



CHALLENGES FACED BY COMPANIES IN IMPLEMENTING GREEN MARKETING STRATEGIES

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ABSTRACT

This study is all about the obstacles that companies undergo when trying to implement green marketing strategies. Through a review of relevant literature and interviews with marketing professionals, the study identifies key challenges such as high implementation costs, lack of awareness, and difficulty measuring impact. The study also proposes potential solutions including education, cost-effective green technologies, and better measurement tools. Overall, it highlights the importance of overcoming these challenges to promote environmental sustainability and achieve success in green marketing.

Keywords: Marketing professionals, education, cost-effective green technologies, environmental sustainability.

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INTRODUCTION

The adoption of companies green marketing strategies has become more important to demonstrate their commitment to environmental sustainability. However, the implementation of these strategies is not always straightforward and can present several challenges for companies. The rising concern for environmental sustainability has led companies to adopt green marketing strategies as a means of demonstrating their commitment to the environment. However, the implementation of these strategies poses several challenges for

companies. These challenges may include lack of awareness, high implementation costs, and difficulty in measuring the impact of green marketing. This study aims to identify and analyze these challenges in order to provide practical solutions for companies to overcome them and achieve success in promoting environmental sustainability through green marketing.

REVIEW OF THE LITERATURE

Del chiappa, g., & pittino, d. (2021)¹ in his article discusses the problems faced by companies in implementing green marketing strategies, including the lack of understanding of consumer preferences and

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attitudes towards sustainability, and the need for companies to integrate green marketing into their overall marketing strategies.

Zehrer, a., abfalter, d., & inversini, a. (2021)² in this study discusses the challenges faced by companies in implementing green marketing strategies, including the lack of collaboration between stakeholders and the need for companies to effectively measure the impact of their green marketing initiatives.

Singh, p., & chandel, s. (2019)³ in his article discusses about the difficulties in implementing green marketing strategies by companies, including lack of awareness, high implementation costs, and difficulty in measuring the impact of green marketing. The article proposes potential solutions to overcome these challenges.

OBJECTIVE OF THE STUDY

- ❖ Identify the challenges faced by companies when implementing green marketing strategies
- ❖ Analyze the difficulties on adopting of green marketing strategies by companies
- ❖ Provide practical solutions to overcome these challenges and promote environmental sustainability through green marketing
- ❖ Showcase the need of education and training for marketing professionals in understanding and implementing green marketing strategies
- ❖ Emphasize the need for cost-effective green technologies and better measurement tools to evaluate the impact of green marketing on business performance.

SCOPE OF THE STUDY

- ❖ Investigate the challenges faced by companies when implementing green marketing strategies.

- ❖ Evaluate the impact of these challenges on companies' ability to effectively market their green initiatives to consumers.
- ❖ Examine the role of government regulations and policies in shaping companies' green marketing strategies.
- ❖ Analyse the effectiveness of communication strategies used by companies to promote their green initiatives.
- ❖ Identify the strategies and best practices adopted by successful companies in overcoming the challenges of green marketing.
- ❖ Provide recommendations and suggestions for companies to effectively implement green marketing strategies and overcome the associated challenges.

LIMITATIONS

- ✓ The study may not be universal to all companies or industries as the challenges and strategies for green marketing may vary depending on the sector.
- ✓ The study may have a limited sample size of 100 respondents but few respondents correctly answered all the question.
- ✓ The study may have time constraints that limit the depth and breadth of the research, as well as the ability to follow-up with participants of data collection.
- ✓ The study may have limited access to companies due to confidentiality or privacy concerns, which can affect the quality and completeness of the data collected.

CHALLENGES IN ADOPTING GREEN MARKETING STRATEGIES :

Need of standardization: The biggest challenges faced by companies is the lack of standardized definitions and regulations for



green marketing. This can lead to confusion among consumers and difficulty in effectively communicating a company's green initiatives.

Consumer trust: Another challenge is the lack of consumer trust in green marketing claims. Many consumers are skeptical of green claims made by companies and are looking for evidence of actual environmental benefits.

Difficulty of sustainability issues: Many sustainability issues are tough and interconnected, making it difficult for companies to identify the most effective solutions and strategies for addressing them.

High costs: Implementing green marketing strategies can be costly for companies, especially in the short term, and may require significant investments in new technology, materials, and processes.

Integration with overall marketing strategy: Green marketing initiatives must be effectively integrated with a company's overall marketing strategy to be successful. This requires significant planning and coordination across different departments and stakeholders.

Role of government regulations and policies in shaping companies' green marketing strategies in India:

Environmental laws and regulations: The Indian government has established a range of environmental laws and regulations that impact the operations of companies. These regulations set standards for emissions, waste disposal, and other environmental issues, which can shape companies' sustainability goals and green marketing strategies.

DATA ANALYSIS AND INTERPRETATION

Percentage analysis

Incentives and subsidies: The Indian government provides incentives and subsidies to companies that adopt sustainable practices or invest in clean energy. These incentives can encourage companies to prioritize sustainability in their marketing strategies and can influence consumer perception of green products.

Certification programs: The Indian government has established certification programs for sustainable products, such as the Bureau of Indian Standards (BIS) Eco-Mark certification. These certifications can help companies differentiate their products in the market and build consumer trust in their green claims.

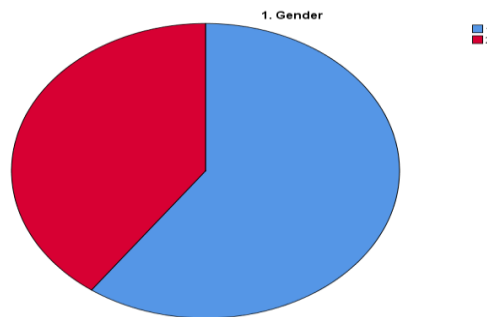
Consumer awareness campaigns: The Indian government conducts consumer awareness campaigns to promote sustainable consumption habits and educate consumers about the environmental impact of their choices. These campaigns can create demand for green products and shape companies' marketing strategies accordingly.

International agreements: India has signed several international agreements related to climate change and sustainability, such as the Paris Agreement. These agreements can shape government policies and regulations, which in turn can impact companies' sustainability goals and green marketing strategies.

Measuring the impact: It can be challenging for companies to effectively measure the impact of their green marketing initiatives and communicate these results to stakeholders. This requires careful data collection and analysis, as well as effective communication strategies.

Gender wise classification of the respondent

| 1. Gender | | | | | |
|-----------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Male | 42 | 60.0 | 60.0 | 60.0 |
| | Female | 28 | 40.0 | 40.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |



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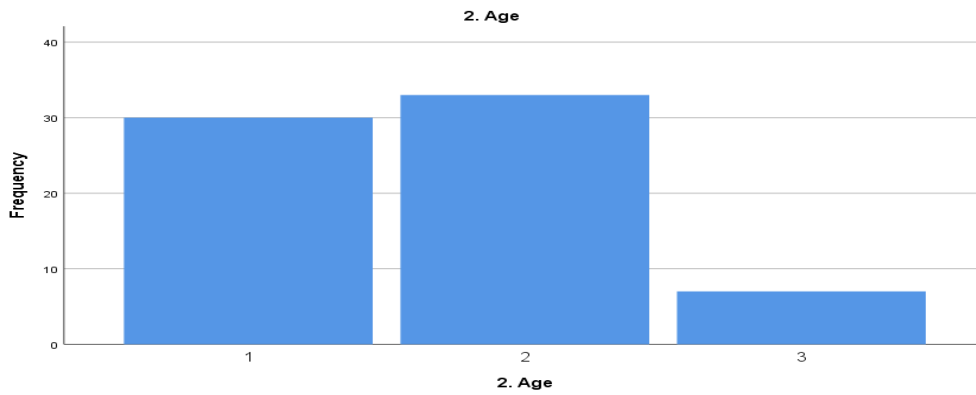
Interpretation

The pie chart figures out that 60% of the respondents are male and the rest 40% of the respondent are female.

Age wise classification of the respondent

| 2. Age | | | | | |
|--------|--------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Below 20 | 30 | 42.9 | 42.9 | 42.9 |
| | 20 - 60 | 33 | 47.1 | 47.1 | 90.0 |
| | 60 and above | 7 | 10.0 | 10.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |





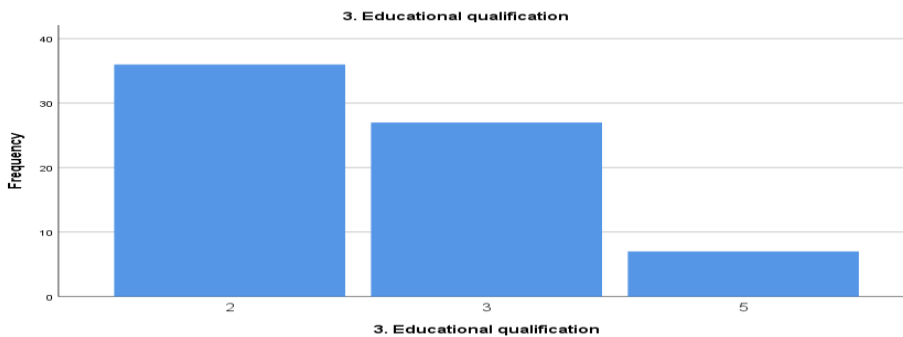
Interpretation

From the above age wise classification chart, it is shown 42.9 % of the people are below 20 years, 47.1% of the people are in between 20 to 60 years and 7% of respondents are above 60 years.

Educational qualification

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| 3. Educational qualification | | | | | |
|------------------------------|---------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Graduate | 36 | 51.4 | 51.4 | 51.4 |
| | Post graduate | 27 | 38.6 | 38.6 | 90.0 |
| | Doctrate | 7 | 10.0 | 10.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |



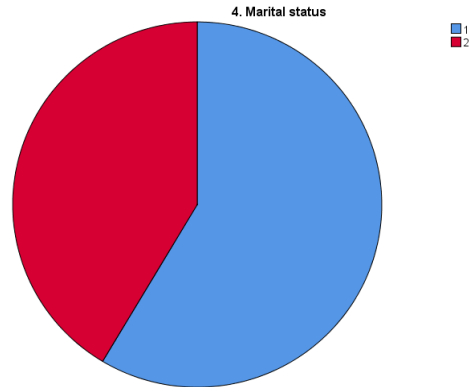
Intrepretation

The above chart shows that 36% of the respondents are graduates, 27% of the respondents are post graduate and 7% are doctorate.



Marital status

| 4. Marital status | | | | | |
|-------------------|-----------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Married | 41 | 58.6 | 58.6 | 58.6 |
| | Unmarried | 29 | 41.4 | 41.4 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |



Interpretation

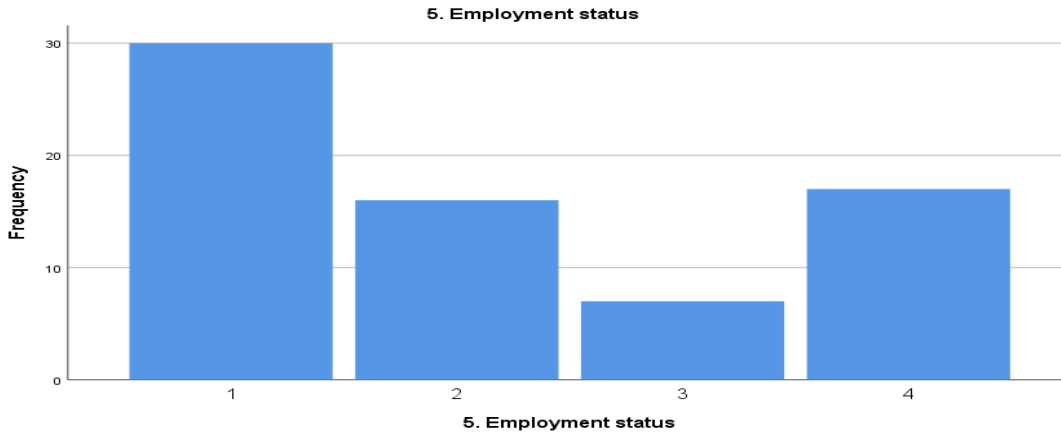
This pie chart shows 58.6% of the respondents are married and 41.4 % of the respondents are unmarried.

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Employment status

| 5. Employment status | | | | | |
|----------------------|------------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid percent | Cumulative percent |
| Valid | Student | 30 | 42.9 | 42.9 | 42.9 |
| | Employee | 16 | 22.9 | 22.9 | 65.7 |
| | In service | 7 | 10.0 | 10.0 | 75.7 |
| | Home maker | 17 | 24.3 | 24.3 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |





Interpretation

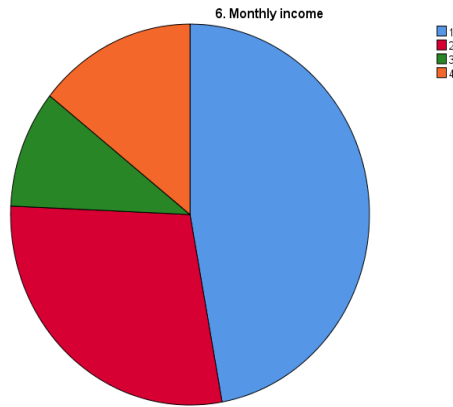
From the above chart it is shown that 42.9% of the respondents are student 22.9% of the respondents are employee and 7% are in service and 17% are home maker.

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Monthly income

| | | Frequency | Percent | Valid percent | Cumulative percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Below 25,000 | 33 | 47.1 | 47.1 | 47.1 |
| | 25,000 - 50,000 | 20 | 28.6 | 28.6 | 75.7 |
| | 50,000 - 100000 | 7 | 10.0 | 10.0 | 85.7 |
| | Above 100000 | 10 | 14.3 | 14.3 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |





INTERPRETATION

From the above pie chart it is shown that 47.1% of the respondents are people with below 25,000 income and 28.6 % of people are in between 25000 to 50000, 10% of the people are in between 50000 to 100000 and 14.3 % people are above 100000 income.

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Chart indicating the level of agreement and disagreement with awareness on green marketing on a five point scale as given below:

| Particulars | N | Mean | Std. Deviation | Minimum | Maximum |
|--|----|--------|----------------|---------|---------|
| I am aware of the benefits of green products for health | 70 | 4.4286 | 1.01541 | 2 | 5 |
| I am aware of the benefits of green products for environment | 70 | 4.4857 | 0.67551 | 3 | 5 |
| I am aware of the various symbols / certificate / other identifiers which declare the product as green product | 70 | 4.4 | 0.78758 | 3 | 5 |
| I am aware of the various brands offerings green products | 70 | 4.0571 | 0.79647 | 3 | 5 |
| Green features increases the quality of living in our country | 70 | 4.6286 | 0.48668 | 4 | 5 |
| Do you believe that the green marketing concept will affect the low income people | 70 | 4.8714 | 0.33714 | 4 | 5 |
| Price of the green product is the first thing i look into before taking decision to purchase it | 70 | 4.6571 | 0.65686 | 3 | 5 |
| I prefer to switch the store / retail outlet if green product is not available there, than | 70 | 4.6571 | 0.47809 | 4 | 5 |



| | | | | | |
|---|----|--------|---------|---|---|
| not to buy a substitute of it | | | | | |
| Using green product is a status symbol | 70 | 4.7714 | 0.42294 | 4 | 5 |
| I prefer to purchase green products in packages that can be refilled | 70 | 4.6571 | 0.47809 | 4 | 5 |
| While purchasing green products i thoroughly read label to see if contents are environmental safe | 70 | 4.5714 | 0.49844 | 4 | 5 |
| Do you co-operate with the complete green marketing strategies through out the world | 70 | 4.6143 | 1.01143 | 2 | 5 |
| Do you think that you eradicate plastics by going green ? | 70 | 4.2286 | 0.88746 | 2 | 5 |
| Green features increases the quality of living in our country | 70 | 4.6714 | 0.65323 | 3 | 5 |
| Green features are helpful to save resources and manage waste | 70 | 4.5429 | 0.50176 | 4 | 5 |
| Do you think you would help the environment by following green marketing strategies and regulations ? | 70 | 4.6714 | 0.47309 | 4 | 5 |
| Do you frequently buy green products | 70 | 4.3571 | 0.78085 | 3 | 5 |
| Do you feel that green features increase the motivation when choosing the products | 70 | 4.6429 | 0.48262 | 4 | 5 |
| Does green marketing positively influence consumers' purchase behavior? | 70 | 4.4143 | 0.55149 | 3 | 5 |
| Are consumers willing to pay more for eco-friendly products? | 70 | 4.0286 | 1.43427 | 1 | 5 |
| Does a company's sustainability efforts affect consumers' brand loyalty? | 70 | 4.1857 | 0.88944 | 2 | 5 |
| Do consumers prefer products with environmentally friendly packaging? | 70 | 4.7143 | 0.51479 | 3 | 5 |
| Are consumers more likely to purchase products with third-party eco-certifications? | 70 | 4.4143 | 0.55149 | 3 | 5 |
| I am totally satisfied with the green product | 70 | 4.4286 | 0.75319 | 3 | 5 |
| I am likely recommend products with other | 70 | 4.4714 | 0.50279 | 4 | 5 |

Interpretation

The above table shows the consumers perception on green marketing by considering some factors and those factors influence their purchase intention on green products. The mean value of green products allows the customer to access and purchase anytime is 4.4 with standard deviation of 0.907. It is less than one third of mean. It concludes that most of the respondents

strongly agree that the green marketing is help to create the awareness and interest of a product. The standard deviation of all other factors is less than one-third of mean of the same. Hence most of the respondents strongly agree with the above given factors.

Conclusion



In conclusion, the implementation of green marketing strategies by companies presents numerous challenges. These challenges are primarily rooted in the lack of understanding and awareness of sustainable practices, insufficient resources, and a lack of consumer education and awareness. Companies must recognize the importance of sustainability and adopt a proactive approach towards implementing green marketing strategies. It is also essential to engage in dialogue and collaboration with all stakeholders to ensure that the strategies implemented are effective and well-received. As consumers continue to demand more eco-friendly products and services, companies that successfully navigate these challenges will gain a competitive advantage, enhance their brand reputation, and contribute to a more sustainable future.

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