

**THE PHILANTHROPIC RESPONSIBILITIES IN GREEN MARKETING WITH  
REFERENCE TO COCHIN CORPORATION**

**Project Report**

**Submitted by**

**MEGHANA T KAMMATH: (SB22BCOM012)**

**ANUSHA ANNA AJISH: (SB22BCOM005)**

**MIHIKA NAIR: (SB22BCOM013)**

**Under the guidance of**

**Ms. NAMITHA N.A**

**In partial fulfillment of the requirement for the Degree of**

**BACHELOR OF COMMERCE**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++ Grade**

**Affiliated to**

**Mahatma Gandhi University**

**Kottayam-686560**

**March-2025**

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**CERTIFICATE**

This is to certify that the project titled "**THE PHILANTHROPIC RESPONSIBILITIES IN GREEN MARKETING WITH REFERENCE TO COCHIN CORPORATION**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Meghana T Kammath, Ms. Anusha Anna Ajish, Ms. Mihika Nair**, under my supervision and guidance during the academic year 2024-25.

**Project Guide**

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*25/03/2025*  
*Dayana Lalas*

**External Examiner(s)**

## DECLARATION

We, Ms. Meghana T Kammath, Ms. Anusha Anna Ajish, Ms. Mihika Nair, final year B.Com students(Taxation), Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "THE PHILANTHROPIC RESPONSIBILITIES IN GREEN MARKETING WITH REFERENCE TO COCHIN CORPORATION" submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Ms. Namitha N.A , Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM

DATE: 25.03.2025

Meghana MEGHANA T KAMMATH

Anusha ANUSHA ANNA AJITH

Mihika MIHIKA NAIR

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 **MEGHANA T KAMMATH**

 **ANUSHA ANNA AJISH**

 **MIHIKA NAIR**

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# **CHAPTER 1**

## **INTRODUCTION**

## **1.1 Introduction**

Due to the rising awareness of environmental issues and the need for sustainable practices, businesses have found they are being increasingly pressured to align their marketing practices with those of environmental stewardship. Increasing concerns about environmental protection and threats to humanity have transformed social responsibility from an abstract idea into a concept, and more companies are seeking to incorporate it into their operations. There is an increase in companies integrating green marketing and philanthropic responsibility into their operations.

Green marketing is a marketing strategy that promotes products or services that are environmentally friendly or have a positive impact on the planet. According to Polanski (1994), “Green marketing is a set of activities that facilitate exchanges intended to satisfy human needs and wants”. Sustainable practices, eco-friendly materials, and renewable energy sources are all incorporated into their marketing strategies.

In parallel, corporate philanthropy is a component of corporate social responsibility (CSR), in which corporations contribute resources voluntarily, whether through financial contributions, in-kind contributions, or community initiatives to address social concerns. As per Carroll (1991) “the corporate actions that are in response to society's expectations that businesses be good corporate citizens.”

The combination of green marketing and philanthropic responsibility enables businesses to reduce their environmental footprint and address societal needs simultaneously. Despite this, the increased prevalence of greenwashing -the practice of presenting products as eco-friendly has led to growing consumer distrust. (Journal of Business Ethics' "Greenwashing: A Study of Consumers' Perceptions", 2018). As a result, genuine sustainability efforts may be undermined, resulting in long-term consumer relationships and brand reputation being damaged. Therefore, companies must ensure their green initiatives are transparent and authentic.

## **1.2 Statement of the problem**

In an era where environmental concerns are at the forefront of consumer decision-making, many customers struggle to trust businesses' claims about sustainability and eco-friendliness. A growing issue of greenwashing has led to significant consumer skepticism. In 2020, the European Commission found that 42% of green claims on websites were false, deceptive, or exaggerated. Despite a high demand for sustainable products, many customers are uncertain whether their purchases contribute to environmental conservation or if they have been misled by marketing.

According to a 2023 study, greenwashing impedes the development of sustainable and circular economies. Furthermore, it prevents businesses from building meaningful, long-term relationships with customers. A lack of transparency, authenticity, and clarity in green marketing could alienate environmentally conscious buyers, resulting in missed sustainable market opportunities.

A key objective of this study is to examine how businesses can resolve this issue by integrating philanthropic responsibility into their marketing strategy, thereby enhancing consumer trust, loyalty, and environmental sustainability. By addressing the problem of greenwashing and demonstrating corporate transparency, businesses can regain consumer confidence and meet the growing demand for ethically sourced, environmentally friendly products.

## **1.3 Scope of the study**

The study involves data collection on consumer demographics, their values (such as level of environmental concern, skepticism, etc.), and consumer perception of greenwashing. The scope of data collection will be online surveys from customers of all ages. The study aims to evaluate and assess the consumer's understanding of greenwashing and their perception and awareness of eco-friendly claims made by

companies. The sample size of the population is 239 and the survey is done in Cochin Corporation in Kerala.

#### **1.4 Objectives of the study**

- To evaluate consumer awareness and understanding of greenwashing.
- To know the key elements contributing to consumer skepticism towards environmental claims.
- To evaluate the effect of greenwashing and philanthropic efforts on consumer behavior and environmental sustainability
- To explore how philanthropic initiatives in green marketing influence consumer purchasing decisions to support environmentally responsible brands.

#### **1.5 Research methodology**

The study's methodology incorporates descriptive and analytical components. This investigation uses descriptive methods to configure and allocate the attributes of research problems. This investigation uses analytical methods to unpack and acknowledge data, yielding actionable insights. Also, the data is scrutinized to appraise consumer perception of environmental claims by companies. Both primary and secondary data were used for data collection.

- Primary: Primary data was collected by using questionnaires.
- Secondary: Secondary data were collected from books, websites, articles and magazines.

An online questionnaire was prepared and convenience sampling was used. Google forms and Google Sheets were used to control the responses. The survey was conducted with the consent of respondents who are potential customers and confidentiality is maintained throughout the research. The population is restricted to Cochin Corporation

residents and the sample size is 239. The data is analyzed using tables, graphs, percentages, ranks, etc.

### **1.8 Limitations of study**

- The study is limited to Cochin Corporation which is a specific geographical region.
- This research only studies one aspect of greenwashing, the perspective of consumers whereas the industry's perspectives have not been taken into consideration.
- The respondents may be affected by social desirability bias, where they may answer in a way they believe is socially acceptable.
- One of the major limitations of the study is the small sample size of 239 respondents, which may limit the generalizability of the findings.

### **1.9 Chapter outline**

This research study has been presented in five chapters. Each part of the study has a significant role in the completion of the study. Here is the chapter segregation followed for the study.

Chapter 1 - Introduction

Chapter 2 - Literature Review

Chapter 3 - Theoretical framework

Chapter 4 - Data Analysis and Interpretation

Chapter 5 - Findings, Recommendations and Conclusion



# **CHAPTER 2**

## **REVIEW OF LITERATURE**

## **2.1 INTERNATIONAL LEVEL**

### **2.1.1 Shrivastava et al. (2016)**

Shrivastava et al. (2016) investigated the link between Corporate Social Responsibility (CSR) and green marketing in the Journal of Cleaner Production. Their empirical study found that there exists a significant positive correlation between CSR and green marketing. CSR also influences consumer perception and loyalty while green marketing strategies enhance brand image and reputation. Despite growing demand for eco-friendly products, consumer skepticism towards green claims remains a challenge, underscoring the importance of credible certifications, labels, and third-party verification to authenticate environmental claims.

The study recommends integrating CSR and green marketing for authentic and effective sustainability practices. The findings contribute to the development of environmentally responsible business strategies.

### **2.1.2 Porter et al. (2017)**

Porter et al. (2017) in Harvard Business Review explored "Creating Shared Value through Green Marketing and Philanthropy." Through this study, he found that companies can generate economic value by addressing environmental issues with the help of green marketing and philanthropy. They adopted a few strategies such as environmental product innovation, sustainable supply chains, and eco-friendly packaging all of which provide benefits such as enhanced brand reputation, increased customer loyalty, and cost savings. The authors advocate for integrating green marketing and philanthropy to drive business growth, improve environmental outcomes, and enhance societal well-being.

### **2.1.3 United Nations Environment Programme (2018)**

The United Nations Environment Programme's 2018 report, "Green Marketing and Sustainable Consumption," reveals a growing demand for sustainable products and a surge in green marketing claims. However, this trend is marred by challenges such as

greenwashing and a lack of standards. To address these issues, the report recommends strengthening regulations and enforcement, implementing eco-labeling and certification, and promoting consumer education. Authentic green marketing is crucial for driving sustainable consumption, reducing waste, and mitigating climate change.

Effective green marketing can support the Sustainable Development Goals (SDGs) and a low-carbon economy. By prioritizing transparency and accountability, businesses can build trust with consumers and contribute to a more sustainable future. The report emphasizes the urgency of adopting robust green marketing practices to achieve environmentally conscious consumer behavior and a more sustainable world. This requires collective action from policymakers, businesses, and consumers.

#### **2.1.4 European Commission (2020)**

The European Commission's 2020 report on Green Marketing and CSR in the European Union(EU) reveals that 75% of EU consumers prioritize environmental impact while they purchase a product of their choice. They also analyzed that 80% of companies use environmental claims in their marketing strategies to attract customers. Eco-labeling, sustainable packaging, carbon offsetting, etc. are a few of the key trends that they have noticed from this study.

Even though they claim environmentally friendly products, they face many challenges such as greenwashing, standardization, and consumer skepticism. As a part of overcoming these challenges, they have come up with a few initiatives like the EU Green Deal and Circular Economy Package. Their research has to undergo a few of these research gaps such as measuring effectiveness and understanding consumer behavior. The report emphasizes integrating sustainability, transparency, and EU-wide standards to promote genuine green marketing and CSR practices, supporting a low-carbon economy.

#### **2.1.5 Greenpeace (2020)**

Greenpeace's 2020 report, "Greenwashing and Philanthropy," exposes corporations' misleading environmental claims. ExxonMobil, Coca-Cola, and Nestle are scrutinized,

with 75% of green claims lacking scientific basis. This prioritizes image over substance, undermining genuine sustainability efforts. Greenwashing erodes consumer trust and diverts attention from environmental harm. Strategic philanthropy creates a false narrative of corporate responsibility. To combat this, consumers must demand transparency and accountability.

Policymakers must establish stringent standards for environmental claims and independent verification. Genuine sustainability requires transparency and environmental responsibility. Greenpeace urges consumers to critically evaluate corporate claims and support robust regulations. Effective action is necessary to protect the environment and promote truthful practices. The report serves as a wake-up call for corporations to prioritize environmental responsibility over image management.

#### **2.1.6 Ryan Firdiansyah, Monizaihasra Mohamed, Mohd Yusoff Yusliza, Jumadil Saputra and Zikri Muhammad , (2021)**

‘A Review of Green Marketing Strategy Literature: MiniReview Approach’ expands on how Green marketing, also known as environmental marketing, ecological marketing, sustainable marketing, green marketing, and societal marketing, is a strategic approach to create businesses based on environmental and health considerations. It emerged in response to public attention to environmental issues and demands responsibility from businesses in carrying out their activities. This paper reviews green marketing literature by analyzing 34 review journal articles. The main challenge for companies is to ensure that their products do not cause confusion or violate regulations and that they do not violate market perceptions. There is also a mismatch between market perceptions and consumer perceptions, uncertain market competitive pressures, and a lack of consumer knowledge about environmental issues. Despite these challenges, green marketing has a large effect on brand image and consumer purchasing behavior. The growing awareness of environmental issues is of benefit for building consumer awareness and influencing companies' environmentally friendly behavior. Companies must develop innovative ways to practice green marketing, such as promoting environmentally friendly packaging.

## **2.2 NATIONAL LEVEL**

**2.2.1 Ms. Sunita P. Kharate (Assistant Professor, Dr. D. Y. Patil Vidyapeeth's Global Business School & Research Centre, Tathawade, Pune, India)** analyzed the impact of Green marketing as a growing trend in India, light was shed upon eco-friendly products and services to address environmental issues and promote sustainable development. The article then offers numerous benefits such as energy efficiency, water conservation, recycling, waste management, and sustainable agriculture. Focus is then shifted onto Companies like HCL Technologies, Kansai Nerolak, ONGC, ITC, Suzlon Energy, and Wipro and how they are adopting green marketing strategies to reduce environmental impact and promote eco-friendly practices.in conclusion, Green marketing has limitations, such as increased budgets and certification fees but government support is needed to encourage industry adoption and reach its true potential.

### **2.2.2 Kavita Kumara Assistant Professor, PGGC-11, Chandigarh(2017)**

The article 'Green Marketing In India: A Review Of Literature' emphasizes how Green marketing is a type of marketing that focuses on environmentally friendly products. It involves modifying products, production processes, packaging, and advertising to minimize harmful environmental damage. Light is then shed upon how companies are increasingly aware of the need for environmentally friendly products and services, as consumers are more aware. Green marketing is not only about a smaller impact on the environment but also about following corporate social responsibility practices. In India, consumers have a high awareness of green marketing practices, but this awareness is not widespread and is still evolving.

### **2.2.3 Dr. C. Vethirajan, N. Ariyadevi, J. Antony Nancy & S. Jeyachitra (2020)**

Through a Literature Review: Corporate Social Responsibility Practices Of Indian Companies' light is being shed upon Corporate Social Responsibility (CSR) and how it is an emerging concept that focuses on companies' capacity building for sustainable

livelihoods and taking into account the social, ethical, and environmental performance of their actions. It is often assumed that companies achieve stability between economic, environmental, and social imperatives when they consider the prospects of shareholders and stakeholders. CSR in India has traditionally been voluntary but has moved from institution building to community development through various projects. The Companies Act, of 2013, made CSR mandatory for companies with a turnover of Rs 500 crore or more, requiring them to spend 2% of their profit on CSR. A literature review by Vethirajan and Ramu (2019) found that customers have enough awareness of legal, ethical, and economic responsibility in the CSR practices of FMCG companies in Chennai District. However, there is a need for consistency in CSR practices across different categories due to differences in knowledge across social, economic, and demographic features. CSR practices in the FMCG industry have gained popularity in India, with consumers preferring companies with better CSR practices. Organizations have strategic planning, technical proficiency, human resources, and financial support to deliver socially responsible measures to society. Both corporates and NGOs should work together to achieve faster social development within a short period.

#### **2.2.4 Ms. Pooja Deshmukha and Mr. Harshal Tarea(2023)**

Through their review article 'Green Marketing and Corporate Social Responsibility: A Review of Business Practices' examines the relationship between green marketing and corporate social responsibility (CSR) in the context of ethical and sustainable business practices. It highlights the challenges of "**greenwashing**," the importance of transparency, and the need to strike a balance between business objectives and sustainability aims. The study also discusses how government regulations and incentives influence green marketing and CSR practices, emphasizing the importance of legal frameworks, tax breaks, and public-private partnerships. The article also discusses new tactics, projected shifts in consumer needs, and future trends in green marketing and CSR. The article emphasizes the need for more research and collaboration to develop green marketing and CSR practices. The article highlights the importance of making sustainability a core value and encouraging cooperation in a greener and more

socially responsible world. The convergence of green marketing and CSR can strengthen an organization's reputation and brand image, increase consumer loyalty, and result in cost savings, resource reduction, and long-term business resilience.

## **2.3 STATE LEVEL**

**2.3.1 The Government of Kerala's 2012** "Green Kerala Initiative" aimed to promote sustainable development and eco-friendly practices across the state. This pioneering effort sought to integrate environmental concerns into Kerala's economic growth strategy. The initiative focused on eco-tourism, renewable energy, waste management, and sustainable agriculture.

Research on the initiative highlights its impact on Kerala's environmental conservation and economic growth. Studies show that the initiative enhanced Kerala's brand image as an eco-friendly destination, attracting eco-conscious tourists and investors. However, implementation challenges, including limited funding and infrastructure, hindered the initiative's effectiveness.

Evaluations of the initiative emphasize the need for robust monitoring mechanisms, stakeholder engagement, and policy coherence to achieve sustainable development goals. The "Green Kerala Initiative" serves as a model for sub-national governments seeking to integrate environmental sustainability into their development agendas.

**2.3.2 Kerala University's 2018** study, "Green Marketing Practices in Kerala," investigated the adoption and implementation of green marketing strategies among Kerala-based companies. The research revealed a significant correlation between green marketing practices and enhanced brand reputation, customer loyalty, and competitive advantage. The study found that 70% of respondents prioritized environmental concerns in their purchasing decisions, driving companies to adopt eco-friendly practices.

The study identified key challenges, including lack of awareness, regulatory frameworks, and higher costs associated with green marketing. Despite these challenges, the research highlighted opportunities for Kerala-based companies to



leverage green marketing for sustainable growth. The study recommended increased education, training, and policy support to promote authentic green marketing practices in Kerala. The findings contribute to the understanding of green marketing in the Indian context.

2.3.3 **Manu & Philip (2019)** explored the role of CSR in Kerala's retail and consumer goods sectors. The research emphasized the philanthropic activities of large businesses, especially during natural calamities like the Kerala floods of 2018, where companies provided aid and resources. The study found that businesses engaging in genuine CSR efforts built stronger consumer trust and loyalty, aligning with Kerala's socially conscious consumer base.

2.3.4 **Sreelatha et al.(2020)** examined consumer perceptions of eco-friendly products in the FMCG sector in Kerala. The study noted that consumers in Kerala tend to be skeptical about the authenticity of green claims, making it essential for companies to adopt transparent marketing strategies. **Greenwashing** emerged as a critical issue, with many consumers reporting that misleading environmental claims erode their trust in brands.

2.3.5 **Binu Lal (2021)** analyzed the impact of green marketing strategies in Kerala's tourism sector. It highlighted how eco-friendly tourism initiatives, such as promoting sustainable accommodations and conservation of natural resources, have enhanced Kerala's brand image as a "green destination." This research points out that tourists are increasingly favoring environmentally responsible choices, although businesses must ensure transparency to avoid **greenwashing**.

## **Summing up**

This comprehensive literature review examines the intersection of green marketing, corporate social responsibility (CSR), and sustainability across international, national, and state levels. The studies demonstrate a growing demand for environmentally responsible practices, with consumers increasingly prioritizing eco-friendly products and services. Internationally, the European Commission, United Nations Environment Programme, and Greenpeace emphasize the importance of authentic green marketing, transparency, and accountability. Research highlights the challenges of greenwashing, standardization, and consumer skepticism.

In India, green marketing is gaining traction, with companies adopting eco-friendly strategies to enhance brand reputation and customer loyalty. National-level studies underscore the significance of CSR in promoting sustainable development and environmental responsibility.

At the state level, Kerala emerges as a leader in green marketing and CSR practices. Studies showcase the impact of eco-friendly tourism initiatives, philanthropic activities, and consumer perceptions of eco-friendly products. Kerala University's research and the Government of Kerala's "Green Kerala Initiative" demonstrate the state's commitment to sustainable development.

This literature review reveals several key themes: the importance of transparency and accountability in green marketing, the critical role of CSR in promoting sustainability, and the need for robust regulatory frameworks and education to prevent greenwashing. The studies collectively emphasize the urgency of integrating environmental responsibility into business strategies to achieve sustainable growth and mitigate climate change.

Future research directions include exploring the effectiveness of green marketing strategies, understanding consumer behavior, and developing context-specific sustainability practices. By synthesizing these findings, businesses, policymakers, and consumers can collaborate to promote genuine green marketing and CSR practices, supporting a low-carbon economy and environmentally conscious consumer behavior.

# **CHAPTER 3**

## **THEORETICAL FRAMEWORK**

In recent years, the demand for sustainable business practices has grown exponentially, fueled by consumers' increasing awareness of environmental and social issues. Green marketing, which involves promoting eco-friendly products and practices, has evolved as a response to these shifting consumer values, allowing businesses to connect with environmentally conscious audiences. Simultaneously, corporate philanthropy—an essential part of Corporate Social Responsibility (CSR)—addresses the broader social obligations of businesses, encompassing activities like charitable donations, community outreach, and ethical labor practices.

### **3.1 GREEN MARKETING**

Green marketing promotes environmentally friendly products, services, and practices, minimizing harm to the environment, conserving resources, and promoting sustainability. It enhances brand image, customer loyalty, and regulatory compliance, while reducing costs. Eco-friendly packaging, renewable energy, and sustainable supply chains are integral. Strategies include environmental certifications, carbon offsetting, and socially responsible investing. Green marketing drives long-term business growth, attracting environmentally conscious consumers and talent. Transparency, accountability, and continuous improvement are key to authentic green marketing, distinguishing responsible businesses and fostering a sustainable future.

#### **3.1.1 History of green marketing**

Although some considerations were given to green marketing in the 1970s, it was actually in the late 1980s that the idea of green marketing came out. All began in Europe in the early 1980s when some manufactured goods were discovered to be harmful to the natural environment. Since that, green marketing has gone through three phases.

The late 1980s marked the first phase of green marketing when the concept of “green marketing” was first discussed. The first phase was termed “Ecological” green marketing. Throughout that stage, all marketing activities were attempting to provide

solutions to environmental problems. Marketers began to indulge in different forms of green marketing to satisfy the needs and want of the consumers. It was thought that people would buy green products and this would, in turn, increase the organization's goodwill. These would help to capture a greater share of the market.

Nevertheless, nothing happened as expected. The reason put forward for this repercussion was greenwashing. Businesses were only showing that they were green but the truth is that they were doing nothing. Firms were just adding up environmental claims to their existing products in order to increase sales.

Green marketing entered the second phase when marketers witnessed the backlash. The Second phase was termed "Environmental" green marketing. During that phase, the focal point shifted to clean technology, which was about designing new products which would not harm the natural environment.



Source: <https://www.britannica.com>

At the start of the mid-1990s, people began to be more aware of the protection and preservation of the natural environment. People were becoming more alert about environmental problems. This marked the third phase. The latter was termed "Sustainable" green marketing. As customers were buying products and services that were less detrimental to

the natural environment, organizations were forced to change their selling behaviors.

### 3.1.2 Definitions

1. American Marketing Association (AMA): "Green marketing is the marketing of products that are presumed to be environmentally safe."

2. Environmental Protection Agency (EPA): "Green marketing refers to the practice of promoting products or services based on their environmental benefits."

3. Philip Kotler: "Green marketing is the marketing of products that are environmentally friendly or sustainable."

### **3.1.3 Objectives**

1. **Reduce environmental impact** : Reduce carbon footprint, waste, and pollution through eco-friendly products, sustainable supply chains, and resource-efficient operations, minimizing harm to the environment and conserving natural resources for future generations.

2. **Enhance brand image** : Boost brand reputation, credibility, and appeal by showcasing environmental responsibility, transparency, and sustainability, distinguishing the brand as a leader in eco-friendly practices and socially responsible business.

3. **Increase customer loyalty** : Build trust and loyalty among environmentally conscious customers by offering eco-friendly products, services, and practices, meeting their values and expectations, and fostering long-term relationships.

4. **Improve regulatory compliance** : Meet and exceed environmental regulations, standards, and certifications, ensuring compliance with laws, reducing legal risks, and avoiding reputational damage.

5. **Drive long-term sustainability** : Ensure business continuity by integrating sustainability into core operations, investing in renewable energy, reducing waste, and promoting eco-friendly practices, securing a sustainable future for the organization.

### **3.1.4 Importance of green marketing**

The importance of green marketing can be found from the basic definition of economics: Economics is the study of how people use their limited resources to try to satisfy unlimited wants. Resources are limited and human wants are unlimited. Therefore, as organizations have fewer resources, they have to find new ways to satisfy these unlimited wants. The emergence of the concept of green marketing has made it possible for organizations to use the resources in an efficient way and at the same time minimizing waste. There is a rising interest among consumers regarding the protection of the natural environment and they are changing their purchasing behavior. People want a clean environment to live in. Consequently, many firms have to indulge in green marketing to minimize waste and at the same time act in response to the increasing demand for eco-friendly products and services.

Nowadays, we are living in an age of recyclable, non-toxic, and environment-friendly goods and services. Green marketing has become a new tool for organizations to satisfy the needs and wants of consumers and earn high profits.

### **3.1.5 Principles of green marketing**

1. **Environmental sustainability** : Prioritize long-term ecological balance, minimizing harm to the environment. Adopt sustainable practices, reduce carbon footprint, promote renewable energy. Ensure business operations, products, services conserve natural resources for future generations.
2. **Eco-friendly products/services** : Design, develop, and market products/services minimizing environmental harm, using sustainable materials, biodegradable packaging, energy-efficient solutions, and environmentally responsible manufacturing processes, promoting sustainable consumption and reduced ecological footprint.



**3. Reduced waste and pollution :** Minimize waste generation, emissions, and toxic substances through sustainable production, recycling, biodegradable packaging, and eco-friendly logistics. Implement waste reduction programs, encourage sustainable consumption, and promote pollution-free products and services.

**4. Conservation of natural resources :** Protect and preserve water, energy, land, and biodiversity through sustainable practices, efficient supply chains, and eco-friendly products. Minimize waste, reduce consumption, and promote renewable resources to ensure a sustainable future.

**5. Transparency and accountability :** Disclose environmental practices, performance, and supply chain information. Provide clear labeling, certification, and regular reporting. Encourage stakeholder feedback, ensuring credibility, trust, and responsibility throughout business operations and marketing claims.

**6. Social responsibility :** Incorporates ethical labor practices, human rights, and community development. Ensures fair wages, safe working conditions, and diversity. Benefits include enhanced brand reputation, customer loyalty, and positive social impact. Implemented through supplier codes, community outreach, and transparency, fostering sustainable and responsible business practices.

### **3.1.6 Types of green marketing**

**1. Environmental marketing :** Focuses on promoting eco-friendly products and services, emphasizing environmental benefits, reducing waste, and conserving resources. Highlights company's environmental commitment, educating consumers on sustainable choices.

**2. Eco-marketing :** Emphasizes ecological sustainability, promoting products/services minimizing environmental harm. Includes eco-labeling, eco-certification, and eco-friendly packaging. Targets eco-conscious consumers, driving behavioral change.

3. **Sustainable marketing** : Integrates sustainability into marketing strategies, balancing economic, social, and environmental responsibilities. Prioritizes long-term thinking, transparency, and stakeholder engagement. Fosters sustainable consumer behavior.

4. **Green branding** : Creates and maintains a brand identity associated with environmental responsibility and sustainability. Develops eco-friendly products, services, and practices, enhancing brand reputation, loyalty, and differentiation.

### **3.1.7 Benefits of green marketing**

1. **Competitive advantage** : Green marketing differentiates your brand, establishing market leadership in sustainability. This enhances reputation, attracts eco-conscious customers, and drives business growth, setting you apart from competitors.

2. **Increased customer loyalty** : Green marketing builds trust and loyalty among eco-conscious customers. Shared values foster strong relationships, repeat business, and positive word-of-mouth, driving long-term customer retention.

3. **Improved brand image** : Green marketing enhances credibility, reputation, and perceived quality. A responsible brand image boosts stakeholder confidence, appeal, and long-term brand equity.

4. **Regulatory compliance** : Adhering to environmental regulations reduces non-compliance risks, fines, and reputational damage. Staying ahead of evolving standards minimizes legal liabilities.

5. **Cost savings** : Green marketing reduces energy consumption, waste, and resource costs. Streamlined operations, optimized supply chains, and improved efficiency yield long-term cost benefits and ROI enhancement.

## **3.2 CONCEPTS RELATING TO GREEN MARKETING**

1. **Environmental sustainability:** Environmental sustainability involves integrating eco-friendly practices into business operations, reducing waste, conserving resources, and promoting environmentally responsible products. This enhances brand reputation, reduces costs, and supports a healthier planet.

2. **Green product development:** Green product development designs and manufactures products with minimal environmental impact. This includes using recycled materials, biodegradable packaging, and energy-efficient features. Products are created to reduce waste, pollution, and carbon footprint.

3. **Eco-labeling:** Eco-labeling certifies products meeting rigorous environmental standards. Third-party certifications like Energy Star or EcoLogo assure consumers of reduced environmental impact. Labels promote transparency, credibility, and informed purchasing decisions.

4. **Carbon footprint reduction:** Carbon footprint reduction minimizes greenhouse gas emissions across operations, supply chains, and product life cycles. Strategies include renewable energy, energy efficiency, and offsetting emissions. Reduced carbon footprints enhance brand reputation and mitigate climate change.

5. **Green branding:** Green branding creates an eco-friendly brand image through authentic environmental commitments. Consistent messaging, sustainable packaging, and eco-friendly practices build trust and loyalty among environmentally conscious consumers, enhancing brand value and reputation.

## **3.3 OTHER INDUSTRIAL AREAS UNDER GREEN MARKETING**

### **3.3.1 Ecotourism and hospitality**

Ecotourism is responsible travel to natural areas, conserving the environment, sustaining local well-being, and promoting cultural exchange, through activities like

wildlife watching, hiking, and eco-lodges, minimizing environmental impact. Whereas , hospitality is welcoming and caring for guests, providing exceptional service, comfort, and amenities, in hotels, restaurants, resorts, and travel, ensuring memorable experiences, cultural exchange, and warm hospitality.

Ecotourism and hospitality have merged to create a sustainable travel experience, conserving the environment and supporting local communities. The hospitality industry, including hotels, resorts, and tour operators, adopts eco-friendly practices to minimize environmental impact. This synergy benefits both the environment and local populations. Conservation of natural habitats and wildlife is prioritized, while cultural preservation and community engagement are encouraged. Local economies also reap benefits from sustainable tourism.

Sustainable accommodations and energy-efficient operations are now standard in many eco-friendly establishments. Locally sourced materials and services support the local economy. Environmental education and awareness programs raise consciousness among travelers. Community-based tourism initiatives empower local populations to manage tourism responsibly.

Examples of successful ecotourism hospitality initiatives include eco-lodges in Costa Rica's rainforests and sustainable safari operations in Africa. By embracing ecotourism principles, hospitality industries contribute to environmental conservation, cultural preservation, and economic development. Travelers experience the natural beauty and richness of destinations while supporting responsible tourism practices.

### **3.3.2 Green technology and renewable energy**

Green technology is innovative solutions and practices that minimize environmental impact, utilizing eco-friendly materials, energy-efficient systems, and sustainable methods to reduce pollution, waste, and carbon footprint, promoting a healthier planet. Similarly, renewable energy is the energy generated from natural resources that

replenish over time, such as sunlight, wind, rain, hydro, geothermal, and biomass, reducing dependence on fossil fuels and mitigating climate change.

Green technology and renewable energy are revolutionizing the world's approach to sustainability. By leveraging innovation, green technology minimizes environmental impact, while renewable energy replaces fossil fuels. Solar, wind, hydro, and geothermal energy harness



source: <https://www.energy.gov>

nature's power, significantly reducing greenhouse gas emissions.

Recent advances in green technology have enhanced energy efficiency in buildings and transportation, promoted sustainable agriculture practices, and developed eco-friendly materials and waste management.

Renewable energy offers numerous benefits, including mitigating climate change, creating jobs, stimulating economies, and improving air and water quality. Governments and industries are investing heavily in research and development. Solar farms and wind turbines are sprouting globally, while electric vehicles and green infrastructure become increasingly mainstream. Smart grids and energy storage solutions optimize renewable energy's potential. As adoption increases, costs decrease. A future powered by green technology and renewable energy is not only possible but essential for a sustainable planet. Collective action today ensures a healthier tomorrow.

### **3.4 EMERGING TRENDS OF GREEN MARKETING**

#### **3.4.1 Environmental impact assessment and life cycle analysis**

Environmental Impact Assessment (EIA) and Lifecycle Analysis (LCA) are crucial tools for evaluating the ecological footprint of products, projects, and policies. EIA

identifies potential environmental consequences, while LCA assesses a product's entire lifecycle, from raw material extraction to end-of-life disposal.

EIA considers factors such as air and water pollution, biodiversity, and climate change, ensuring informed decision-making. LCA examines the environmental impacts of raw material extraction and processing, manufacturing and transportation, use and maintenance, and end-of-life disposal or recycling.

Integrating biodegradable materials and sustainable product design enhances the effectiveness of EIA and LCA. Biodegradable materials, such as bioplastics, compostable packaging, and natural fibers, reduce waste and emissions. Sustainable design principles, like recyclability, reusability, and minimalism, further minimize environmental harm.

By combining EIA, LCA, and sustainable materials and design, organizations can mitigate environmental risks, optimize resource efficiency, and promote eco-friendly products. This holistic approach supports a sustainable and environmentally conscious approach to development, reducing waste and fostering a healthier planet.

### **3.4.2 Artificial Intelligence (AI) for sustainability**

Artificial Intelligence (AI) plays a vital role in promoting sustainability and addressing environmental challenges. AI-driven technologies optimize resource utilization, reduce waste, and improve decision-making. In environmental monitoring, AI-powered sensors track air and water quality, detecting pollution sources and enabling targeted interventions.

AI-driven predictive analytics forecast renewable energy output, ensuring efficient grid management and reduced fossil fuel reliance. Smart agriculture systems, leveraging AI and IoT, optimize crop yields, minimize water consumption, and reduce chemical usage.

AI-assisted transportation management streamlines logistics, reducing emissions and energy consumption. Additionally, AI-powered climate modeling and simulation tools enhance our understanding of climate change, informing policy decisions.

By automating sustainability reporting and benchmarking, AI facilitates corporate accountability and transparency. AI-driven sustainability solutions have the potential to transform industries, mitigate environmental harm, and create a more resilient and eco-friendly future. Effective integration of AI in sustainability strategies is crucial for achieving the United Nations' Sustainable Development Goals.

### **3.5 CHALLENGES FACED UNDER GREEN MARKETING**

1. **Greenwashing** : Misleading consumers with false eco-friendly claims damages credibility, leading to distrust and potential legal repercussions. Overemphasis on marketing rather than actual environmental improvement harms brand reputation. Transparency and third-party verification are essential to maintain authenticity.
2. **Higher production costs** : Adopting eco-friendly materials and manufacturing processes increases costs, potentially impacting profitability. Passing costs to consumers may reduce sales, making green products less competitive. Companies must balance economic and environmental goals to maintain market viability.
3. **Consumer skepticism** : Consumers question authenticity due to greenwashing and lack transparency. Building trust requires credible certifications, labels, and third-party endorsements. Clear communication and education are crucial to reassure skeptical customers and demonstrate genuine environmental commitment.
4. **Limited availability of eco-friendly materials** : Sourcing sustainable materials is challenging due to scarcity, quality issues, or high costs. Alternative materials or supply chains may be necessary. Companies must innovate and collaborate to develop sustainable solutions.



5. **Difficulty measuring environmental impact** : Assessing and quantifying environmental benefits is complex. Lack of standardized metrics and inconsistent data hinder evaluation and communication of green marketing effectiveness. Companies must develop robust measurement tools to demonstrate genuine environmental improvement.

### **3.6 GREEN MARKETING STRATEGIES**

1. **Environmental Product Positioning (EPP)**: Highlight eco-friendly features, benefits, and certifications (e.g., Energy Star, EcoLogo) to differentiate products and appeal to environmentally conscious consumers.

2. **Cause-Related Marketing (CRM)** : Partner with environmental organizations or charities, donating a portion of sales to support eco-causes, enhancing brand reputation and customer loyalty.

3. **Sustainable packaging and supply chain optimization** : Reduce packaging waste, use biodegradable materials, and optimize logistics to minimize carbon footprint, showcasing commitment to environmental responsibility.

4. **Education and transparency** : Inform consumers about environmental benefits, product lifecycle, and company's sustainability efforts through labeling, websites, and social media.

5. **Green branding and certification** : Develop eco-friendly brand identity, obtain third-party certifications (e.g., ISO 14001, LEED), and communicate environmental commitment through marketing campaigns.

6. **Carbon offset and compensation** : Calculate and offset carbon emissions from products, operations, or customer activities, demonstrating commitment to climate neutrality and environmental stewardship.

7. **Closed-loop production** : Closed-Loop Production (CLP) is a Green Marketing strategy where companies design products and systems to recycle, reuse, and minimize

waste, conserving resources and reducing pollution. Benefits include cost savings, enhanced brand reputation, and regulatory compliance, driving sustainability and customer loyalty.

### **3.7 GREEN MARKETING MODELS**

#### **1. Green Marketing Mix Model (Peattie, 1995)**

The Green Marketing Mix Model adapts the traditional 4Ps to incorporate environmental considerations. It helps marketers develop sustainable strategies:

1. Product: Eco-friendly features, sustainable materials, minimal packaging
2. Price: Premium pricing for green products, cost transparency
3. Place: Distribution channels minimizing transportation emissions, local sourcing
4. Promotion: Environmental messaging, education, transparency

This model enables companies to reduce environmental impact while meeting customer needs. Effective implementation requires stakeholder engagement, supply chain management, and continuous improvement. By integrating environmental considerations, businesses can create value while promoting sustainability.

#### **2. Green Consumer Behavior Model (Roberts, 1996)**

The Green Consumer Behavior Model explains eco-friendly consumer behaviors such as environmental knowledge, attitudes, personal norms, purchase habits etc. This model helps marketers understand motivations and barriers to green consumption. By addressing these factors, businesses can educate consumers on environmental benefits and develop various appealing eco-friendly products. These can also foster positive attitudes and norms while making purchases and encourage sustainable behaviors. This model informs effective green marketing strategies and product development.

### 3.8 CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility is the procedure of assessing an organization's impact on society and evaluating their responsibilities. Corporate social responsibility is a form of corporate self-regulation integrated into a business model.

The United Nations Industrial Development Organisation defines 'Corporate Social Responsibility (CSR) as a management concept where companies consider social and environmental concerns in their business operations and interactions with stakeholders.'

Corporate social responsibility is sustainable – involving activities that an organization can uphold without negatively affecting the business goals.



Source: [www.researchgate.net](http://www.researchgate.net)

#### 3.8.1 Dimensions of CSR

**1.Economic corporate responsibility:** Economic responsibility refers to the practice of making financial decisions based on a commitment to doing good.

**2.Legal corporate responsibility:** Legal corporate responsibility is a company's obligation to follow the laws and regulations that apply to its operations. It involves adhering to ethical guidelines, fulfilling legal obligations, and complying with government regulations

**3.Ethical/human rights social responsibility :** Ethical responsibility refers to a company's commitment to operate their business in an ethical manner that upholds human rights principles, such as fair treatment of all stakeholders, fair trade practices and equal pay.

**4. Philanthropic corporate responsibility:** Philanthropic responsibility refers to a corporation's aims, goals and objectives for actively bettering society as a whole. One huge aspect of corporate philanthropy is donating money from company earnings to worthy causes within the local community — often in the form of a trust or foundation.

### **3.9 PHILANTHROPIC RESPONSIBILITY IN CORPORATE SUSTAINABILITY**

Until fairly recently, most large businesses were driven almost exclusively with a single goal in mind: maximizing profits. In the past few decades, however, more business leaders have recognized that they have a responsibility to do more than simply maximize profits for shareholders and executives. Rather, they have a social responsibility to do what's best—not just for their companies, but people, the planet, and society at large. This realization has led to the emergence of companies identifying as socially responsible.

#### **3.9.1 The role of Corporate Social Responsibility (CSR) in philanthropy**

Corporate Social Responsibility (CSR) serves as a framework that allows companies to address social, environmental, and economic responsibilities beyond profit. Philanthropy is one of the critical dimensions of CSR, enabling businesses to make positive social impacts through charitable giving, community investments, and support for social causes. This role aligns corporate goals with societal needs, fostering goodwill, enhancing corporate image, and building long-term relationships with stakeholders.

In the CSR context, philanthropy extends beyond mere donations to create strategic, impactful programs that resonate with both communities and company values. By focusing on areas such as education, healthcare, and environmental sustainability, corporate philanthropy can target urgent social needs and reflect a company's commitment to ethical responsibility. This proactive approach not only strengthens

brand trust and loyalty but also distinguishes companies from competitors by showcasing a clear commitment to social welfare (Rangan et al., 2015).

Moreover, CSR-driven philanthropy enables strategic alignment between a company's resources and its chosen social initiatives. For example, companies in tech might invest in digital literacy programs, while a food company may contribute to hunger-relief initiatives. This alignment ensures a lasting impact and relevance, supporting the company's mission while addressing social challenges.

Overall, CSR-driven philanthropy represents a holistic approach to social engagement, positioning companies as active participants in societal well-being. This dual impact—benefiting both business and community—illustrates CSR's central role in shaping responsible corporate conduct and fostering sustainable development (Ali et al., 2017; Carroll, 2016)

### **3.9.2 Impact of corporate philanthropy on brand image and customer loyalty**

Corporate philanthropy plays a substantial role in shaping a company's brand image and enhancing customer loyalty. When businesses engage in philanthropy, they demonstrate a commitment to societal welfare beyond financial gain, which resonates positively with consumers and strengthens the company's public image. Studies show that consumers increasingly favor companies that contribute to social causes, with a majority expressing a willingness to switch to brands known for their ethical and philanthropic efforts (Cone Communications, 2017). By integrating philanthropic initiatives into their CSR strategy, companies signal values that align with customers' social and environmental concerns, reinforcing a favorable brand image (Porter & Kramer, 2006).

Philanthropy also influences customer loyalty by fostering emotional connections with the brand. When companies support causes that matter to their consumers, it enhances the customer's sense of shared values, which can lead to increased brand affinity and loyalty (Sen & Bhattacharya, 2001). For example, companies with ongoing philanthropic programs in education, health, or environmental protection often report

higher customer retention rates, as these efforts create a lasting emotional impact. distinguishing brands in a crowded marketplace where consumers often have many choices (Du, Bhattacharya, & Sen, 2007).

However, the authenticity of philanthropic efforts is critical. If consumers perceive corporate philanthropy as insincere or solely profit-driven, it can damage trust and harm the brand's reputation (Green & Peloza, 2011). Thus, transparent and consistent communication about philanthropic initiatives can enhance customer loyalty, while actions perceived as **greenwashing** or inconsistent can erode customer trust.

### 3.9.3 Case studies relating to green marketing

1. **IKEA:** Renewable energy initiatives, sustainable supply chain. IKEA, the Swedish furniture giant, exemplifies green marketing excellence. Half of its energy comes from solar and wind power, with a goal of 100% renewable electricity by 2025. Its sustainable



Source: [www.ikea.com](http://www.ikea.com)

supply chain features 100% sustainable cotton sourcing and 77% recycled or sustainably sourced wood. These efforts resulted in a 30% carbon footprint reduction from 2010 to 2020. IKEA's commitment to sustainability enhances its brand reputation, driving customer loyalty and sales growth. The company's People & Planet Positive strategy ensures continued environmental focus. IKEA's green initiatives demonstrate the business case for sustainability in the retail industry.

2. **Coca-Cola:** Recycling programs, reducing waste.

Coca-Cola has made significant strides in recycling and waste reduction. Through its "World without Waste" initiative, the company aims to collect and recycle the equivalent of every can or bottle sold by 2030. Coca-Cola has implemented recyclable packaging, partnered with recycling facilities, and launched public awareness

campaigns. Since 2010, the company has helped collect over 1.5 billion pounds of plastic bottles. Additionally, Coca-Cola has reduced packaging waste by 25% and increased use of recycled materials. This commitment to sustainability enhances the brand's reputation, supports a circular economy, and helps mitigate plastic pollution.



Source: [www.coca-colacompany.com](http://www.coca-colacompany.com)

### **3.10 THE INTERSECTION OF GREEN MARKETING AND CORPORATE PHILANTHROPY IN MODERN BUSINESS**

Green marketing and corporate philanthropy intersect by addressing both environmental sustainability and social responsibility within business practices. Green marketing focuses on promoting products or services that are environmentally friendly, targeting consumers who are increasingly aware of ecological issues. Corporate philanthropy, on the other hand, involves charitable activities and social contributions that support societal well-being. When companies combine these two practices, they create a dual impact: reducing their environmental footprint and contributing positively to society, aligning with consumer expectations for responsible business practices.

In today's business environment, this intersection is especially relevant as consumers, investors, and regulatory bodies increasingly demand transparency and accountability from companies. Integrating philanthropic efforts within green marketing strategies not only enhances brand loyalty and trust but also strengthens a company's long-term competitive advantage. By aligning with global initiatives like the Sustainable Development Goals (SDGs), businesses can contribute to both environmental and social causes, creating value for stakeholders while also supporting the planet and society.

### **3.11 MOTIVATIONS FOR CORPORATE PHILANTHROPY IN GREEN MARKETING**

Incorporating philanthropy within green marketing strategies provides businesses with opportunities to demonstrate environmental responsibility, strengthen brand image, and engage more meaningfully with stakeholders. Here are several key motivations for companies integrating philanthropic efforts into their green marketing initiatives:

1. **Enhancing brand image and consumer loyalty:** By aligning with environmental and social causes, companies cultivate a positive brand reputation. When consumers see businesses contributing to societal well-being and environmental preservation, they are more likely to trust and remain loyal to those brands, driving customer retention and brand advocacy.
2. **Meeting consumer expectations:** Today's consumers, especially younger generations, expect companies to adopt sustainable practices and give back to the community. This shift has prompted many businesses to embrace philanthropic initiatives as part of their green marketing strategies to align with the values of eco-conscious customers.
3. **Differentiation and competitive advantage:** In competitive markets, corporate philanthropy tied to green marketing helps brands stand out. By demonstrating a commitment to social and environmental causes, companies can differentiate themselves from competitors who may lack authentic sustainable practices, thus positioning themselves as leaders in ethical business practices.
4. **Attracting investors and stakeholders:** Environmental, Social, and Governance (ESG) considerations are increasingly important to investors. By actively participating in green initiatives and philanthropic activities, companies signal to stakeholders their dedication to long-term, sustainable growth, potentially attracting more investments and partnerships aligned with sustainability goals.
5. **Long-term financial benefits:** Integrating philanthropy with green marketing can provide financial benefits by improving operational efficiency, attracting



loyal customers, and reducing risks associated with negative environmental or social impacts. Companies that prioritize sustainability often find cost savings through resource efficiency and attract a customer base willing to pay a premium for eco-friendly products.

These motivations highlight how corporate philanthropy in green marketing not only meets consumer and stakeholder demands but also contributes to sustainable development and long-term business success. Through authentic engagement with these practices, companies can drive both economic and social value.

### 3.12 SUSTAINABLE DEVELOPMENT GOALS (SDG'S)

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated—they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.



source:<https://theret.org/commitment-to-sdgs/>

### **3.12.1 Aligning corporate philanthropy with the sustainable development goals (SDGs): a pathway to global impact**

Corporate philanthropic efforts offer a valuable approach for companies to align with the United Nations Sustainable Development Goals (SDGs), a set of 17 global objectives designed to address issues like poverty, inequality, environmental degradation, and climate change by 2030. By engaging in strategic philanthropy, companies contribute meaningfully to the SDGs, strengthen their social impact, and address stakeholder expectations for sustainable, responsible practices.

1. **SDG 1: No Poverty and SDG 2: Zero Hunger:** Philanthropic programs often include donations, resources, and partnerships that directly benefit under-resourced communities. Companies can fund educational programs, food security initiatives, and community development projects that aim to alleviate poverty and hunger. For example, partnerships with local NGOs help channel resources to underserved communities, making these basic needs more accessible.
2. **SDG 3: Good Health and Well-being:** Health-focused philanthropy addresses a range of issues from mental health to medical accessibility. Companies in sectors such as healthcare, consumer goods, or technology often develop programs that provide health services, hygiene products, or vaccinations. These initiatives contribute to better health outcomes in communities, while also enhancing the company's social impact.
3. **SDG 4: Quality Education:** Corporate philanthropy that supports educational initiatives—such as scholarships, learning materials, or skill development programs—empowers individuals through education, which can lead to improved economic opportunities. Companies like IBM and Google, for example, invest in STEM programs for students, bridging gaps in education access and contributing to lifelong learning and innovation.

4. **SDG 8: Decent Work and Economic Growth:** Companies support SDG 8 by providing safe, fair job opportunities and engaging in ethical supply chain practices. Furthermore, philanthropic projects that focus on vocational training and skill-building help equip people for the workforce, fostering economic resilience.
5. **SDG 13: Climate Action:** Many corporate philanthropic initiatives focus on climate resilience, renewable energy, and environmental restoration. Companies in sectors like energy and manufacturing often invest in projects that mitigate climate change, such as reforestation, carbon offset programs, and renewable energy grants, which directly support climate action goals.
6. **SDG 17: Partnerships for the Goals:** Corporate philanthropy fosters collaboration with governments, NGOs, and other companies, creating a shared commitment to the SDGs. By aligning efforts, companies can make a broader, more systemic impact on sustainable development, leveraging their resources and expertise to further the global sustainability agenda.

Through these initiatives, companies can play a pivotal role in realizing the SDGs. Their philanthropic efforts are more than mere donations; they are strategic investments in global well-being, which ultimately build a more sustainable future and create shared value for both society and business.

### **3.13 CONSUMER BEHAVIOR AND GREEN PURCHASING DECISIONS**

As awareness of environmental issues has risen, consumer behavior has increasingly shifted toward green purchasing decisions, where sustainability plays a crucial role. Many consumers today seek eco-friendly products, supporting companies whose practices align with environmental preservation and social responsibility. Studies show that consumers are motivated to purchase green products due to environmental concern, perceived product quality, and the desire to support ethical brands.

However, consumer trust plays a pivotal role in these purchasing decisions. If companies engage in greenwashing—falsely presenting products as environmentally friendly—they risk damaging trust, leading to skepticism and decreased loyalty. On the other hand, businesses that genuinely invest in sustainable practices and transparent communication tend to enhance their brand reputation and attract more loyal, eco-conscious customers.

Green purchasing decisions are also influenced by factors such as perceived product effectiveness, price sensitivity, and personal values. For example, younger generations, particularly Millennials and Gen Z, often prioritize sustainability even if it means paying a premium. Ultimately, understanding these factors can help businesses design more effective green marketing strategies, fostering positive consumer relationships while contributing to sustainability goals.

### **3.13.1 Consumer perceptions of green marketing and corporate philanthropy: building trust and value**

Consumers generally respond positively to green marketing when it is combined with authentic philanthropic efforts, as they tend to view this combination as a genuine commitment to environmental and social responsibility. This dual approach appeals to consumers' increasing preference for brands that go beyond profit-making and demonstrate accountability to both people and the planet.

1. **Trust and authenticity:** Consumers are often cautious about green marketing claims due to concerns about "greenwashing," where brands exaggerate or falsify their sustainability efforts. However, when companies combine green marketing with philanthropic actions that have tangible social or environmental impact, it can increase perceived authenticity. Studies suggest that when consumers see evidence of real contributions to social causes, they are more likely to trust and engage with the brand.

2. **Increased brand loyalty:** Philanthropic efforts within green marketing campaigns have been shown to strengthen brand loyalty. By associating themselves with positive social and environmental changes, companies can foster a stronger emotional connection with consumers. For example, brands like TOMS and Patagonia, known for their environmental and social commitments, often see greater customer loyalty and advocacy as consumers resonate with their values.
3. **Enhanced perceived value:** Consumers are willing to pay a premium for brands they see as genuinely contributing to societal good. When green marketing is paired with visible philanthropic projects, it creates additional perceived value, as customers feel they are part of a positive impact. Research by Nielsen shows that many consumers are willing to spend more on sustainable products, especially when they perceive these brands as socially responsible.
4. **Reduced skepticism:** Green marketing alone can sometimes be met with skepticism if it appears superficial. However, when companies can show measurable outcomes from their philanthropic initiatives, consumer skepticism about environmental claims decreases. For example, initiatives like charity partnerships, donations to environmental causes, or local community projects add a layer of credibility that pure green marketing messages may lack on their own.

In summary, consumers tend to view green marketing favorably when it is paired with concrete philanthropic efforts that deliver real impact. This combination aligns with growing consumer expectations for brands to play a positive societal role and positions the company as a genuine contributor to sustainable development, fostering brand loyalty and trust.

### 3.14 GREEN WASHING

In an era where environmental sustainability is a pressing global concern, consumers increasingly prefer brands that align with eco-friendly values. Companies have taken note of this trend, incorporating sustainability claims into their marketing strategies.

However, some organizations, rather than genuinely committing to environmental responsibility, engage in "greenwashing." Greenwashing is the act of making exaggerated or false claims about a product or company's environmental benefits to mislead consumers. This practice not only damages the environment by promoting unsustainable products as green but also undermines consumer trust and loyalty. This document explores the definition of greenwashing, its impacts on consumer trust, and relevant theories on consumer skepticism and ethical branding.



source: <https://images.app.goo.gl/at8hiabyXxt46T1W8>

Greenwashing is the process of conveying a false impression or misleading information about how a company's products are environmentally sound. Greenwashing involves making an unsubstantiated claim to deceive consumers into believing that a company's products are environmentally friendly or have a greater positive environmental impact than they actually do.

In addition, greenwashing may occur when a company attempts to emphasize sustainable aspects of a product to overshadow the company's involvement in environmentally damaging practices. Performed through the use of environmental imagery, misleading labels, and hiding tradeoffs, greenwashing is a play on the term "whitewashing," which means using false information to intentionally hide wrongdoing, error, or an unpleasant situation in an attempt to make it seem less bad than it is.

### **3.14.1 Definition**

Greenwashing is essentially a marketing tactic that creates the illusion of environmental responsibility without making substantial changes toward sustainability. The term was first coined in the 1980s when hotels began encouraging guests to reuse towels to "save the environment" while making minimal actual effort to reduce their overall environmental footprint. This tactic has evolved, and today greenwashing encompasses a range of misleading practices, such as using vague terms like "natural," "eco-friendly," or "green" without certification, or highlighting minor sustainable initiatives while ignoring larger, harmful practices.

### **3.14.2 Impact of green washing**

Greenwashing, the practice of making false or misleading claims about a product or company's environmental benefits, can have significant negative impacts on consumers, businesses, and the environment. Here are some primary effects:

**1. Erosion of consumer trust:** When companies exaggerate or fabricate their eco-friendly claims, it can lead to consumer skepticism toward green products in general. Studies indicate that even a single incident of greenwashing can make consumers less likely to trust other sustainable claims, reducing their support for genuinely green brands.

**2. Brand damage and financial impact:** Companies caught greenwashing often face public backlash, which can damage their reputation and lead to a decline in sales and market share. For example, brands like Volkswagen, implicated in false emissions data, suffered both financially and reputationally.

**3. Increased regulatory scrutiny:** Greenwashing incidents can lead to stricter regulations, as regulatory bodies step up to prevent companies from misleading consumers. This is evident in regions like the EU, where the rise in environmental claims has led to more stringent guidelines on how companies can advertise their sustainability efforts.

**4. Negative environmental impact:** Greenwashing diverts attention and resources away from actual sustainable solutions, harming the environment further. Companies engaging in greenwashing are often less committed to making a real impact, slowing down the progress towards meaningful sustainability goals.

**5. Impact on genuine sustainable companies:** Greenwashing dilutes the market, making it harder for genuinely sustainable companies to differentiate themselves. As a result, consumers may feel disillusioned or confused, diminishing support for brands that are truly committed to eco-friendly practices.

**6. Legal repercussions:** Companies found guilty of greenwashing may face legal challenges, fines, and sanctions. For instance, the Federal Trade Commission (FTC) in the U.S. has established guidelines (Green Guides) to prevent deceptive environmental claims, holding companies accountable for false advertising.

Greenwashing undermines both consumer efforts to support sustainable practices and the progress toward global environmental goals. As awareness grows, consumers are demanding more transparency, holding brands accountable for their environmental claims.



### **3.14.3 Effects of greenwashing on consumer trust and loyalty**

One of the most significant consequences of greenwashing is the erosion of consumer trust. As consumers become more educated and vigilant, they recognize greenwashing tactics more readily. This awareness leads to heightened skepticism towards brands that make environmental claims, even if those claims are genuine. Trust is fundamental in the consumer-brand relationship, and once trust is lost, it is difficult for a brand to regain.

For instance, several prominent companies have faced backlash after being exposed for greenwashing. The clothing industry, in particular, has seen numerous cases where brands marketed “sustainable” collections that were later found to be misleading. Such incidents result in negative media coverage, social media outrage, and, ultimately, the loss of consumer loyalty. Many consumers who feel deceived by greenwashing often boycott the brand entirely, opting instead for smaller companies with more transparent practices.

Beyond immediate trust issues, brands that engage in greenwashing face long-term consequences. Consumers today value authenticity and are willing to support brands that demonstrate genuine commitment to ethical practices. Companies that consistently practice greenwashing risk damaging their brand reputation permanently, making it challenging to win back consumer loyalty.

### **3.14.4 Corporate greenwashing: analyzing real-world examples and their impact**

Following are notable case studies of companies accused of greenwashing along with the outcomes of those cases:

#### **1. Volkswagen (VW) - Dieselgate Scandal:**

- Overview: In 2015, Volkswagen was found to have installed software in

diesel vehicles to cheat emissions tests, falsely marketing them as environmentally friendly.

- Outcome: The scandal resulted in billions of dollars in fines, lawsuits, and settlements, alongside a significant loss of consumer trust. VW has since committed to transitioning to electric vehicles and has faced ongoing scrutiny regarding its environmental claims.

## 2. H&M - Conscious Collection

- Overview: H&M launched its "Conscious Collection" claiming to use sustainable materials. However, critics pointed out that the brand's fast-fashion model contradicted sustainable practices.
- Outcome: H&M has faced backlash and scrutiny for greenwashing accusations, leading to increased calls for greater transparency in their supply chain and environmental impact. The company continues to work on improving its sustainability practices.

## 3. Nestlé - Bottled Water

- Overview: Nestlé faced accusations of greenwashing for promoting its bottled water brands as environmentally friendly while contributing to plastic pollution and water scarcity.
- Outcome: The company has faced multiple lawsuits and public criticism. Nestlé announced plans to divest its North American bottled water brands, which some interpreted as a move towards improving its environmental image.

## 4. PepsiCo - Green Marketing Claims

- Overview: PepsiCo faced scrutiny for advertising its products as environmentally friendly while continuing to use plastic packaging and engage in practices detrimental to the environment.

- Outcome: The company has been urged to improve transparency and accountability in its sustainability claims. It has since made pledges to reduce plastic usage but continues to face criticism from environmental advocates.

#### 5. BP - Beyond Petroleum Campaign

- Overview: BP rebranded itself as "Beyond Petroleum" in the early 2000s, suggesting a shift towards renewable energy while continuing to invest heavily in fossil fuels.
- Outcome: The company was accused of misleading consumers about its environmental commitments, leading to public relations challenges and a tarnished reputation. BP has since made more substantial commitments to renewable energy, but skepticism remains.

These case studies illustrate the repercussions companies face when their environmental claims are found to be misleading, emphasizing the importance of authenticity in green marketing and corporate social responsibility initiatives.

### **3.15 THEORIES ON CONSUMER SKEPTICISM AND ETHICAL BRANDING**

Consumer skepticism has become a prominent response to green marketing claims, driven by repeated exposure to greenwashing tactics. Skepticism is the tendency to doubt or question the validity of a claim, especially if it seems too good to be true. Psychological theories explain that consumers develop skepticism as a defense mechanism when they feel manipulated or deceived.

This skepticism can be mitigated, however, through ethical branding strategies. Companies that aim to build trust need to go beyond superficial marketing tactics. Ethical branding involves full transparency in communication, allowing consumers to see the specifics of a company's sustainability efforts, rather than relying on broad, unsubstantiated claims. Companies are encouraged to adopt third-party certifications

(e.g., Fair Trade, USDA Organic) to validate their environmental and ethical claims, thus reducing skepticism and enhancing credibility.

To maintain consumer trust, it is also essential for brands to engage in genuine and consistent sustainability practices. Authenticity plays a crucial role in ethical branding. Brands that are honest about their challenges, openly share their journey towards sustainability, and make meaningful efforts to improve tend to earn consumer respect and loyalty. By maintaining transparency and prioritizing long-term ethical commitments over short-term profits, companies can build lasting relationships with their customers.

### **3.16 ECONOMIC IMPLICATIONS OF GREEN MARKETING AND PHILANTHROPY**

Green marketing and corporate philanthropy have strong economic implications by enhancing brand loyalty, attracting eco-conscious consumers, and fostering investor interest. With growing demand for sustainable products, companies that demonstrate genuine environmental and social commitment gain a competitive edge. This approach not only increases market share but also opens doors to impact investors who prioritize social responsibility, ultimately driving long-term profitability. Furthermore, aligning with sustainable practices helps companies reduce risks associated with environmental regulations and shifts in consumer preferences, ensuring resilient, future-ready operations.

#### **3.16.1 Financial benefits of sustainable marketing practices**

The financial benefits of sustainable marketing practices are:

1. **Increased revenue from premium pricing:** Sustainable products often justify a higher price, with eco-conscious consumers willing to pay more for brands that demonstrate environmental responsibility.

2. **Enhanced customer loyalty and retention:** Sustainable marketing builds trust and loyalty among customers who value eco-friendly practices, resulting in long-term revenue growth through repeat purchases.
3. **Operational cost savings:** Practices like reducing waste, conserving energy, and optimizing supply chains lead to lower production costs and increase overall efficiency.
4. **Access to green investment:** Companies with strong environmental, social, and governance (ESG) practices attract impact investors, gaining access to capital aimed at sustainable growth and stability.
5. **Mitigated regulatory risks:** By proactively adopting sustainable practices, companies reduce potential future costs associated with stricter environmental regulations and fines.
6. **Improved brand reputation:** A strong, sustainable brand image boosts competitive advantage, attracting new customer segments and strengthening market positioning.
7. **Reduced environmental liabilities:** Sustainable practices help minimize environmental impacts, reducing the likelihood of costly remediation and damage control in the future.

These benefits create a more resilient, financially stable foundation, aligning companies with future market trends and consumer expectations.

### **3.16.2 Market orientation and green investment trends**

Market orientation refers to a business approach that prioritizes identifying and meeting the needs of customers while keeping abreast of market dynamics. This orientation is becoming increasingly crucial as companies pivot towards sustainability and environmental responsibility. Here are some trends regarding market orientation and green investment:

1. **Consumer demand for sustainable products:** A significant shift in consumer preferences has been observed, with more customers actively seeking eco-

friendly products. Research indicates that 66% of global consumers are willing to pay more for sustainable brands, prompting companies to adjust their marketing strategies accordingly (Nielsen, 2015).

2. **Integration of sustainability into business strategy:** Companies are incorporating sustainability into their core business strategies. This integration ensures that product development, marketing campaigns, and corporate social responsibility initiatives align with sustainable practices, enhancing market appeal (Porter & Kramer, 2011).
3. **Increased green investments:** Businesses are channeling funds into green technologies and sustainable practices. For instance, the global green investment market has seen significant growth, with increasing allocations towards renewable energy, energy-efficient technologies, and sustainable supply chains (BNEF, 2020).
4. **Competitive advantage through innovation:** Companies that embrace green innovation often gain a competitive edge. By developing sustainable products or adopting eco-friendly processes, businesses can differentiate themselves in crowded markets, attracting eco-conscious consumers and investors (Dangelico & Vocalelli, 2017).
5. **Regulatory compliance and risk management:** As governments worldwide enforce stricter environmental regulations, companies with strong market orientation toward sustainability can better navigate compliance and mitigate risks associated with potential penalties (Eccles et al., 2014).
6. **Collaboration and partnerships:** Businesses are increasingly forming partnerships with nonprofits, governmental bodies, and other organizations to enhance their sustainability efforts. This collaborative approach not only amplifies their impact but also aligns with market-oriented practices that prioritize stakeholder engagement (Benn & Dunphy, 2016).

These trends underscore the growing importance of market orientation in guiding green investment strategies, ultimately contributing to corporate sustainability and long-term financial success.

### **3.17 GREEN MARKETING AS A COMPETITIVE ADVANTAGE**

Green marketing has emerged as a critical strategy for companies aiming to differentiate themselves in an increasingly eco-conscious market. By promoting environmentally friendly products and practices, businesses can gain a significant competitive advantage. Here are some key aspects of how green marketing serves as a competitive advantage:

1. **Meeting consumer demand:** As awareness of environmental issues grows, consumers are more inclined to support brands that prioritize sustainability. Research indicates that approximately 66% of global consumers are willing to pay more for sustainable products, allowing companies that embrace green marketing to capture a lucrative market segment (Nielsen, 2015).
2. **Enhanced brand loyalty:** Companies that commit to sustainable practices often experience increased brand loyalty. Consumers are more likely to remain loyal to brands that align with their values, resulting in repeat purchases and positive word-of-mouth referrals (Dangelico & Vocalelli, 2017).
3. **Differentiation from competitors:** In crowded markets, green marketing helps companies stand out by showcasing their commitment to sustainability. This differentiation can be particularly effective in industries where eco-friendliness is not yet a standard practice (Peattie & Crane, 2005).
4. **Attracting investment:** As the global focus shifts toward sustainable practices, investors are increasingly seeking companies that prioritize environmental, social, and governance (ESG) factors. Companies with strong green marketing strategies are often viewed as lower-risk investments, which can lead to increased funding opportunities (Eccles et al., 2014).
5. **Regulatory compliance:** Companies engaged in green marketing are typically more proactive in addressing environmental regulations, thereby minimizing

legal risks and potential fines. This compliance not only protects the company but also enhances its reputation as a responsible corporate citizen (Porter & van der Linde, 1995).

6. **Innovation and sustainability:** Green marketing encourages innovation in product development and operational processes. Companies that invest in sustainable technologies often discover new ways to reduce costs and improve efficiency, further enhancing their competitive position (Hart, 1995).
7. **Positive brand image:** A strong commitment to sustainability and effective green marketing can enhance a company's reputation. This positive brand image can lead to increased market share and profitability, as consumers gravitate toward brands they perceive as responsible and ethical (Kotler & Keller, 2016).

In short, green marketing is not just a trend but a strategic approach that enables companies to enhance their competitiveness in the market. By aligning their operations with consumer values and environmental needs, businesses can secure long-term success while contributing to sustainable development

### **3.18 PHILANTHROPY AND ITS ECONOMIC IMPACT ON BUSINESS PERFORMANCE**

Philanthropy has become an integral aspect of modern business strategy, influencing both corporate reputation and financial performance. Businesses that actively engage in philanthropic activities often see various economic benefits, leading to a positive cycle of impact. Here are several ways philanthropy affects business performance:

1. **Enhanced brand reputation:** Companies that contribute to social causes tend to enhance their public image. A positive brand reputation can lead to increased customer trust and loyalty, resulting in higher sales and market share. Research has shown that businesses with strong philanthropic practices enjoy greater consumer preference over competitors who do not engage in such initiatives (Porter & Kramer, 2006).



2. **Attraction and retention of talent:** Organizations that demonstrate a commitment to philanthropy often attract employees who share similar values. A survey by Cone Communications found that 64% of millennials consider a company's social and environmental commitments when deciding where to work. Additionally, philanthropic programs can improve employee morale and retention rates, reducing recruitment and training costs (Gallup, 2016).
3. **Improved stakeholder relationships:** Active engagement in philanthropy fosters better relationships with various stakeholders, including customers, suppliers, and community members. By addressing societal needs, businesses can create goodwill and build a supportive community around their brand, which can be beneficial during crises or negative publicity (Friedman, 2007).
4. **Financial performance:** Studies indicate a positive correlation between corporate philanthropy and financial performance. Companies that engage in strategic philanthropy often see an increase in profitability. A Harvard Business School study found that firms that invested in social responsibility initiatives had higher stock prices and greater financial returns over time (Eccles et al., 2014).
5. **Access to new markets:** Philanthropic efforts can open doors to new market opportunities, particularly in underserved communities. By investing in local initiatives, businesses can gain insights into these markets, potentially leading to new customer bases and revenue streams (Holt, 2016).
6. **Risk management and mitigation:** Philanthropy can also serve as a risk management tool. Companies that actively participate in community development and social issues may experience fewer risks related to social unrest or negative public perception, ultimately protecting their bottom line (Kotler & Lee, 2005).
7. **Long-term sustainability:** Businesses that prioritize philanthropic efforts are often better positioned for long-term success. By contributing to sustainable community development, companies can help create stable environments for their operations, thus securing their future profitability (Carroll, 1991).

In conclusion, philanthropy plays a crucial role in enhancing business performance by improving brand reputation, attracting talent, fostering stakeholder relationships, and contributing to financial success. As consumers increasingly favor socially responsible companies, the economic impact of philanthropy will likely continue to grow

### **3.19 GLOBAL PERSPECTIVES ON GREEN MARKETING AND PHILANTHROPY**

The integration of green marketing and philanthropy has gained traction globally as businesses recognize the dual benefits of environmental responsibility and social engagement. Across various regions, companies are adopting sustainable practices not only to comply with regulations but also to meet the growing consumer demand for eco-friendly products. For instance, in Europe, brands are increasingly focusing on transparency and sustainability in their marketing strategies, reflecting consumer preferences for responsible business practices (Dangelico & Vocalelli, 2017). Similarly, in the United States, corporate philanthropy has evolved to include environmental initiatives, with companies actively investing in community projects that promote sustainability (Porter & Kramer, 2006). This synergy between green marketing and philanthropy enhances brand loyalty, mitigates risks associated with environmental degradation, and fosters a positive public image, thus driving long-term profitability (Kotler & Lee, 2005). As businesses continue to embrace these practices, the global landscape is shifting towards a more sustainable and socially responsible economy.

#### **3.19.1 Comparative analysis of green marketing across different regions**

##### **1. North America:**

- In the U.S. and Canada, green marketing is heavily influenced by consumer demand for sustainable products. Companies are focusing on transparency and eco-labeling to build trust (Nielsen, 2015). For example, brands like

Patagonia and Tesla are pioneers in promoting eco-friendly practices and sustainable sourcing.

**2. Europe:**

- European countries, particularly in Scandinavia, lead in green marketing initiatives due to stringent environmental regulations and a high level of consumer awareness. Businesses often engage in eco-innovation and emphasize the circular economy (EU Commission, 2020).
- Companies like IKEA and Unilever have adopted comprehensive sustainability strategies, integrating green marketing with their overall business models.

**3. Asia:**

- In Asia, particularly in countries like Japan and South Korea, green marketing is evolving rapidly. Japanese companies like Toyota are focusing on hybrid and electric vehicles as part of their green marketing strategies. The South Korean government supports sustainable practices through incentives and public campaigns (Kim & Choi, 2019).

**4. Latin America:**

- Latin American countries are gradually embracing green marketing, driven by both consumer awareness and regulatory pressures. Companies in Brazil and Chile are beginning to adopt sustainable practices, particularly in agriculture and energy sectors (Gonzalez & Gonzalez, 2021).
- However, challenges such as economic instability and lack of infrastructure hinder widespread adoption.

**5. Africa:**

- In Africa, green marketing is emerging as businesses recognize the importance of sustainability in addressing local challenges, such as water scarcity and pollution. Initiatives often focus on community engagement and local environmental issues (Osei et al., 2020).
- Brands like Coca-Cola have invested in community-based environmental projects to enhance their image and align with local needs.

## **6. Overall Trends:**

- Across regions, there is a growing emphasis on digital marketing strategies to promote green initiatives. Social media and online platforms are increasingly used to engage consumers and communicate sustainability efforts.
- The concept of greenwashing remains a challenge, as companies must balance marketing their eco-friendly initiatives without misleading consumers about their environmental impact (Delmas & Burbano, 2011).

This comparative analysis highlights the diverse approaches to green marketing across different regions, influenced by cultural, economic, and regulatory factors.

## **3.20 ROLE OF GLOBAL ENVIRONMENTAL MOVEMENTS IN SHAPING CORPORATE PRACTICES**

Global environmental movements have played a significant role in influencing corporate practices towards sustainability and social responsibility. These movements, often characterized by grassroots activism, international campaigns, and advocacy, have raised awareness about environmental issues and pressured businesses to adopt more sustainable practices. Here are some key aspects of their impact:

### **1. Consumer awareness and demand:**

- Environmental movements have increased consumer awareness regarding issues such as climate change, pollution, and biodiversity loss. As consumers become more informed, they increasingly demand sustainable products and corporate transparency, prompting businesses to adapt their practices to meet these expectations (Peattie & Crane, 2005).

### **2. Corporate Social Responsibility (CSR):**

- Many companies have integrated CSR into their business strategies in response to pressure from environmental movements. This shift is reflected in their efforts to minimize their environmental footprint,

engage in sustainable sourcing, and contribute to community development (Porter & Kramer, 2006). For example, companies like Unilever have committed to sustainable living plans that align their business operations with environmental and social goals.

**3. Regulatory changes:**

- Environmental movements often advocate for stronger environmental regulations and policies. Their lobbying efforts can lead to stricter government regulations that require companies to adopt sustainable practices. This regulatory pressure compels businesses to rethink their operations, often resulting in innovative approaches to sustainability (Kolk & Van Tulder, 2010).

**4. Corporate accountability:**

- Movements such as Greenpeace and the Sierra Club have held corporations accountable for their environmental practices. High-profile campaigns against companies involved in environmentally harmful activities have led to public backlash and a reconsideration of their business strategies. This accountability has resulted in some firms publicly committing to reducing their carbon emissions and adopting sustainable practices (Falkenberg & Bruns, 2012).

**5. Collaboration and partnerships:**

- Many global environmental movements collaborate with corporations to develop sustainable practices. Initiatives like the Carbon Disclosure Project and the United Nations Global Compact encourage companies to report on their sustainability efforts and work towards specific environmental goals. Such collaborations help companies integrate sustainability into their core business strategies (Sullivan & Mackenzie, 2017).

**6. Innovation and competitive advantage:**

- Environmental movements stimulate innovation as companies strive to develop new, sustainable products and services. Businesses recognize

that adopting green technologies and practices can provide a competitive advantage in the marketplace. For instance, the rise of electric vehicles is partly attributed to consumer demand for greener alternatives driven by environmental advocacy (Bocken et al., 2014).

In conclusion, global environmental movements have significantly shaped corporate practices by driving consumer demand, influencing regulatory frameworks, promoting corporate accountability, and fostering collaboration. As these movements continue to evolve, their impact on businesses will likely grow, encouraging further integration of sustainability into corporate strategies.

### **3.21 REGIONAL VARIATIONS IN GREEN MARKETING**

Examining local regulatory pressures, cultural differences, and expectations surrounding green marketing and philanthropy reveals significant regional variations that affect corporate practices. Here are some insights into these factors:

#### **1. Regulatory pressures**

- **North America:** In the United States and Canada, regulations around environmental claims are becoming stricter, with agencies like the Federal Trade Commission (FTC) overseeing advertising practices. Companies are required to substantiate claims about sustainability, pushing them to adopt more transparent practices (Source: FTC Guidelines).
- **European Union:** The EU has implemented comprehensive regulations, such as the European Green Deal and the Circular Economy Action Plan, which impose stringent sustainability standards on businesses. Non-compliance can lead to significant penalties, prompting firms to integrate sustainability deeply into their operations (Source: European Commission).
- **Asia:** Countries like China and India are also tightening their environmental regulations. For instance, China's new waste management laws aim to reduce

pollution, urging companies to enhance their sustainability practices (Source: China's National Development and Reform Commission).

## **2. Cultural differences**

- **Western cultures:** In many Western countries, consumers are increasingly prioritizing corporate social responsibility (CSR) and sustainability, expecting brands to actively engage in philanthropy and environmental initiatives. This cultural shift drives companies to adapt their marketing strategies accordingly (Source: Nielsen Global Sustainability Report).
- **Eastern cultures:** In contrast, in some Eastern cultures, traditional practices and values may play a more significant role in consumer behavior. For example, in Japan, companies often focus on community-oriented initiatives that resonate with local values, emphasizing harmony and social responsibility (Source: Japan Times).

## **3. Expectations**

- **Consumer expectations:** Globally, consumers are becoming more educated about environmental issues. A study by Cone Communications found that 87% of consumers will purchase a product because a company advocates for an issue they care about, showing the demand for brands to align their marketing with societal values (Source: Cone Communications).
- **Stakeholder expectations:** Investors and stakeholders are increasingly pressuring companies to demonstrate their commitment to sustainability. BlackRock, for instance, has emphasized that companies must be accountable for their environmental and social impacts, affecting corporate strategies worldwide (Source: BlackRock).

### **3.22 CHALLENGES AND FUTURE DIRECTIONS IN GREEN MARKETING AND CORPORATE PHILANTHROPY**

Implementing green marketing and philanthropy initiatives comes with numerous challenges that often deter companies from adopting or fully committing to sustainable practices. This section outlines key barriers to effective implementation, explores future trends in green marketing, and predicts how these strategies might evolve in response to various external factors such as climate change, regulatory shifts, and growing consumer awareness.

#### **A) Challenges in Implementing Green Marketing and Philanthropy**

##### **1. Cost constraints**

Challenge: Sustainable materials, eco-friendly technologies, and green certifications often come at a high cost. Many companies, particularly small to mid-sized businesses, may struggle to balance sustainability investments with financial goals.

Impact: High costs can limit the extent to which companies adopt green practices or may lead to superficial efforts that lack genuine impact, ultimately risking accusations of greenwashing.

##### **2. Operational challenges**

Challenge: Transitioning to sustainable practices often requires extensive changes in supply chains, production methods, and logistical operations. Implementing these changes can disrupt existing processes and require substantial restructuring.

Impact: These operational shifts can slow down adoption rates, as companies may find it difficult to modify established procedures or face challenges in sourcing sustainable materials.



### **3. Resource allocation**

Challenge: Allocating resources to green initiatives without impacting other critical business areas is a common struggle. Many companies may prioritize short-term gains over long-term sustainable investments due to shareholder pressures or financial constraints.

Impact: Limited resource allocation can result in underfunded or superficial initiatives that fail to make a lasting impact, reducing the credibility and effectiveness of green marketing efforts.

### **4. Consumer skepticism**

Challenge: With increasing awareness of greenwashing, consumers are more skeptical about corporate sustainability claims. They demand transparency and may doubt the authenticity of green marketing efforts if they perceive inconsistencies.

Impact: Overcoming consumer skepticism requires significant investment in transparency, data disclosure, and third-party certifications, which can add complexity to green marketing strategies.

## **B) Future directions in green marketing and corporate philanthropy**

### **1. The role of technology**

Advancement: Emerging technologies like blockchain can enhance transparency in supply chains, allowing companies to verify and communicate the sustainability of their products. AI and data analytics can also improve resource efficiency, reducing waste and optimizing energy usage.

Impact: By leveraging technology, companies can build trust with consumers through traceable and verifiable sustainable practices, making green marketing more credible and impactful.

## **2. Personalized green marketing**

Trend: As digital tools advance, green marketing will likely become more personalized. Companies can use data-driven insights to tailor sustainable product recommendations based on individual consumer preferences and environmental priorities.

Impact: Personalized green marketing can create stronger connections with consumers who are passionate about specific causes, enhancing brand loyalty and engagement.

## **3. Cross-sector collaboration**

Trend: Future green marketing strategies may increasingly involve partnerships between corporations, nonprofits, and governments to address complex environmental challenges. Collaborative initiatives can amplify impact and distribute resources more effectively.

Impact: Such collaborations can help tackle systemic environmental issues, increase regulatory compliance, and allow companies to share costs and resources in achieving sustainability goals.

### **3.23 EVOLVING STRATEGIES IN RESPONSE TO CLIMATE CHANGE, REGULATORY SHIFTS, AND CONSUMER AWARENESS**

#### **1. Adapting to climate change**

Prediction: As climate change intensifies, companies will likely feel pressure to reduce their environmental footprint to meet climate targets and satisfy stakeholders. Sustainable practices will evolve from optional to essential.

Impact: Companies that proactively address climate-related risks will be better positioned to retain consumer trust and remain competitive, while others may face reputational and financial risks if they fail to adapt.

## 2. Regulatory shifts

Prediction: Governments around the world are enacting stricter regulations to reduce carbon emissions, encourage sustainable sourcing, and hold companies accountable for environmental impacts. Regulatory compliance will become a core part of green marketing.

Impact: Companies may need to invest more heavily in compliance to avoid legal repercussions. This could lead to a shift in green marketing strategies, with greater emphasis on verifiable, compliance-based claims.

## 3. Consumer awareness and ethical expectations

Prediction: With rising consumer awareness, people are becoming more mindful of the ethical and environmental impact of their purchases.

Younger generations, in particular, are pushing companies to prioritize social and environmental responsibilities.



Source: <https://timesofindia.indiatimes.co>

Impact: Businesses that fail to align with consumers' ethical expectations may lose market share to competitors that embrace authentic sustainability. Green marketing will likely become increasingly values-driven, highlighting ethical sourcing, fair labor practices, and positive social impacts.

The future of green marketing and corporate philanthropy is poised to be shaped by advancements in technology, collaborative initiatives, and increased regulatory pressure. As climate change, consumer expectations, and regulatory demands continue to evolve, companies will need to adopt more genuine, technology-enhanced, and transparent sustainability practices to remain competitive and maintain consumer trust.

Overcoming challenges such as cost constraints and operational restructuring will be essential for long-term success in the rapidly evolving landscape of corporate sustainability.

### **3.24 CONCLUSION AND IMPLICATIONS FOR RESEARCH AND PRACTICE**

**Summary of key findings and insights :** This chapter explored the dynamic relationship between green marketing and corporate philanthropy, noting that the integration of these practices enhances both corporate reputation and customer loyalty. Key findings reveal that combining green marketing with philanthropic responsibility builds consumer trust, provided claims are genuine and transparent. However, cases of greenwashing demonstrate how inauthentic efforts can backfire, leading to consumer skepticism and brand damage. Effective green marketing involves a commitment to transparency and impactful contributions, which resonates positively with environmentally-conscious consumers.

**Areas for future research :** Future research should examine the specific metrics by which philanthropic efforts within green marketing can be assessed. For example, studying how various philanthropic activities directly affect consumer trust and purchase behavior can provide insights for firms. Moreover, analyzing sector-specific

green marketing strategies could help identify which approaches are most effective across industries. A comparative analysis across regions with different regulatory environments would also be valuable, shedding light on the role of local cultures and laws in shaping consumer expectations.

**Practical implications for businesses :** Businesses aiming to blend sustainable marketing with social impact must prioritize authenticity to avoid the pitfalls of greenwashing. Companies should align their environmental claims with clear, measurable actions and communicate these transparently to foster consumer trust.

**CHAPTER 4**  
**DATA ANALYSIS &**  
**INTERPRETATION**

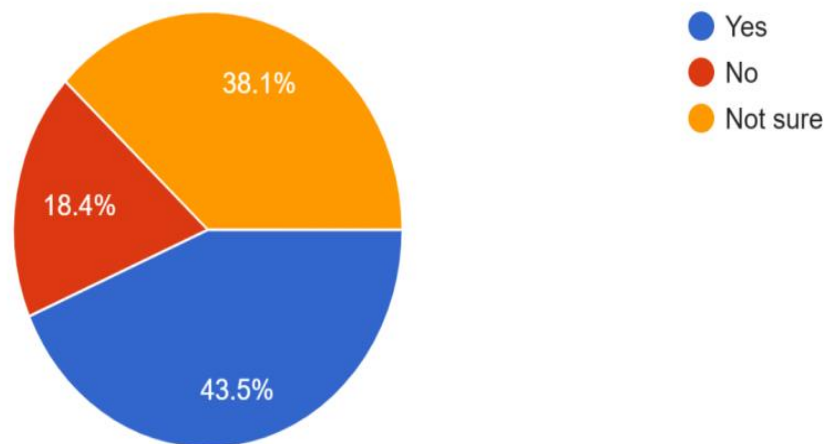
## 4.1 EXPERIENCE WITH ECO-FRIENDLY FALSE CLAIMS

Table 4.1 Experience with eco-friendly false claims

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Yes	104	43.5
No	44	18.4
Not sure	91	38.1
TOTAL	239	100

(source: primary data)

Figure 4.1 Experience with eco-friendly false claims



(source: primary data)

**Interpretation:** Out of the 239 respondents 43.5% of people have experienced greenwashing and 18.4% do not have such experiences. The remaining 38.1% of people are not sure about greenwashing.

## 4.2 FACTORS AFFECTING CONSUMERS PURCHASING DECISIONS

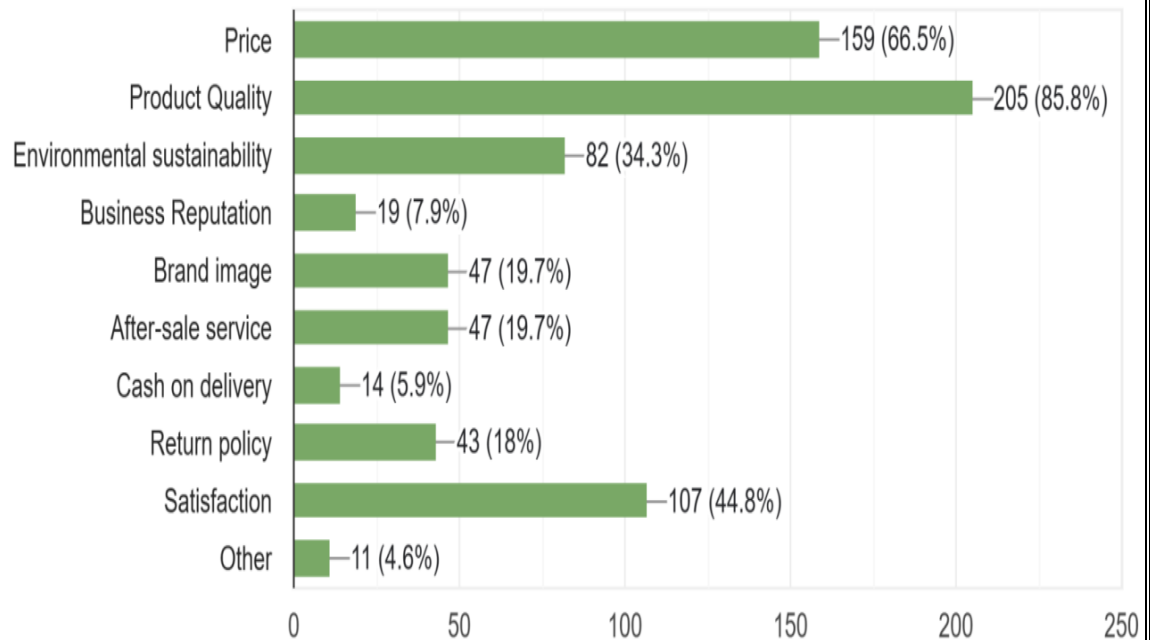
Table 4.2 Elements influencing consumer purchasing decisions

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Price	159	66.5
Product Quality	205	85.5
Environmental sustainability	82	34.3
Business Reputation	19	7.9
Brand Image	47	19.7
After-sale Service	47	19.7
Cash On Delivery	14	5.9
Return policy	43	18
Satisfaction	107	44.8
Others	11	4.6
TOTAL	734	307.2

(source: primary data)



Figure 4.2 Elements influencing consumer purchasing decisions



(source: primary data)

**Interpretation:** From the data collected it is understood that a huge percentage(85.5%) of people prefer quality of product as the important factor for their purchase decision. Next important factor is price for 66.5% of people and 44.8% of people claim that satisfaction is also important. Some people(34.3%) also thought about environmental sustainability. Other things that mattered include business reputation(7.9%),brand image(19.7%), cash on delivery(5.9%), return policy(18%) and other factors constitute 4.6 % of the total population.

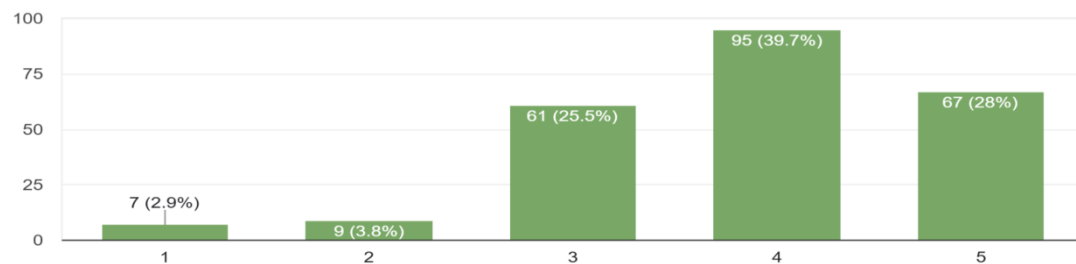
### 4.3 IMPORTANCE OF ENVIRONMENT SUSTAINABILITY IN PURCHASE DECISIONS (RATING)

Table 4.3 Importance of environment sustainability

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	7	2.9
2	9	3.8
3	61	25.5
4	95	39.7
5	67	28
TOTAL	239	100

(source: primary data)

Figure 4.3 Importance of environment sustainability



(source: primary data)

**Interpretation:** Out of the total population 28% of consumers claim that environmental sustainability is highly important in their purchasing decisions with a 5 on 5 rating. 39.7% of people with a majority gives a four star rating for importance of environmental sustainability. Rating of 3 was given by 25.5% and the least group of the total population gave 2 and 1 rating(3.8% and 2.9% respectively).

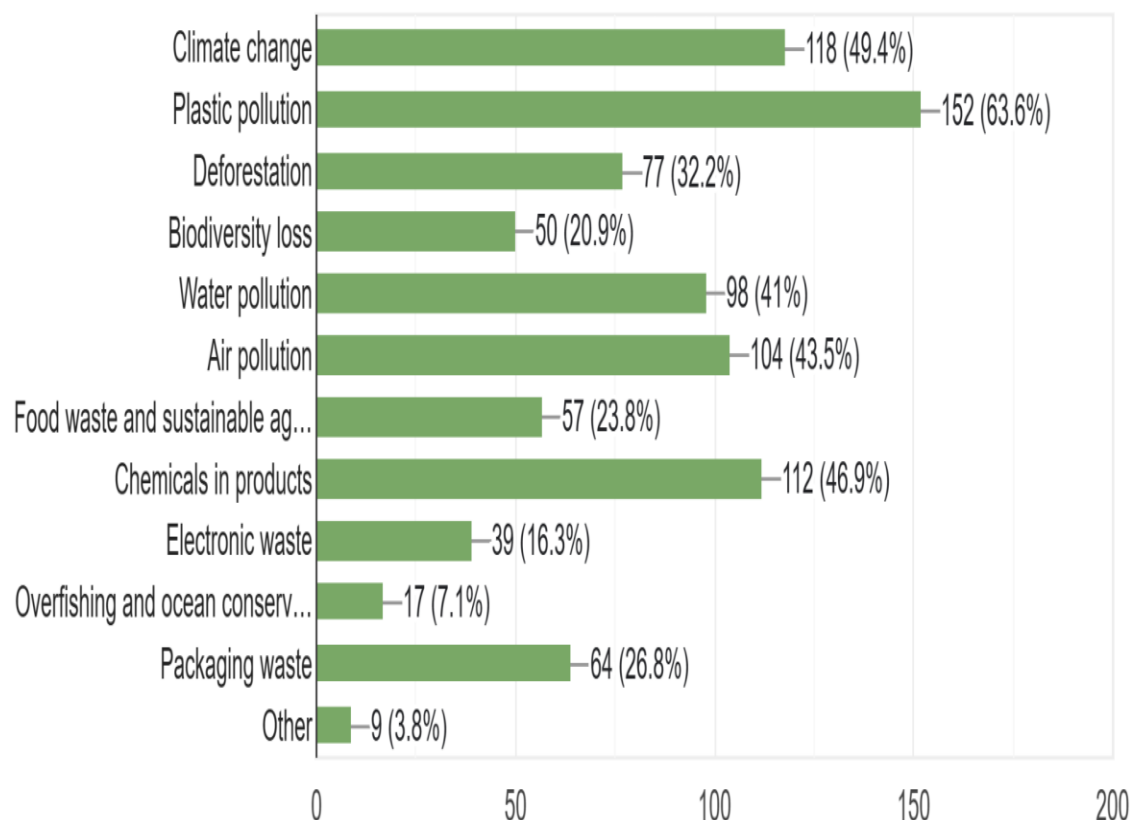
#### 4.4 ENVIRONMENTAL ISSUES UNDER CONCERN

Table 4.4 Concerning environmental issues

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Climate change	118	49.4
Plastic pollution	152	63.6
Deforestation	77	32.2
Biodiversity loss	50	20.9
Water pollution	98	41
Air pollution	104	43.5
Food waste and sustainable agriculture	57	23.8
Chemicals in products	112	46.9
Electronic waste	39	16.3
Overfishing and ocean conservation	17	7.1
Packaging waste	64	26.8
Others	9	3.8
TOTAL	897	375.3

(source: primary data)

Figure 4.4 Concerning environmental issues



(source: primary data)

**Interpretation:** The data highlights that 63.6% of the total population under study are highly concerned about plastic pollution and 49.4% of people are concerned about climate which is the second highest among all 32.2% are worried about deforestation 20.9% about biodiversity loss, 41% for water pollution and 23.8% for food waste and sustainable agriculture.

Other concerned issues include chemicals in products(46.9%),electronic waste(16.3%), overfishing and ocean conservation(7.1%) and packaging waste(26.8%). The rest of the population have concerns other than the above mentioned issues.

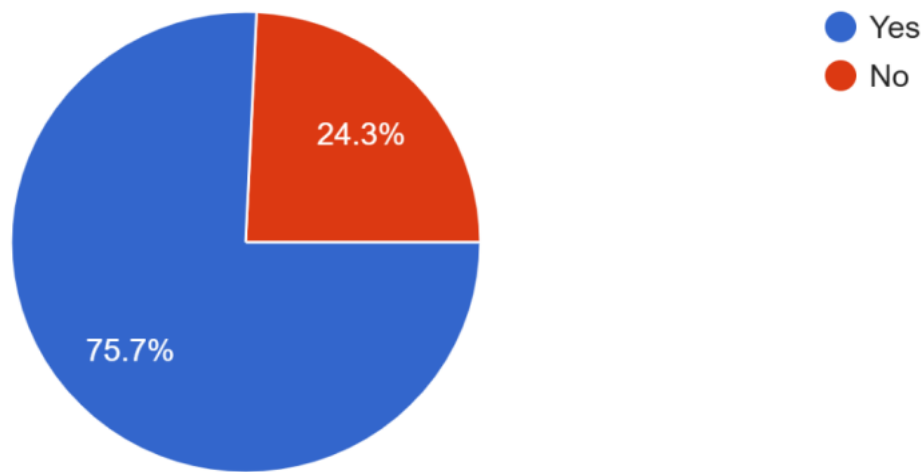
## 4.5 OBSERVATION OF GREEN MARKETING CLAIMS IN ADVERTISEMENTS OR PRODUCT LABELLING

Table 4.5 Examination of green marketing claims

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Yes	181	75.7
No	58	24.3
TOTAL	239	100

(source: primary data)

Figure 4.5 Examination of green marketing claims



(source: primary data)

**Interpretation:** Out of the total respondents 75.7% have observed green marketing claims in advertisements and product labelling. The rest of the respondents of 24.3% had not observed any such claims before.

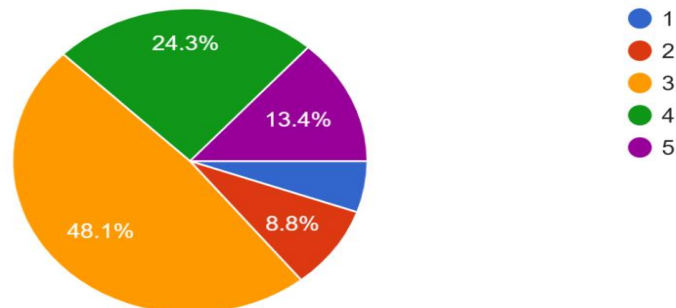
## 4.6 SKEPTICISM IN ENVIRONMENTAL CLAIMS BY COMPANIES (RATING)

Table 4.6 Skepticism in environmental claims by companies

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	13	5.4
2	21	8.8
3	115	48.1
4	58	24.3
5	32	13.4
TOTAL	239	100

(source: primary data)

Figure 4.6 Skepticism in environmental claims by companies



(source: primary data)

**Interpretation:** 5.4% responded that they have the least skepticism in environmental claims with a rating of 1 and 48.1% have a majority opinion for a 3 rating. The highest rate of 5 is claimed by only 13.4% of the population under study. The rest of the consumers have an opinion for 2 and 4 ratings(8.8% and 24.3% respectively).

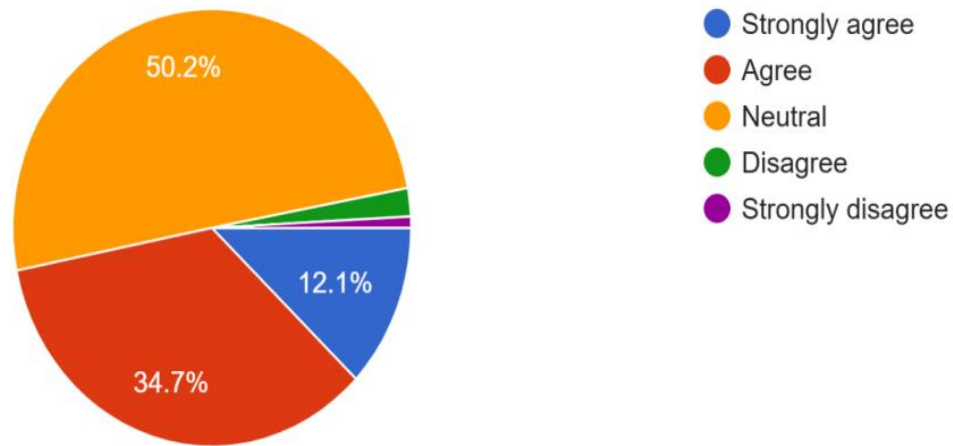
#### **4.7 GENUINE IMPACT OF PHILANTHROPIC EFFORTS IN GREEN MARKETING AND ENVIRONMENTAL SUSTAINABILITY**

Table 4.7 Role for philanthropic efforts in green marketing and environmental sustainability

<b>OPTIONS</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Strongly agree	29	12.1
Agree	83	34.7
Neutral	120	50.2
Disagree	5	2.1
Strongly disagree	2	0.8
<b>TOTAL</b>	<b>239</b>	<b>100</b>

(source: primary data)

Figure 4.7 Role for philanthropic efforts in green marketing and environmental sustainability



(source: primary data)

**Interpretation:** In this survey for the role of philanthropic efforts in green marketing 12.1% of people strongly agree with the fact and 34.7% just go with the agreement. The major group of consumers of 50.2% claims that philanthropic efforts have a neutral impact on green marketing. 2.1% disagrees and 0.8% strongly disagrees with the above fact.



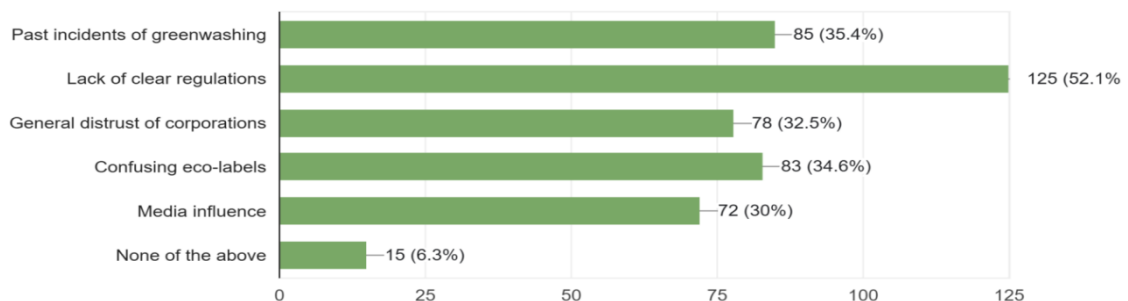
## 4.8 MAIN REASONS FOR CONSUMER SKEPTICISM TOWARDS GREEN MARKETING

Table 4.8 Key Factors Driving Consumer Skepticism Toward Green Marketing

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Past incidents of greenwashing	85	35.6
Lack of clear regulations	124	51.9
General distrust of corporations	78	32.6
Confusing eco-labels	82	34.3
Media influence	71	29.7
None of the above	14	5.9
TOTAL	454	190

(source: primary data)

Figure 4.8 Key Factors Driving Consumer Skepticism Toward Green Marketing



(source: primary data)

**Interpretation:** The data highlights that the lack of clear regulations is the leading cause of consumer skepticism in green marketing, with 52.1% of respondents identifying it as a concern. Past incidents of greenwashing (35.4%) and confusing eco-labels (34.6%) are also significant contributors. A general distrust of corporations affects 32.5% of respondents and only 6.3% chose none of the above.

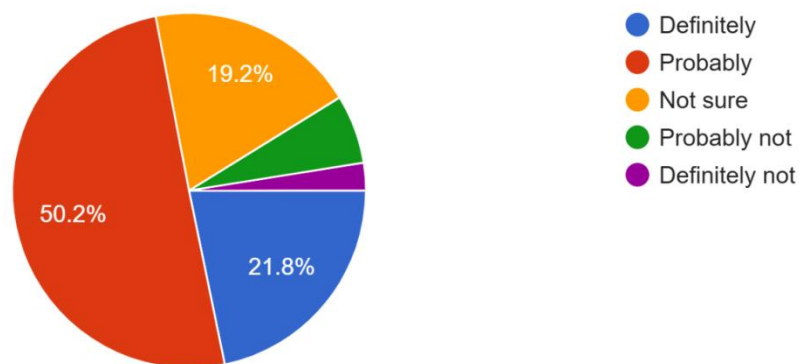
## 4.9 WILLINGNESS TO PAY MORE FOR ENVIRONMENTALLY FRIENDLY PRODUCTS

Table 4.9 Willingness to Pay More for Environmentally Friendly Products

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Definitely	52	21.8
Probably	120	50.2
Not sure	46	19.2
Probably not	15	6.3
Definitely not	6	2.5
TOTAL	239	100

(source: primary data)

Figure 4.9 Willingness to Pay More for Environmentally Friendly Products



(source: primary data)

**Interpretation:** The data shows that most respondents (50.2%) are willing to pay more for environmentally friendly products. A smaller but committed group (21.8%) stated they would definitely pay more. However, 19.2% of respondents remain unsure and only 8.8% (6.3% "probably not" and 2.5% "definitely not") are unwilling.

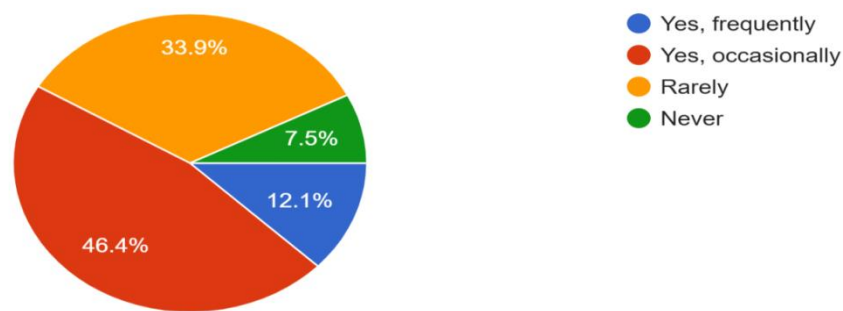
#### 4.10 BRAND SWITCHING BEHAVIOUR DUE TO ENVIRONMENTAL CONCERNS

Table 4.10 Percentage of Consumers Who Switched Brands Due to Environmental Concerns

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Yes, frequently	29	12.1
Yes, occasionally	111	46.4
Rarely	81	34
Never	18	7.5
TOTAL	239	100

(source: primary data)

Figure 4.10: Consumer Responses on Brand Switching Due to Environmental Concerns



(source: primary data)

**Interpretation:** The data reveals that a significant portion of respondents (46.4%) occasionally switch brands due to environmental concerns. A smaller group (12.1%) reports frequently switching brands. Meanwhile, 34% of respondents rarely switch brands. Only 7.5% of the customers never switch brands.

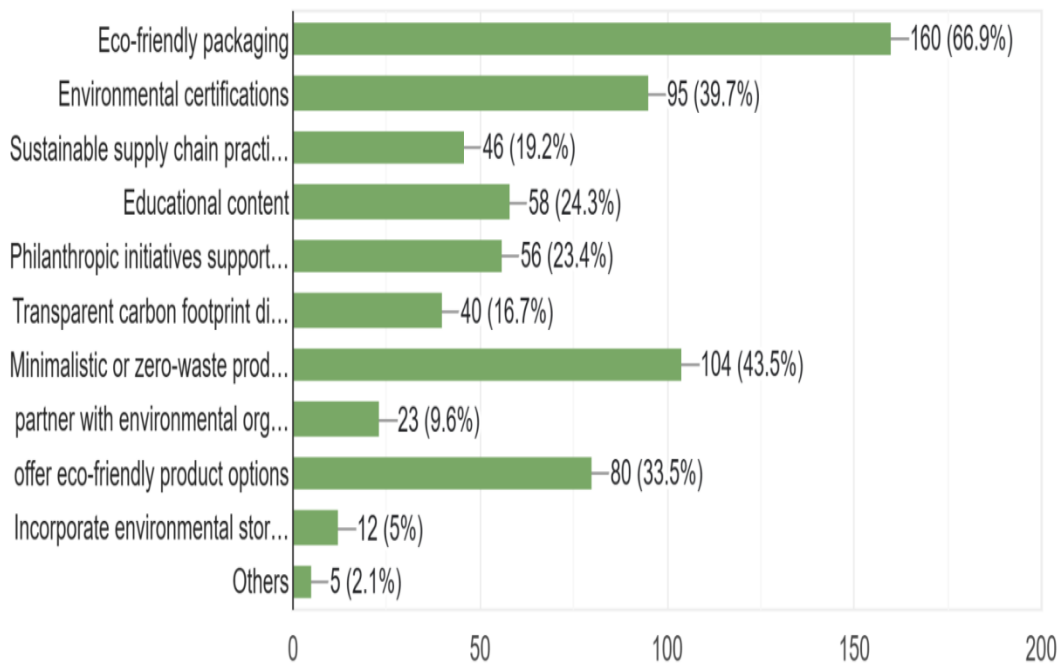
#### 4.11 GREEN MARKETING STRATEGIES INFLUENCING PURCHASING DECISION

Table 4.11 Percentage of green marketing strategies influencing purchasing decision

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Eco-friendly packaging	160	66.9
Environmental certifications	95	39.7
Sustainable supply chain practices	46	19.2
Educational content	58	24.3
Philanthropic initiatives supporting environmental causes	56	23.4
Transparent carbon footprint disclosures	40	16.7
Minimalistic or zero-waste product design	104	43.5
partner with environmental organisations	23	9.6
offer eco-friendly product options	80	33.5
Incorporate environmental storytelling	12	5
Others	5	2.1
TOTAL	679	283.9

(source: primary data)

Figure 4.11 Green Marketing Strategies Influencing Purchasing Decision



(source:primary data)

**Interpretation:** The analysis reveals that eco-friendly packaging is the most influential green marketing strategy, chosen by 66.9% of respondents. Environmental certifications (39.7%) and minimalistic or zero-waste product design (43.5%) also rank prominently. Strategies such as offering eco-friendly product options (33.5%) and educational content (24.3%) further highlight consumer interest in learning about and accessing sustainable choices. However, philanthropic initiatives (23.4%) and transparent carbon footprint disclosures (16.7%) are less impactful.

The least preferred strategies included partnering with environmental organizations (9.6%) and incorporating environmental storytelling (5%). Overall, tangible and easily recognizable efforts like packaging and certifications dominate consumer preferences in green marketing strategies

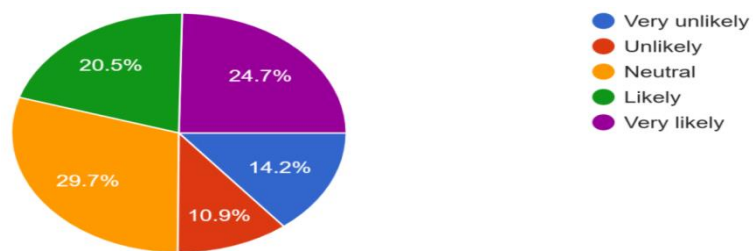
## 4.12 CONSUMER RESPONSE TO COMPANIES ENGAGING IN GREEN WASHING

Table 4.12 Percentage of Consumer response to Companies engaged in Green Washing

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Very unlikely	34	14.2
Unlikely	26	10.9
Neutral	71	29.7
Likely	49	20.5
Very likely	59	24.7
TOTAL	239	100

(Source: primary data)

Figure 4.12 Consumer response to Companies engaged in Green Washing



(Source: primary data)

**Interpretation:** The data indicates a mixed response to the likelihood of consumers stopping purchases from a company found guilty of greenwashing. A significant portion of respondents (24.7%) are very likely to stop purchasing, with an additional 20.5% being likely, showing that nearly half (45.2%) are strongly influenced by such revelations. Conversely, 14.2% of respondents are very unlikely and 10.9% are unlikely to change their purchasing behavior. Meanwhile, 29.7% remain neutral.

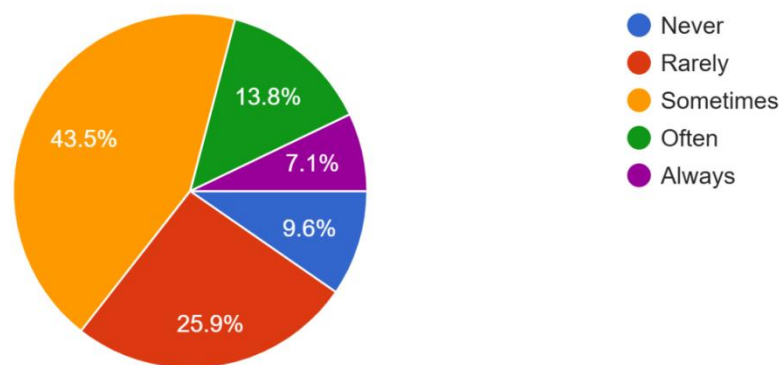
#### 4.13 QUESTIONING THE AUTHENTICITY OF GREEN CLAIMS BY THE COMPANIES

Table 4.13 Percentage of Consumers questioning the authenticity of Green Claims of Companies

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Never	23	9.6
Rarely	62	26
Sometimes	104	43.5
Often	33	13.8
Always	17	7.1
TOTAL	239	100

(Source: primary data)

Figure 4.13 Consumers questioning the authenticity of Green Claims of Companies



(Source: primary data)

**Interpretation:** The data shows that a significant portion of respondents (43.5%) sometimes consider a company's environmental practices when making purchasing decisions. A smaller group (13.8%) often considers environmental practices, while 7.1% always factor it in. On the other hand, 26% rarely and 9.6% never consider environmental practices.

#### 4.14 ACTIONS THAT INCREASE CONSUMER TRUST IN GREEN MARKETING

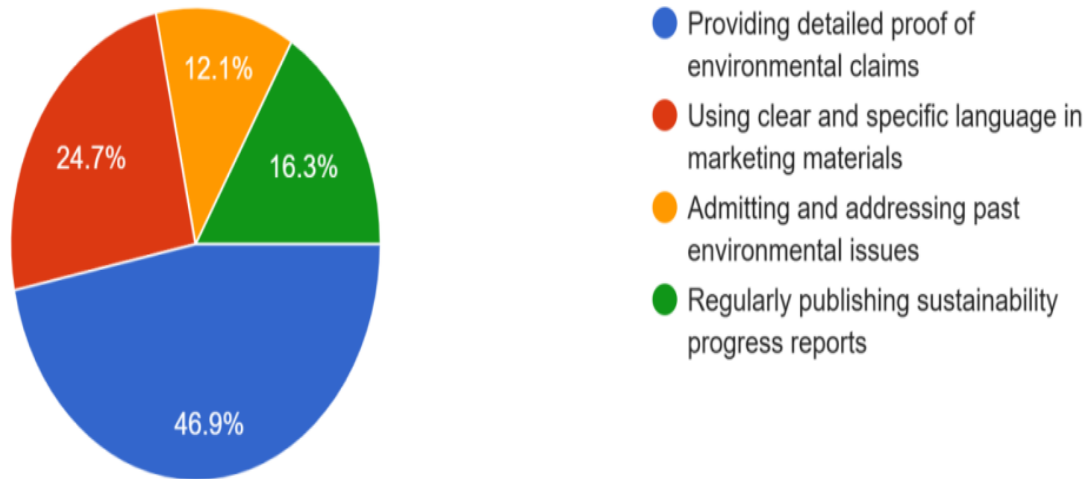
Table 4.14 Percentage of Actions That Increase Consumer Trust in Green Marketing

OPTIONS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Providing detailed proof of environmental claims	112	46.9
Using clear and specific language in marketing materials	59	24.7
Admitting and addressing past environmental issues	29	12.1
Regularly publishing sustainability progress reports	39	16.3
TOTAL	239	100

(Source: primary data)



Figure 4.14 Actions That Increase Consumer Trust in Green Marketing



(Source: primary data)

**Interpretation:** The data indicates that providing detailed proof of environmental claims is the most effective way to increase consumer trust, with 46.9% of respondents prioritizing this action. Using clear and specific language in marketing materials is also significant, chosen by 24.7% of respondents. Admitting and addressing past environmental issues (12.1%) and regularly publishing sustainability progress reports (16.3%) are less influential.

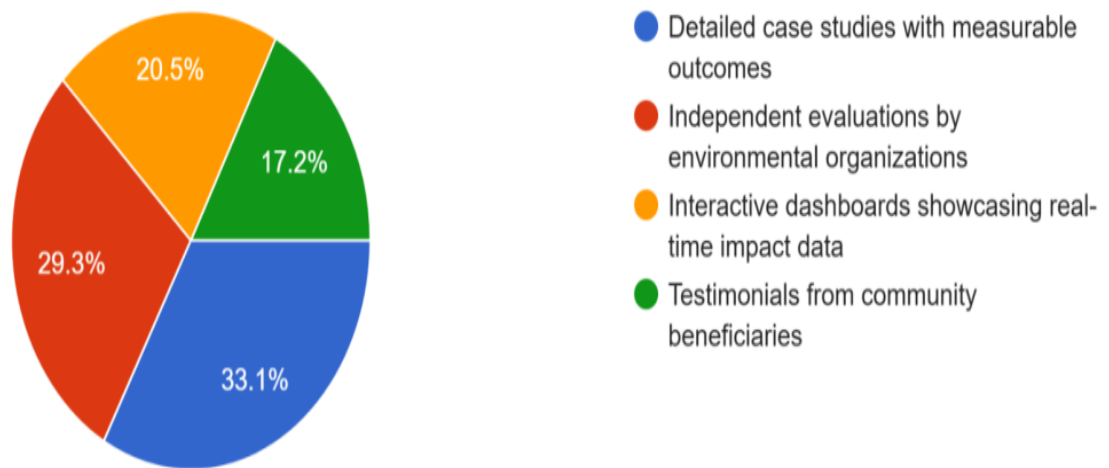
#### 4.15 FORMS OF EVIDENCE MAKES CONSUMER TRUST A COMPANY'S PHILANTHROPIC EFFORTS THE MOST

Table 4.15 The percentage of evidence provided that significantly influences consumer trust in a company's philanthropic efforts.

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Detailed case studies with measurable outcomes	79	33.1
Independent evaluations by environmental organizations	70	29.3
Interactive dashboards showcasing real-time impact data	49	20.5
Testimonials from community beneficiaries	41	17.2
TOTAL	239	100

(Source: primary data)

Figure 4.15 The percentage of evidence provided that significantly influences consumer trust in a company's philanthropic efforts.



(Source: primary data)

**Interpretation:** The data indicates that providing detailed case studies with measurable outcomes is the most effective way to build trust in a company's philanthropic efforts, with 33.1% of respondents prioritizing this option. Independent evaluations by environmental organizations are chosen by 29.3% of respondents. Interactive dashboards showcasing real-time impact data (20.5%) and testimonials from community beneficiaries (17.2%) is less influential.

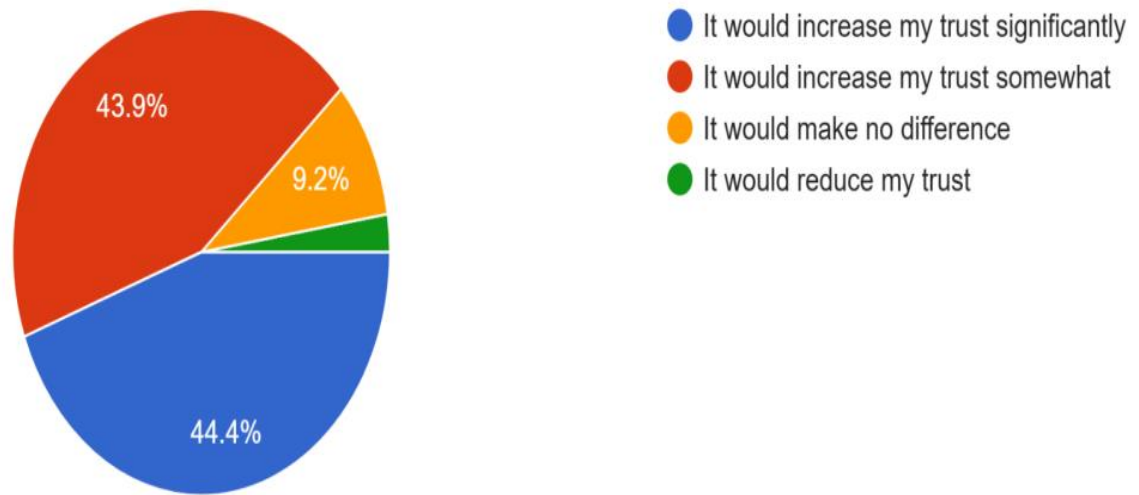
#### **4.16 CONSUMERS REACTION TO A COMPANY OPENLY SHARING ITS CHALLENGES IN ACHIEVING SUSTAINABILITY GOALS**

Table 4.16 Percentage consumer reactions to a company openly sharing its challenges to achieve sustainability

<b>OPTION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
It would increase my trust significantly	106	44.4
It would increase my trust somewhat	105	43.9
It would make no difference	22	9.2
It would reduce my trust	6	2.5
<b>TOTAL</b>	<b>239</b>	<b>100</b>

(Source: primary data)

Figure 4.16 Percentage consumer reactions to a company openly sharing its challenges to achieve sustainability



(Source: primary data)

**Interpretation:** The data indicates that a majority of respondents (88.3%) believe their trust would increase if a company would openly share its challenges in achieving sustainability goals, with 44.4% stating it would increase their trust significantly and 43.9% saying it would increase somewhat. Only a small proportion of respondents indicated that it would make no difference (9.2%) or reduce their trust (2.5%).

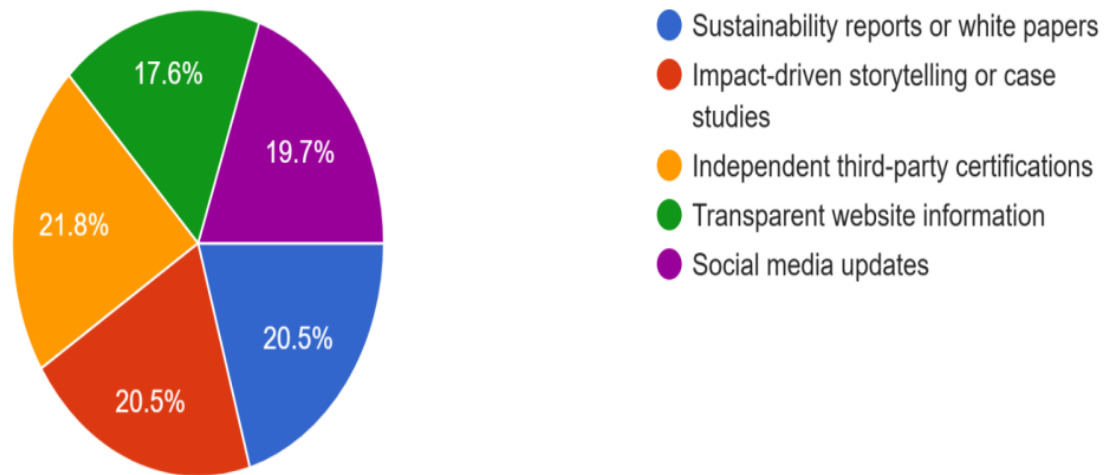
#### **4.17 THE FORMAT OF COMMUNICATION ABOUT GREEN MARKETING EFFORTS CONSUMERS FIND MOST TRUSTWORTHY**

Table 4.17 Percentage of consumers who find communication of companies green marketing trustworthy

<b>OPTION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Sustainability reports or white papers	49	20.5
Impact-driven storytelling or case studies	49	20.5
Independent third-party certifications	52	21.8
Transparent website information	42	17.6
Social media updates	47	19.7
<b>TOTAL</b>	<b>239</b>	<b>100</b>

(Source: primary data)

Figure 4.17 Percentage of consumers who find green marketing trustworthy



(Source: primary data)

**Interpretation:** The data suggests that in the format of communication about green marketing efforts that the respondents have the most trust in independent third-party certifications (21.8%) are the most trusted form of evidence for validating a company's claims. Sustainability reports or white papers (20.5%) and impact-driven storytelling or case studies (20.5%) are equally valued, .Social media updates (19.7%) and transparent website information (17.6%) are less influential.

#### **4.18 HOW LIKELY ARE CONSUMERS TO TRUST A COMPANY THAT ADMITS PAST ENVIRONMENTAL MISTAKES AND OUTLINES CORRECTIVE ACTIONS**

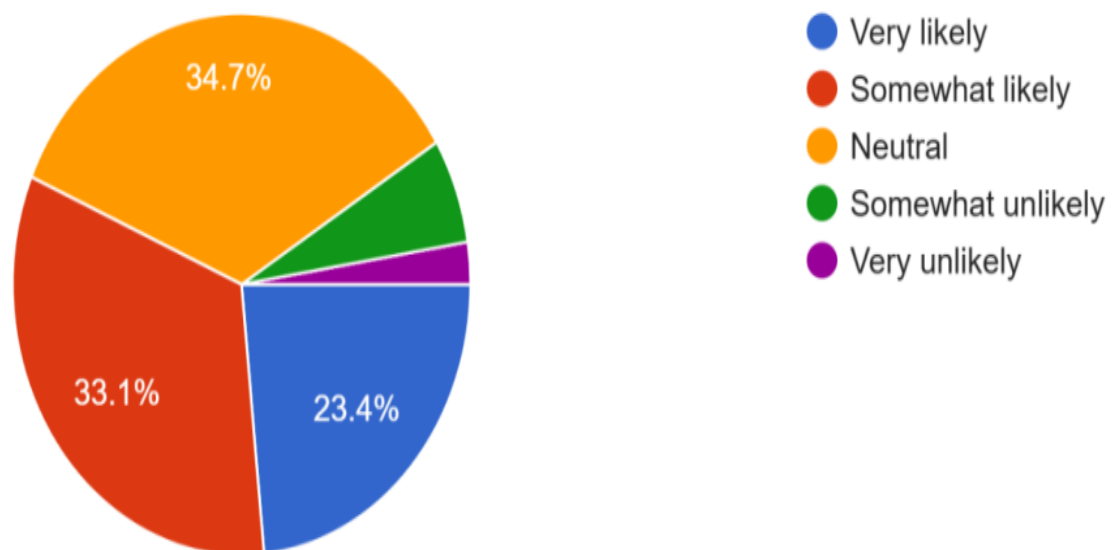
Table 4.18 The percentage of consumers who are likely to trust a company when it admits past environmental mistakes and outlines corrective actions.

<b>OPTION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Very likely	56	23.4
Somewhat likely	79	33.1
Neutral	83	34.7
Somewhat unlikely	15	6.3
Very unlikely	6	2.5
<b>TOTAL</b>	<b>239</b>	<b>100</b>

(Source: primary data)



Figure 4.18 The percentage of consumers who are likely to trust a company when it admits past environmental mistakes and outlines corrective actions.



(Source: primary data)

**Interpretation:** The data shows that 33.1% of respondents are somewhat likely to trust a company admitting past environmental mistakes and outlining corrective actions, making it the most common response. 23.4% are very likely to trust, while 34.7% are neutral, indicating uncertainty. Only 6.3% 2.5% are somewhat and very unlikely to trust, showing low skepticism.

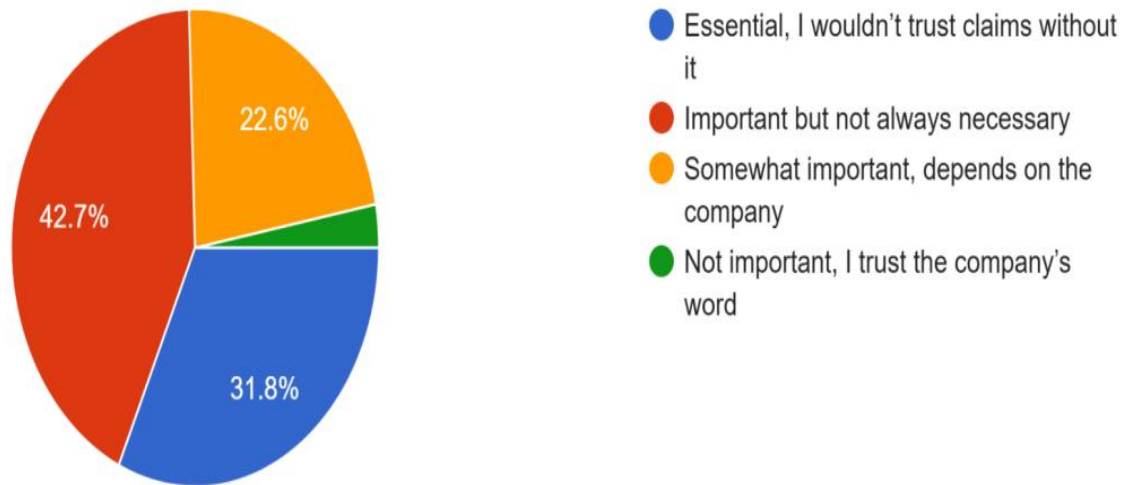
#### **4.19. QUESTIONING HOW CRITICAL IS THIRD-PARTY VALIDATION FOR EVALUATING THE CREDIBILITY OF GREEN MARKETING CLAIMS**

Table 4.19 Percentage consumers that believe in third-party validation that impacts the credibility of green marketing claims.

<b>OPTION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Essential, I wouldn't trust claims without it	76	31.8
Important but not always necessary	102	42.7
Somewhat important, depends on the company	54	22.6
Not important, I trust the company's word	7	2.9
<b>TOTAL</b>	<b>239</b>	<b>100</b>

(Source: primary data)

Figure 4.19 Percentage consumers that believe in third-party validation that impacts the credibility of green marketing claims.



(Source: primary data)

**Interpretation:** The data shows that 42.7% of respondents find third-party validation important but not always necessary, while 31.8% consider it essential. 22.6% think it's somewhat important, depending on the company, and only 2.9% trust the company's word without it.

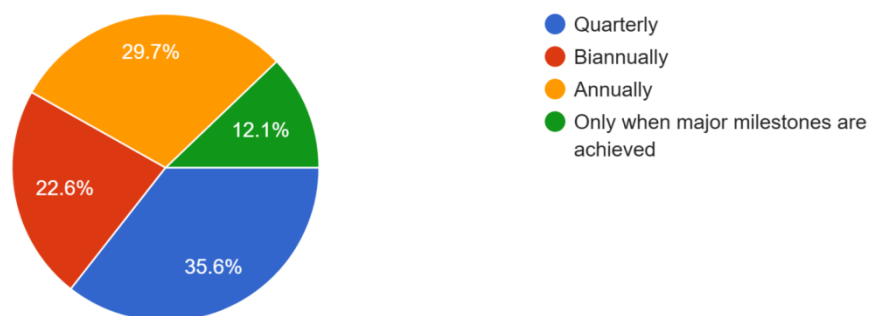
#### 4.20. QUESTIONING WHETHER COMPANIES SHOULD REPORT MEASURABLE PROGRESS ON SUSTAINABILITY GOALS

Table 4.20 Percentage of consumers that believe companies should regularly report measurable progress on their sustainability goals

OPTION	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Quarterly	85	35.6
Biannually	54	22.6
Annually	71	29.7
Only when major milestones are achieved	29	12.1
TOTAL	239	100

(Source: primary data)

Figure 4.20 Percentage of consumers that believe companies should regularly report measurable progress on their sustainability goals



(Source: primary data)

**Interpretation:** The data shows that 35.6% prefer quarterly reports on sustainability progress, while 29.7% prefer annual reports, and 22.6% favor biannual updates. Only 12.1% think reports should be given only when major milestones are achieved.

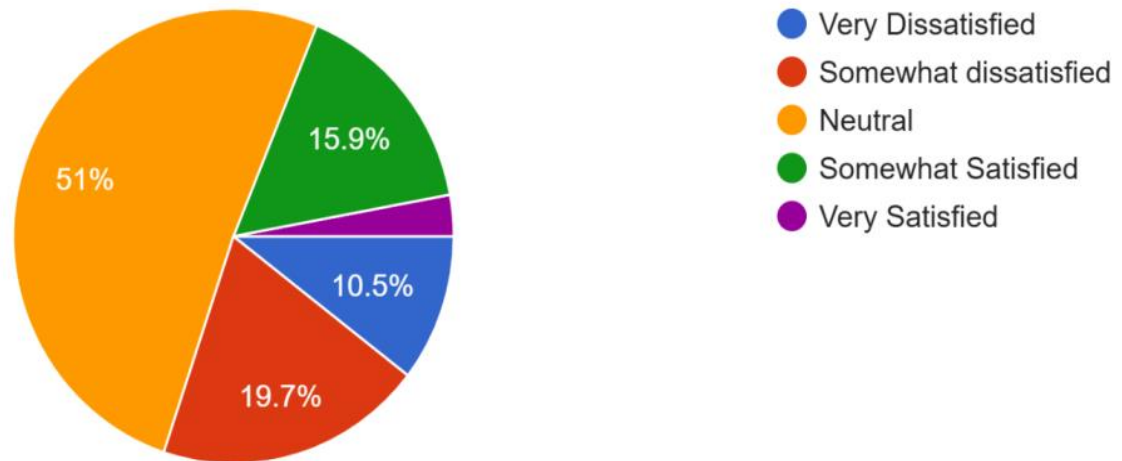
#### **4.21. HOW SATISFIED ARE CUSTOMERS WITH THE CURRENT STATE OF GREEN MARKETING**

Table 4.21 Percentage of consumers satisfied with the current state of green marketing.

<b>OPTION</b>	<b>NUMBER OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Very Dissatisfied	25	10.5
Somewhat dissatisfied	47	19.7
Neutral	122	51
Somewhat Satisfied	38	15.9
Very Satisfied	7	2.9
TOTAL	239	100

(Source: primary data)

Figure 4.21 Percentage of consumers satisfied with the current state of green marketing.



(Source: primary data)

**Interpretation:** The data shows that 51% of respondents are neutral about the current state of green marketing, indicating a lack of strong opinions. 19.7% are somewhat dissatisfied, and 10.5% are very dissatisfied, pointing to moderate dissatisfaction with the effectiveness of green marketing. On the positive side, 15.9% are somewhat satisfied, and 2.9% are very satisfied.

**CHAPTER 5**

**FINDINGS, RECOMMENDATIONS  
& CONCLUSION**

## **FINDINGS**

1. The survey revealed that nearly half of the respondents have experienced greenwashing.
2. Product quality is the top purchase factor, followed by price, satisfaction, sustainability, and brand image.
3. Environmental sustainability plays a significant role in purchasing decisions, with most respondents rating it as important.
4. The survey highlights major environmental concerns, led by plastic pollution, climate change, and water pollution.
5. A significant majority of respondents have encountered green marketing claims in advertisements and product labeling.
6. Consumer skepticism toward environmental claims varies, with most respondents being moderately skeptical.
7. Opinions on philanthropic efforts in green marketing are mixed, with a majority remaining neutral.
8. The lack of clear regulations is the leading cause of skepticism, followed by past greenwashing incidents and unclear eco-labels.
9. More than half of consumers are willing to pay extra for environmentally friendly products.
10. Many respondents occasionally switch brands due to environmental concerns, while a smaller group does so frequently.
11. Eco-friendly packaging is the most influential green marketing strategy, followed by environmental certifications and minimalistic product design.
12. Nearly half of the respondents are likely to stop purchasing from companies guilty of greenwashing.
13. Many consumers occasionally consider a company's environmental practices in their purchasing decisions.



14. Providing detailed proof of environmental claims is the most effective way to build consumer trust, with clear communication and regular sustainability reports also playing key roles.
15. Consumers trust philanthropic efforts most when supported by case studies and independent evaluations.
16. A majority of respondents believe credible evidence significantly increases their trust in a company's philanthropic efforts.
17. Independent certifications are the most trusted for green marketing, while website information is the least.
18. Consumers are generally open to trusting companies that admit past environmental mistakes and outline corrective actions, with most responding positively.
19. Most respondents prefer frequent sustainability updates, with quarterly and annual reports being the most favored.
20. Most consumers are neutral on green marketing, with some dissatisfied and fewer satisfied.

## **RECOMMENDATIONS**

Implementing effective green marketing strategies is crucial in addressing consumer skepticism and fostering trust in sustainable practices. The following recommendations focus on enhancing transparency, improving communication, and aligning business efforts with genuine environmental concerns.

1. Companies should enhance transparency, use third-party verifications, and communicate sustainability efforts effectively to build trust and counter greenwashing.
2. Green marketing strategies should be aligned with solutions for pressing environmental issues such as plastic pollution, climate change, and water pollution.
3. Companies should enhance the clarity of environmental claims to boost consumer awareness and ensure transparent green marketing.
4. Brands should adopt sustainable packaging and support clear regulations and eco-labeling to reduce skepticism and build consumer trust.
5. Educational institutions should include consumer awareness of greenwashing and sustainability in all curricula, ensuring students make informed choices.

## CONCLUSION

This research was guided by specific objectives aimed at understanding consumer awareness, skepticism, and the impact of greenwashing and philanthropic efforts on consumer behavior and environmental sustainability. The findings provide valuable insights that align closely with these objectives, offering a comprehensive understanding of the dynamics between corporate practices and consumer perceptions. The survey revealed that nearly half of the respondents had experienced greenwashing, indicating a significant level of awareness among consumers. However, a notable portion remained uncertain, suggesting that while awareness is growing, there is still a need for clearer communication and education about what constitutes genuine environmental efforts. This finding underscores the importance of enhancing consumer understanding to differentiate between authentic sustainability practices and misleading claims. Consumer skepticism was found to be driven by several factors, with the lack of clear regulations being the most significant. Past incidents of greenwashing, unclear eco-labels, and a general distrust of corporations also contribute to this skepticism. These findings highlight the critical need for standardized regulations and transparent labeling to build consumer trust. Independent third-party certifications and detailed proof of environmental claims were identified as effective ways to mitigate skepticism, emphasizing the role of credible evidence in fostering trust.

The research indicates that greenwashing significantly impacts consumer behavior, with many respondents likely to stop purchasing from a company found guilty of such practices. On the other hand, philanthropic efforts, when supported by detailed case studies and independent evaluations, can positively influence consumer perceptions. However, opinions on the role of philanthropy in green marketing are mixed, with a majority remaining neutral.

This suggests that while philanthropic initiatives can enhance a company's image, they must be part of a broader, genuine commitment to sustainability to significantly impact consumer behavior. The findings show that environmental sustainability plays a significant role in consumer purchasing decisions, with many respondents willing to pay more for environmentally friendly products. Philanthropic initiatives, when communicated effectively and validated by third parties, can further influence these decisions. However, the impact varies, with some consumers placing more importance on product quality and price. This indicates that while philanthropic efforts can sway purchasing decisions, they must be integrated with other consumer priorities to be truly effective.

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# **ANNEXURE**

## QUESTIONNAIRE

Topic: **THE PHILANTHROPIC RESPONSIBILITIES IN GREEN MARKETING  
WITH REFERENCE TO COCHIN CORPORATION**

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Dear Respondent,

We invite you to participate in a research study in accordance with our final year project exploring the Philanthropic Responsibility of Green Marketing and its impact on consumer purchasing decisions.

### **Instructions**

This questionnaire may take 15-20 minutes to complete. Please answer the questions honestly and to the best of your abilities.

We assure you that all the information you provide will remain confidential. Thank you for your time and participation.

Sincerely,

Anusha Anna Ajish, Meghana T Kammath and Mihika Nair

St Teresa's College (Autonomous), Ernakulam

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### **Questions:**

1. Have you ever encountered a product that claimed to be eco-friendly, but later found out it wasn't (greenwashing)?

- ☐ Yes
- ☐ No
- ☐ Not sure

2. What factors influence your purchasing decisions? (Select up to 3)

- ☐ Price
- ☐ Product Quality
- ☐ Environmental sustainability
- ☐ Business Reputation
- ☐ Brand image
- ☐ After-sale service
- ☐ Cash on delivery
- ☐ Return policy
- ☐ Satisfaction
- ☐ Other

3. How important is environmental sustainability when making purchasing decisions?  
(Scale 1-5)



4. Which environmental issues concern you most? (Select up to 3)

- ☐ Climate change
- ☐ Plastic pollution
- ☐ Deforestation
- ☐ Biodiversity loss
- ☐ Water pollution
- ☐ Air pollution
- ☐ Food waste and sustainable agriculture
- ☐ Chemicals in products
- ☐ Electronic waste
- ☐ Overfishing and ocean conservation
- ☐ Packaging waste
- ☐ Other

5. Have you seen green marketing claims in advertisements or product labeling?

- ☐ Yes
- ☐ No

6. How skeptical (doubtful) are you of environmental claims made by companies?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

7. Do you believe philanthropic efforts in green marketing genuinely contribute to environmental sustainability?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

8. In your opinion, what are the main reasons for consumer skepticism(disbelief) toward green marketing? (Choose one or more)

- ☐ Past incidents of greenwashing
- ☐ Lack of clear regulations
- ☐ General distrust of corporations
- ☐ Confusing eco-labels
- ☐ Media influence
- ☐ None of the above.

9. Would you pay more for environmentally friendly products?

- ☐ Definitely
- ☐ Probably
- ☐ Not sure
- ☐ Probably not
- ☐ Definitely not

10. Have you ever switched brands due to environmental concerns?

- ☐ Yes, frequently
- ☐ Yes, occasionally
- ☐ Rarely
- ☐ Never

11. Which green marketing strategies influence your purchasing decisions?

(Select up to 3)

- ☐ Eco-friendly packaging
- ☐ Environmental certifications
- ☐ Sustainable supply chain practices
- ☐ Educational content
- ☐ Philanthropic initiatives supporting environmental causes
- ☐ Transparent carbon footprint disclosures
- ☐ Minimalistic or zero-waste product design
- ☐ Partner with environmental organisations
- ☐ Offer eco-friendly product options
- ☐ Incorporate environmental storytelling
- ☐ Others

12. How likely are you to stop purchasing from a company if it is found guilty of greenwashing?

- ☐ Very unlikely
- ☐ Unlikely
- ☐ Neutral
- ☐ Likely
- ☐ Very likely

13. How often do you question the authenticity of green claims made by companies?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

14. Which action would increase your trust in a company's green marketing?

- ☐ Providing detailed proof of environmental claims
- ☐ Using clear and specific language in marketing materials
- ☐ Admitting and addressing past environmental issues
- ☐ Regularly publishing sustainability progress reports

15. What form of evidence makes you trust a company's philanthropic efforts the most?

- ☐ Detailed case studies with measurable outcomes
- ☐ Independent evaluations by environmental organizations
- ☐ Interactive dashboards showcasing real-time impact data
- ☐ Testimonials from community beneficiaries

16. How would you react to a company openly sharing its challenges in achieving sustainability goals?

- ☐ It would increase my trust significantly
- ☐ It would increase my trust somewhat
- ☐ It would make no difference
- ☐ It would reduce my trust

17. Which format of communication about green marketing efforts do you find most trustworthy?

- ☐ Sustainability reports or white papers
- ☐ Impact-driven storytelling or case studies
- ☐ Independent third-party certifications
- ☐ Transparent website information
- ☐ Social media updates

18. How likely are you to trust a company that admits past environmental mistakes and outlines corrective actions?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neutral
- ☐ Somewhat unlikely
- ☐ Very unlikely

19. How critical is third-party validation for evaluating the credibility of green marketing claims?

- ☐ Essential, I wouldn't trust claims without it
- ☐ Important but not always necessary
- ☐ Somewhat important, depends on the company
- ☐ Not important, I trust the company's word

20. How often should companies report measurable progress on sustainability goals?

- ☐ Quarterly
- ☐ Biannually
- ☐ Annually
- ☐ Only when major milestones are achieved

21. How satisfied are you with the current state of green marketing?

- ☐ Very Dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neutral
- ☐ Somewhat Satisfied
- ☐ Very Satisfied