

An Evaluation On Prevalence Of Green Marketing: A Business Myth Or Reality

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Abstract

The 21st century has witnessed the proliferation of industries and technologies that has also led to an increase in environmental challenges such as air & water pollution, land degradation, depletion of the ozone layer, global warming, and climate changes. More so, the consciousness of consumers about the environmental challenges is increasing and companies are responding to them through what is regarded as “green marketing”. Green marketing represents the development, implementation, and marketing of eco-friendly products. This study was constituted to unearth the green marketing practices that are administered by organizations since studies on the phenomenon are said to be at the infantile stage. A systematic literature review was undertaken using 26 articles from 23 journals published between 2013 and 2022. After an extensive evaluation of the literature, three thematic areas were extracted: green marketing practices, green marketing influences on consumer behavior, and the relevance of green marketing to organizations. The study summarized the green marketing practices and their influence on consumer behavior in figures 3 and 4 respectively. The relevance of green marketing to organizations was summarized in table 4. At the back of the review, the research provided some insightful directions for further studies on the phenomenon.

Keywords: green marketing, green marketing practices, consumer behavior, systematic literature review.