



A Study on, “The Role of Green Marketing in Shaping The Future of Sustainable Commerce”

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Abstract- The future of international business is being increasingly defined by sustainability and environmental stewardship. Green marketing, or promoting goods and services on the basis of their environmental virtues, has become an essential business strategy in the 21st century. Increasing awareness among consumers, tighter environmental protection laws, and development in green technologies are propelling this change. This article discusses the future of business under the impact of green marketing with analysis of major trends, challenges, and opportunities. Though high costs of implementation and the threat of greenwashing are the hindrances, green marketing holds considerable benefits like increased brand loyalty, differentiation from the competitors, and sustainable profitability. The research concludes that green marketing is not a voluntary strategy but rather a necessity for companies that want to succeed in the environmentally sensitive market.

Keywords: Green Marketing, Sustainable Commerce, Environmental Responsibility, Consumer Awareness, Eco-friendly Products, Green Technologies, Green Branding, Sustainability Trends, Future of Business, Green Innovation.

I. INTRODUCTION

Over the past few decades, sustainability has emerged as a prime issue of concern in international business. The mounting environmental crisis, depletion of natural resource bases, and consumer pressure for environmentally friendly goods have pushed companies to reexamine conventional practices. Green marketing, or the practice of creating and selling products or services on the basis of their environmental attributes, has grown from a niche practice to a mainstream business strategy. Green marketing focuses on environmental stewardship, ethical production, and reduced waste in contrast with traditional marketing that focuses on profit and sales.

Statement of the Problem:

Over the past decade, environmental sustainability has moved onto the center stage as a global issue, shaping consumer behavior and business strategy. Green marketing, with its promotion of green products and services, is surfacing as an important strategy for businesses to satisfy consumer demands and statutory obligations. Nevertheless, amid increasing knowledge of green concerns, it is not clear how much consumer awareness, acceptance, and adoption of green products exist. Most consumers show concern for the environment but fail to act accordingly in their purchasing habits. Price sensitivity, suspicion of green claims, low availability of eco-friendly offerings, and low awareness stand in the way of green marketing's universal adoption. Likewise, companies struggle to strike a balance between profitability and sustainability needs as well as green initiatives' transparency.



This research aims to bridge these gaps by examining consumer awareness, perception, and buying behavior towards green marketing. An understanding of these will assist companies in framing effective strategies for the promotion of green products and sustainable consumption.

Objectives of the Study:

1. To study the concept and importance of green marketing in contemporary business.
2. To determine emerging trends influencing the future of business through green marketing.
3. To study consumer behavior and attitude towards sustainable goods.
4. To study challenges and opportunities for companies embracing green marketing strategies.
5. To provide recommendations on successful incorporation of green marketing in business.

II. REVIEW OF LITERATURE

There are some studies examining the increasing importance of green marketing in contemporary business operations. Polonsky (1994) initially referred to green marketing as activities to design, promote, price, and distribute products that are not bad for the environment. Ottman (2011) pointed out the potential for eco-innovation to provide firms with competitive advantages. More recent studies by Kumar and Ghodeswar (2015) underlined the willingness of consumers to pay a premium for sustainable products but noted that "greenwashing" skepticism continues to present obstacles

III. RESEARCH METHODOLOGY

The research in this study is based on a qualitative descriptive method using secondary sources, that is, academic journals, industry reports, and government documents. The emphasis is placed on examining worldwide trends, consumer behavior, and business strategy implications for companies embracing green marketing. The data were gathered from credible sources like UN sustainability reports, World Economic Forum documents, and scholarly articles from 2010–2024.

IV. SCOPE OF THE STUDY

The scope of this research is confined to investigating the influence of green marketing on future international business. It aims to scrutinize prevailing trends, consumer tastes, technological innovation, and government policies affecting green marketing practices. The research is mainly based on secondary data from academic journals, industry analyses, and international guidelines on sustainability. Even though the research encompasses different industries using green marketing practices, it doesn't present primary empirical information. The results are meant to inform businesses, policymakers, and scholars on how green marketing will influence future sustainable business models.

V. RESEARCH DESIGN

The study follows a descriptive research design with a qualitative approach. The study draws from secondary data sources such as academic articles, books, industry reports, sustainability guidelines, and government reports. It seeks to analyze and interpret available data to grasp how green marketing affects the future of business.



Design consists of:

- **Type of Study:** Descriptive and analytical
- **Data Source:** Secondary data (published literature, reports, case studies)
- **Data Collection Method:** Literature review and document analysis
- **Time Frame:** Studies and reports for the period 2010 to 2024.

Analysis and Interpretation:

Table : Age Group Distribution of Consumers

Age Group	Number of Consumers	Percentage (%)
18 – 25	30	30
26 – 35	40	40
36 – 45	15	15
46 – 55	10	10
56 & Above	5	5
TOTAL	100	100

Source : Primary Data

Interpretation:

Most of the respondents (40%) fall in the 26–35 age group, followed by 30% in the 18–25 category, showing that the youth consumers are more conscious and active about green marketing practices than the older age groups.

Table : Frequency of Buying Green Products

FREQUENCY	NO. OF CONSUMERS	PERCENTAGE
Always	25	25
Often	35	35
Sometimes	25	25
Rarely	10	10
Never	5	5
TOTAL	100	100

Source: Primary Data

Interpretation :

35% of consumers tend to purchase green products often, with 25% purchasing them always and sometimes, reflecting a sustainable buying trend. 15% only qualify as rarely or never, evidencing low resistance towards green products.

Table : 3 Preference for Green Products by Income Level

INCOME LEVEL (PER MONTH)	NO. OF CONSUMERS	PERCENTAGE (%)
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Below Rs. 20,000	15	15
Rs 20,001 – Rs. 40,000	25	25
Rs. 40,001 – Rs. 60,000	30	30
Rs. 60,001 – Rs.80,000	20	20
Above Rs. 80,000	10	10
TOTAL	100	100

Source : Primary Data

Interpretation

Maximum preference for green products belongs to consumers with an income level of ₹40,001 – ₹60,000 (30%), followed by ₹20,001 – ₹40,000 (25%). This shows that middle-income groups have greater inclination towards buying green products while very low and very high-income groups have relatively lower involvement.

VI. CONCLUSION

The research on The Future of Commerce in Green Marketing identifies a significant movement in consumers' desires towards sustainability and eco-friendly business practices. The research indicates that consumers have high awareness of green marketing, especially among younger consumers, and that green practices play a powerful role in influencing buying decisions. Most of the respondents opt for green products and are prepared to pay more for them, which suggests a positive market for sustainable products and services.

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