

## Original Article

### Aspects of Environmentally Friendly Marketing

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#### Abstract

Overall, in the modern era of globalization, consistently retaining the customer or consumer is a major challenge. It is an essential matter for us to maintain the natural balance. Today's conscious consumer is also showing great awareness about environmental problems. To overcome this very problem, a new concept has emerged in the world. In it, the use and marketing of products can also be done effectively by taking care of atmospheric or environmental safety. This very perspective or concept has been named environmentally friendly marketing. As India is a developing country and one of the fastest-developing nations, it is necessary to continuously make full use of resources to balance both internal and external trade. In the developing and developed world, sustainable development is seen as an important policy for the entire country. Through environmentally friendly marketing, progress is achieved by making full use of the various resources available in the country. In today's era of globalization, privatization, and liberalization, this has certainly become a challenge.

In the present research article, the various aspects or dimensions of environmentally friendly marketing will be studied in detail. Through environmentally friendly marketing, the various opportunities or benefits and challenges will be appropriately discussed.

**Keywords:** Innovative, Environmental Problems, Green Marketing, Sustainable Development, New Business Opportunities, Expensive Technology, Healthy Goods, and Assessment of Future Problems.

#### Introduction:

Environmentally friendly marketing sheds light on why environmental or green marketing is important, why corporations are increasingly promoting environmentally friendly marketing, how those who care about or are aware of the environment can be definitely convinced, and how their purchasing decision process can be supported. Overall, in this era of competitive globalization, a new concept has certainly been born, which we can call environmentally friendly production or green production. From an overall environmental or atmospheric perspective of the entire world, this is a justifiable matter.

Environmentally friendly is a new concept that primarily includes the advertising of products and services. It is seen as a system that is holistically safe for the environment. This primarily includes product development, production, advertising, distribution, and the disposal of excellent services. For this, it adopts a sustainable method, meaning one that causes the least amount of damage to the environment. This means that maximizing the reuse of products will contribute to being environmentally friendly or maintaining the balance in the atmosphere. That is, to distribute in an environmentally friendly manner that causes the least possible harm to the environment, and through this, all their stakeholders will certainly pay more attention to the issue of a sustainable environment or overall sustainable development.

If we conduct a detailed study of eco-friendly marketing, it is highlighted that this is a broad concept. When considering the entire market, it includes consumer goods, industrial goods, and services. Therefore, in the context of balancing these various elements to maintain the natural strength of the environment, an attempt can be made in the present research articles to focus closely on the different aspects of eco-friendly marketing.

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### **Advantages of Green Marketing:**

In today's technological era, we see that customers are becoming more aware of the growing environmental problems. The result of this is that corporations or organizations, as a responsibility towards society, are focusing more on creating products that are less harmful to the environment or whose production will not cause environmental degradation.

Overall, in the context of balancing the environment, the advantages of environmentally friendly marketing can be explained as follows.

- **Improves Credibility:-**

In the era of the scientific revolution, if environmentally friendly marketing is adopted in our corporation or organization, the credibility of the organization or corporation in society definitely improves. In order to earn long-term profits, it is extremely important for the corporation to have an excellent image today. The corporation will not only attract customers with its positive outlook but will also try to attract all partners in trade and business.

While all these efforts are ongoing, if the corporation is looking for new ways to increase its credibility, it should definitely adopt environmentally friendly marketing as an option.

- **Opportunity to Enter New Markets Offer:-**

Through environmentally friendly marketing, a new market or segment is easily opened for the corporation or organization. While adopting environmentally friendly marketing and selling products, it is necessary to make changes in its production process. It is necessary to use eco-friendly or environmentally friendly materials that balance the environment in the materials used in production, to select them properly, and accordingly, to have environmentally friendly packaging.

- **Competitive Offer:-**

Not every corporation can offer to become eco-friendly or environmentally friendly, as they do not want to create their own competitors. It is necessary to take the initiative and make eco-friendly or environmentally friendly changes within your corporation. The result of this is that your corporation or organization will undoubtedly benefit from environmentally friendly goods.

- **Long-term Growth:-**

Choosing methods favorable to environmentally friendly marketing may be expensive in the initial period, but these

available methods bring great benefits in the long run. In terms of long-term growth, environmentally friendly marketing is a very important alternative. Currently, more and more people are giving preference to using environmentally friendly or eco-friendly goods. In the future, this number will also increase day by day.

- **More Scope for Innovation:-**

When you choose the option of environmentally friendly marketing, you also need to make changes in the production system. It is necessary to use raw materials that are environmentally friendly and eco-friendly during product manufacturing. Therefore, you certainly get a great deal of freedom for new ideas or innovations in environmentally friendly marketing.

- **Maximum Profit:-**

Environmentally friendly goods or products are expensive in the market. Therefore, corporations producing in such a sector can sell their goods at high prices. Customers also feel that they are getting the right and good quality products. In such a situation, they don't mind spending a little more money. They get the satisfaction of playing a role in protecting the environment.

- **Good for the Environment:-**

With this type of benefit, you receive a reward that cannot be measured in money. The satisfaction you get from conserving the environment is what you gain. Through this, you are leaving a good precedent or space for your future generations. This means even a small effort from you can accomplish a very large task. If any corporation has not yet adopted environmentally friendly marketing, it should certainly incorporate this method into its operations immediately and without any delay.

From all the points above, the aspects necessary for environmentally friendly marketing are, for the good of society and the environment, a need of the times.

### **Challenges of Green Marketing:-**

From manufacturing to sales, environmentally friendly goods are expensive. Increasing the sales of these environmentally friendly products while consistently retaining the existing customer base is a challenge for every corporation. Maintaining the quality of the manufactured goods according to customer expectations and in relation to the price is a major question.

The challenges faced by green marketing will become clearer from the following points.

- **Need for Standardization:-**

In green marketing, only five percent of the marketing messages from the corporations that produce such goods are true. There appears to be a lack of proper standardization to certify all these emerging claims. As of today, since no concrete standardization exists, it is difficult to certify a product as a "green product" or an "eco-friendly product."

Without an official regulatory body, it cannot be officially certified or verified. Therefore, for such green products, a standard quality control board is necessary for their proper packaging and various licenses. This board would provide a distinct oversight and a form of guarantee for the product's quality.

- **New Concept:-**

In today's hectic and busy lifestyle, green production or eco-friendly production is a new concept. In India, there is growing awareness among the educated class and the urban population regarding environmentally friendly goods and their benefits. However, very little literature is available from this perspective. To promote this, it is necessary to create awareness of the concept of environmentalism. The environmentally friendly or green movement needs to be taken to a larger customer base.

Through Ayurveda, India has held a unique significance since ancient culture. In this context, Indian consumers in the market today undoubtedly appreciate using herbal goods, natural products, and related items. Following the COVID-19 situation, we now see great awareness among every citizen about the unique importance of yoga and natural food for maintaining a healthy life.

- **Patience and Perseverance:-**

Investors or businesspeople who create environmentally friendly goods should view this initiative as a major opportunity for long-term investment in the context of the environment. They should look at how long-term benefits can be achieved through the green movement created by these goods. A great deal of patience will be required in this entire system because the results will not be immediate. Since this is a new concept or idea, its adoption period will certainly be longer. Therefore, businesspeople and investors need to continue their efforts with the same vigor.

- **Avoiding the Wrong Perception of Eco-Friendly Goods:**

Focusing on the customer as the top priority in green marketing means focusing on customer benefits. This can be seen as motivating more customers. The price charged for such goods is high. If the level of customer satisfaction from the product is not adequate, a negative perception will certainly be created about such goods. This will create a different understanding in the minds of customers regarding environmentally friendly products. The acceptance gained from customers for such a product will be lost again.

- **Some Other Challenges:**

1. Environmentally friendly products require renewable and recyclable materials, which are very expensive.
2. Technology is needed, which requires huge investment in research and development for the product.
3. The technology for processing this is very expensive.
4. A large portion of the customer base still lacks sufficient information about environmentally friendly products.
5. A large number of customers are not willing to pay the high purchase price required for environmentally friendly goods.

**Conclusion:**

The concept of environment-friendly marketing, when considered from a global perspective, certainly demonstrates the potential to bring innovative changes to trade and business. Generally, it can be said that the concept of eco-friendly marketing is not as simple as it seems; its scope definitely needs to be expanded on a large scale. In the context of sustainable development, eco-friendly marketing is a concrete tool for the preservation or conservation of the environment for future generations. Products will have to be presented through the medium of eco-friendly marketing. Corporations or organizations will have to plan systematically and conduct continuous research to find out how feasible it is. It is very necessary for eco-friendly marketing to evolve, because even today it has not been as successful as it should be. The adoption of eco-friendly marketing is not an easy task in the short term, but in the long run, it will certainly have a positive overall impact from a holistic point of view.

Environmentally friendly marketing, a concept being emphasized across the globe, is not a simple one. India is a leader in terms of available resources, but in the context of environmentally friendly goods, the country still appears to be lagging. By making strict rules for the adoption of green marketing at a global level, all nations can

bring about radical change in the world. Overall, to protect the world from global warming and pollution, environmentally friendly marketing is an urgent need of our time. It is necessary to give a major boost to the reuse of goods through green marketing.

In line with changing lifestyles, using natural or environmentally friendly goods is certainly excellent for health. For the use of eco-friendly goods or the growth of the industry, the efforts of investors and businesspeople alone will not suffice; significant customer participation in this system is needed to achieve proper success. Through the various aspects of environmentally friendly goods, we can successfully achieve sustainable development and easily conserve the environment for the next generation.

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