



UDC: 658.8:502.131.1.

## GREEN MARKETING: STRATEGIES FOR SUSTAINABLE BUSINESSES

Vyshnivska Bogdana

ORCID: [orcid.org/0000-0002-3166-7567](https://orcid.org/0000-0002-3166-7567)

Department of marketing and international trade,  
National University of Life and Environmental Sciences of Ukraine

**Abstract.** The topic of "Green Marketing: Strategies for Sustainable Businesses" explores the intersection of marketing practices and environmental sustainability. In this study, the main problems addressed include the environmental impact of traditional business models, growing consumer demand for eco-friendly products, and the need for businesses to adapt to sustainable practices. The purpose of this research is to analyze and propose effective green marketing strategies that enable businesses to align with principles of sustainability, reduce ecological footprints, and meet the increasing expectations of environmentally conscious consumers. The study aims to contribute insights into fostering a harmonious relationship between business success and ecological responsibility.

**Key words:** marketing, green marketing, sustainable businesses, environmental sustainability

### Introduction.

Green marketing is a strategic direction aimed at introducing environmentally responsible practices into the enterprise's business processes. Its essence lies in the development and promotion of products and services aimed at minimizing the negative impact on the environment. Green marketing is a strategy in which a company emphasizes the environmental benefits of its product as part of its marketing initiatives. This approach implies a focus on the processes of creation and production of products.

Green marketing assumes that products are free of toxic substances, made from recycled or renewable materials, do not use excessive packaging, and are recyclable.

### Main text.

The need for green marketing for an enterprise is to respond to the growing consumer demand for sustainability and environmental responsibility. This allows enterprises not only to meet modern standards of sustainable development, but also to build a positive image, attracting environmentally conscious customers. Green marketing contributes not only to increasing competitiveness, but also to ensuring the long-term sustainable success of the enterprise in the global economic environment.

[1]

Green marketing and traditional marketing differ in their approach, goals, and focus. Here are some key differences (table 1)

**Table 1. Differences between Green marketing and Traditional marketing**

Green Marketing	Traditional Marketing
<b>Environmental Focus</b>	
It places a strong emphasis on environmental sustainability and promotes products and services that have minimal negative impacts on the environment. It often involves using eco-friendly materials, sustainable practices, and emphasizing the overall ecological footprint of the product.	While traditional marketing may not necessarily prioritize environmental concerns, it focuses on general product features, benefits, and brand image without a specific emphasis on sustainability
<b>Consumer Values</b>	



Targets environmentally conscious consumers who prioritize sustainable and eco-friendly choices. It aims to appeal to individuals who are willing to make purchasing decisions based on a product's positive impact on the environment.	Targets a broader consumer base, often focusing on a product's functionality, quality, or price without necessarily highlighting its environmental aspects.
<b>Product Development</b>	
Involves designing and developing products with a strong commitment to environmental sustainability, using eco-friendly materials, and adopting eco-conscious manufacturing processes.	May focus on product features, cost-effectiveness, or other aspects without a specific emphasis on environmentally friendly practices in product development.
<b>Marketing Mix Adaptation</b>	
Adapts the traditional marketing mix (4 P's - Product, Price, Place, Promotion) to incorporate sustainability. This includes promoting eco-friendly features (Product), considering environmental costs in pricing (Price), choosing distribution channels aligned with sustainability goals (Place), and communicating environmental benefits in promotions (Promotion).	Follows the conventional marketing mix without necessarily integrating sustainability into its core elements.
<b>Consumer Education</b>	
Often involves educating consumers about the environmental benefits of the products and the brand's commitment to sustainability. Transparency and clear communication about eco-friendly practices are crucial.	Primarily focuses on promoting the product's overall benefits, features, and value proposition without a specific emphasis on educating consumers about environmental aspects.

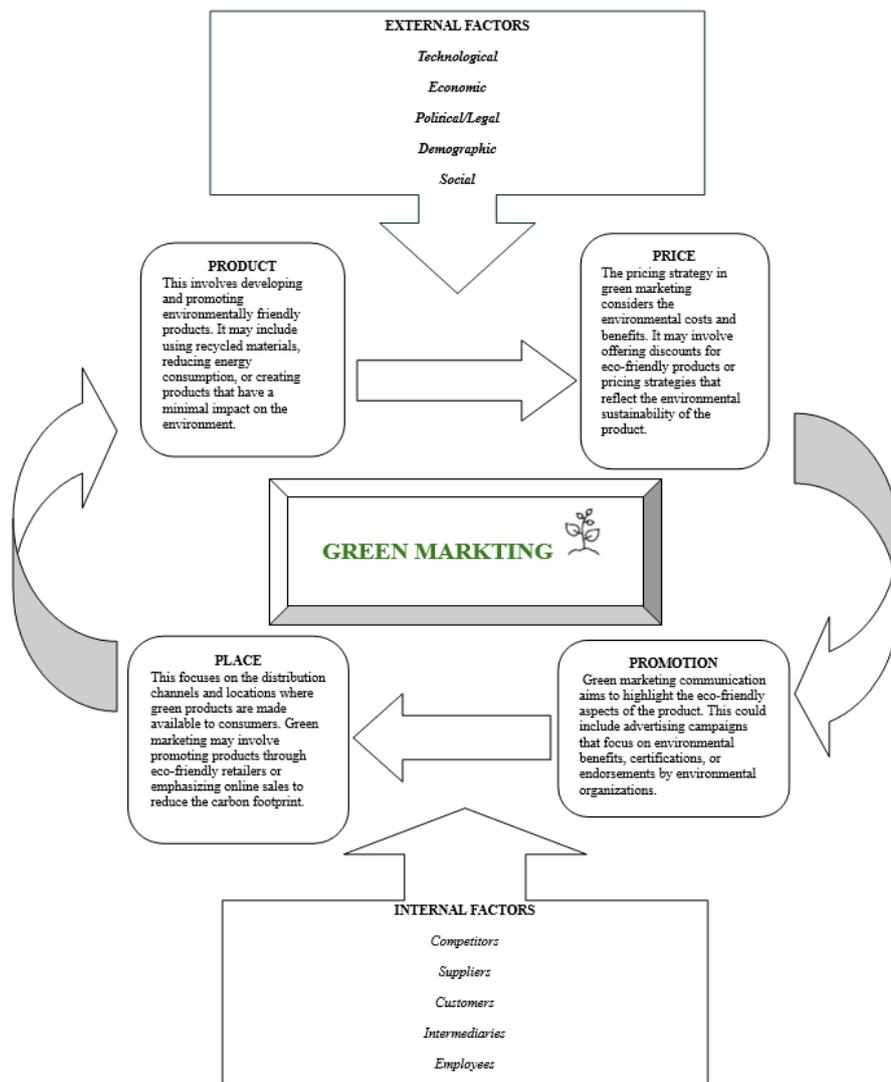
*Authoring*

Overall, green marketing represents a shift toward more sustainable and environmentally responsible practices, catering to a growing consumer demand for eco-friendly products and ethical business practices. Traditional marketing, on the other hand, follows more conventional approaches that may not explicitly address environmental concerns.[2]

External and internal factors play a significant role in influencing green marketing strategies. The 4 P's in green marketing refer to the traditional marketing mix elements adapted to emphasize environmentally-friendly and sustainable practices. (Fig. 1)

**External factors** significantly influence green marketing strategies. Consumer demand for sustainable products, driven by increasing environmental awareness, shapes companies' priorities and product offerings. Regulatory requirements and global environmental issues further influence the development and implementation of green marketing, pushing businesses to align with sustainability practices and communicate their eco-friendly initiatives to meet market expectations. Understanding and adapting to these external factors is essential for companies aiming to develop effective and responsive green marketing strategies that align with both consumer expectations and broader environmental considerations.

**Internal factors** within a company play a pivotal role in shaping green marketing strategies. The commitment of top management and the prevailing corporate culture influence the integration of sustainability into business practices. Resource allocation toward eco-friendly initiatives, innovation capabilities in sustainable product development, and a focus on transparent supply chain management are internal factors that guide the implementation of effective green marketing campaigns.



**Fig. 1. The mechanism of interaction of the main components of green marketing**

A source: [3]

In the context of green marketing, the **"Product"** element places a strong emphasis on the environmental sustainability of the product itself. Companies adopting green marketing strategies often prioritize the use of eco-friendly materials, energy-efficient manufacturing processes, and the overall life cycle impact of the product on the environment. [4]

In the realm of green marketing, the **"Price"** element involves a strategic consideration of environmental costs and benefits in determining the pricing strategy. Companies may consider factors such as the use of sustainable resources, eco-friendly production methods, and the overall ecological impact of the product. Pricing strategies in green marketing may include offering competitive prices for environmentally responsible products, providing discounts for eco-conscious consumers, or transparently communicating how pricing reflects the commitment to sustainability, thereby encouraging consumers to make environmentally friendly choices.

**"Place"** in green marketing revolves around the distribution channels and locations where environmentally friendly products are made accessible to consumers.



Companies adopting green marketing strategies often choose distribution channels that align with their sustainability goals, such as collaborating with eco-conscious retailers or emphasizing online platforms to minimize the carbon footprint associated with physical stores. This strategic approach ensures that the availability of green products is in line with environmentally responsible practices, creating a seamless connection between the product and the conscious consumer.

In the context of green marketing, "**Promotion**" focuses on communicating and promoting the environmentally friendly aspects of a product. This promotional strategy aims to create awareness and influence consumer choices by emphasizing the positive impact of choosing the green product, fostering a connection between the brand and environmentally conscious consumers.

**Green marketing strategies** for sustainable businesses can include a variety of approaches. Here are some key strategies:

**1. Environmental certification of products:** Obtaining certificates and labeling products as environmentally friendly can attract the attention of consumers who value environmental responsibility.

**2. Create eco-friendly packaging:** Using biodegradable materials or recycled plastic for product packaging can help reduce environmental impact.

**3. Informing consumers:** Emphasis in advertising and marketing materials on the environmental benefits of products and production processes.

**4. Participation in sustainable development projects:** Active participation in charitable and environmental initiatives can have a positive effect on the company's image.

**5. Development of ecological technology:** Investing in research and development of environmentally friendly technologies that allow reducing the impact of production on the environment.

**6. Consumer education:** Implementation of educational campaigns and information activities for consumers regarding the benefits of green products and the choice of sustainable consumer behavior.

These strategies can help businesses positively engage with environmentally conscious consumers and promote sustainable development.

### **Conclusions.**

Thus, it can be concluded that green marketing is essential for sustainable businesses aiming to meet the growing demand for environmentally friendly products. Successful strategies involve adapting the marketing mix to prioritize sustainability in product development, pricing, distribution, and promotion. Companies must navigate external factors such as consumer preferences, regulatory environments, and market trends to effectively implement green marketing initiatives. Internally, strong management commitment, a culture of sustainability, and innovation in eco-friendly practices are crucial for the success of green marketing strategies. Collaborative efforts with suppliers, responsiveness to customer expectations, and alignment with intermediaries further contribute to the overall effectiveness of sustainable business practices.

**References.**

1. Ghryshhenko O. F., Kostornova S. O. (2017) Doslidzhennja Perspektyv Vykorystannja Zelenogho Marketynghu v Turyzmi. Efektyvna Ekonomika, Vol. 8. Available at: [Http://Www.Economy.Nayka.Com.Ua/?Op=1&z=5723](http://Www.Economy.Nayka.Com.Ua/?Op=1&z=5723).
2. Kucj N. Ekologhichna svidomistj ukrajinciv & dovkilja / Analitychnyj dokument. Available at: <http://epl.org.ua/wp-content/uploads/2020/12/ekosvidomist.pdf>.
3. Bondarenko, V., & Vyshnivska, B. (2023). Promotional Marketing as A Method of Increasing Sales. *Three Seas Economic Journal*, 4(2), 21-28.
4. Vyshnivska, B., & Karpenko, L. Essence, Role and Characteristics of the Product in the Enterprise's Marketing Activities. *Studies*, 3(1), 152-159.