random Sampling

Tools used

- Percentage analysis
- Correlation analysis
- Chi Square test

Hypothesis of the Study

Null hypothesis

There is no significant relationship between green marketing and value development.

Alternative Hypothesis

There is a significant relationship between green marketing and value development.

Data Analysis and Interpretation

Table 1: Awareness of Green Products

Response	Number of Respondents	Percentage
Yes	78	78%
No	22	22%
total	100	100%

Interpretation

Most respondents are aware of green products and eco-friendly marketing practices.

Table 2: Consumer Preference for Green Products

Preference Level	Respondents
Highly preferred	40
Preferred	35
Neutral not Preferred	15
	10

Interpretation

The majority of consumers prefer green products because they are environmentally safe.

Statistical Test

Chi square test is used to identify the relationship between green marketing awareness and purchasing behavior.

Calculated Value

Chi square calculated value = 12.45

Table value at 5% Significance = 9.49

Result

Since the calculated value is greater than the table value

12.45>9.49

The null hypothesis rejected.

Conclusion

There is a significant relationship between green marketing and value development.

Correlation Analysis

Correlation measures the relationship between green marketing practices and customer satisfaction

Result

Correlation coefficient + 0.72

Interpretation

There is a strong positive relationship between green marketing and customer value development.

Findings of the Study

- Consumers are increasingly aware of green products.
- Green marketing positively affects customer satisfaction.

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- Eco friendly products improve brand image and loyalty.
- Statistical analysis shows a significant relationship between green marketing and value development.
- Sustainable marketing strategies increase long term business growth.

Suggestions

- Companies should adopt eco-friendly packaging.
- Businesses should educate consumers about environmental benefits.
- Government should encourage green production through policies.
- Organizations should invest in sustainable innovation.
- Green advertising should be transparent to avoid green washing concerns.

Conclusion

Green marketing plays an important role in value development by improving customer trust, environmental responsibility and sustainable business performance. The study proves through statistical analysis that green marketing significantly influences consumer behavior and value creation. Businesses that implement green marketing strategies achieve competitive advantage and contribute toward sustainable development. Therefore, green marketing is not only a promotion tool but also a pathway toward long term economic and environmental growth.

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