

## “Green Marketing and Greenwashing – A Right way to go Green”

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### Abstract

*A great number of businesses are working to strengthen their standing in the environmental community by publicising the environmental initiatives they have undertaken. In order to accomplish this goal, they have implemented green marketing methods that will help them achieve a competitive edge and appeal to customers who are ecologically sensitive. However, not all “green marketing” statements truly represent the environmental behaviour of companies and, as a result, some of these claims might be considered “greenwashing.” It is a practise that is common among organisations in which the environmental and social values of a product, service, or organisation as a brand are constructed using assertions that are either baseless or intentionally misleading. To give the impression that a company is less harmful to the environment than it actually is, a practise known as “greenwashing” may be implemented. This involves the expenditure of additional resources, including money, time, and effort, for the purpose of marketing products as “green,” rather than working to reduce the impact of the product on the environment. As the majority of the world’s population continues to place extra strain on the environment, the issue of sustainability is becoming an increasingly pressing problem around the globe. As a result, “greenwashing” is rapidly becoming a widely influential marketing approach, and customers have an obligation to be more aware of its existence. Understanding the notion of “greenwashing” is the primary emphasis of this article, as is elucidating the proper approach to “getting green” by avoiding the practise of “greenwashing.” This study will make an effort to shed light on a variety of difficulties associated with green marketing. In addition, advertising in the FMCG and consumer durables industries may benefit from this study by better understanding the difference between green marketing and green washing. It is designed to assist commercial enterprises in using Green Marketing in the process of developing their Brand Identity.*

**Keywords:** *Green marketing, greenwashing, sustainability, competitive advantage, and environmentally friendly*

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## I. Introduction

The environmental movement that began in the early 1990s has led to a rise in the number of businesses engaging in “green marketing” (TerraChoice, 2010). Green marketing is a powerful tool for businesses to generate product distinction based on sustainability-related positioning, and it may also assist customers in making more educated product selections, which is a major benefit for consumers. It has been discovered that some businesses that are capitalising on green marketing prospects are making false or misleading statements about the environment. In many cases, it is impossible to tell the difference between these false or misleading assertions and true information. For instance, arguments such as “100% natural,” “recyclable,” “biodegradable,” and “chemical free” are frequently used in an exaggerated manner, despite the possibility that they may in fact be false or trivial and are instead merely disguising themselves as a proxy for credentials of actual environmental significance. Information that is inappropriate, overstated, or incorrect in reference to the sustainable attributes of a product is an example of deceptive green marketing, which is also known as “greenwashing.” According to the findings of several studies, it is prevalent all over the world (Baum, 2012; TerraChoice, 2010; Dai et al., 2014). Businesses engage in techniques known as “greenwashing” for a variety of reasons, including the desire to increase their sales and market share. The practise of “greenwashing” takes advantage of consumers’ genuine concerns about the environment. This has a number of negative effects, including restricting consumers’ ability to make decisions that are actually better for the environment and fostering confusion and scepticism with regard to all products that promote their “green” credentials, including those that are in fact more environmentally friendly. Greenwashing has a bigger social cost than other misleading marketing techniques since it has an impact not just on customers and businesses but also on the environment as a whole. In the end, greenwashing is a problem since it hinders the growth of genuine sustainability advances.

Research done so far in the field of “greenwashing” has primarily concentrated on naming different types of “greenwashing” (e.g., Laufer, 2003; Peattie and Crane, 2005; Carlson et al., 1993); describing

deceptive or questionable green marketing practises (Peattie and Crane, 2005); discussing regulation around “green marketing” (Carlson et al., 1993); and providing recommendations for companies on decreasing “greenwashing” or avoiding ambiguous green advertising (Davis (e.g. Coppolecchia, 2009, Nehme and Adams, 2012). The goal of this study is to increase the reader’s comprehension of the idea of “green washing” as well as the difficulties associated with “green marketing.”

## II. Review of Literature

Banerjee et al. (1995) created an analytical framework that may be used to determine whether or not advertising can be classified as environmental. It has to meet at least one of the following criteria: promote a sustainable lifestyle, with or without a product; offer a corporate image of environmental responsibility; and openly or implicitly link the product with the physical environment. The following phase, which came after establishing that the marketing messages chosen include arguments centred on the environment, was to establish whether or not the messages are suspected of engaging in “greenwashing.” In the academic literature, there are several terms and concepts that overlap with one another in order to identify the many forms of greenwashing (Carlson et al., 1993; Laufer, 2003; Peattie and Crane, 2005). Nevertheless, TerraChoice’s (2010) seven sins of greenwashing provide the most understandable and comprehensive analysis of the many sorts of misleading green marketing. [Citation needed] [Citation needed] Their seven sins—no evidence, ambiguity, worshipping false labels, hidden trade-off, irrelevance, the least of two evils, and fibbing—are well recognised and quoted in academic literature to identify distinct varieties of greenwashing. [Citation needed] (e.g., Lyon and Maxwell, 2011, Chen and Chang, 2013). Because the selected marketing messages were from FMCG companies and were accessible at supermarkets, there was a good chance that customers were already familiar with the actual messages and items being marketed to them. Because using ambiguous language is a typical form of greenwashing, it is essential that this aspect be accounted for in the research (Cummins et al., 2014). However, there are some businesses that attempt to obtain a competitive advantage by taking advantage of the green movement by spreading favourable

information about the environmental performance of the firm, even when the truth is quite different (Lyon and Maxwell, 2011). “Greenwashing” is the term used to describe this practise. Greenwashing is a marketing strategy that businesses use to give the impression that they are more environmentally conscious than they really are (Lyon and Maxwell, 2011). Greenwashing is harmful because it deceives customers about a company’s environmental performance, which lowers customers’ capacity to trust the communication of firms making green claims and, as a result, may damage customers’ faith in the green market as a whole (Polonsky et al., 2010).

According to the findings of Gleim and Lawson (2014), a consumer’s awareness of the implications of their actions is one of the most important factors in determining whether or not they will make environmentally conscious purchases. If consumers believe that their individual preferences are unimportant, it is doubtful that they will make purchases of goods that are less harmful to the environment (Gleim & Lawson, 2014). As a result, greenwashing might have an effect on customers who want to buy environmentally friendly items and who believe that the decisions they make as individuals have an impact on the world. Some businesses have reported feeling increasing pressure to attract the attention of environmentally conscious customers as a result of the growing interest in environmentally friendly goods. Because businesses place a premium on attracting environmentally conscious customers, they are actively working to align the public perception of their goods with environmentally conscious ideals in order to increase their bottom line (Furlow, 2010). According to Correa et al. (2017), businesses strive to provide the impression that their organisation is in accordance with what society expects and considers acceptable by linking their goods with social and environmental values. Greenwashing is the term used to describe some of the efforts to project a more environmentally friendly image (Furlow, 2010).

According to Delmas et al. (2011), “greenwashing” is defined as the simultaneous occurrence of two firm practises: bad performance on the environmental front and positive communication about excellent performance on the environmental front. On the other hand, Parguel et al. (2011) describe

“greenwashing” as the act of deceiving customers about the environmentally friendly qualities of a product or the policies of a corporation. Companies engage in greenwashing to enhance consumer trust by portraying a more environmentally friendly image than what is accurate (Laufer, 2003); greenwashing is a method of advertising in which the green marketing is deceptive (Martnez et al. 2019). Greenwashing is a form of advertising in which the green marketing is deceptive. Greenwashing is a readily available option that may be used to attract the attention of environmentally conscious customers since making manufacturing more sustainable can be a time-consuming and costly process (Chen and Chang, 2013).

According to Nguyen et al. (2019), consumers are becoming more wary of businesses that attempt to gain an edge by capitalising on the environmental movement. One of the most significant challenges facing modern green marketing is restoring consumers’ faith in the reliability of the environmental information provided by businesses (Chen and Chang, 2013).

### III Objectives of the Study

1. To discuss the difficulties associated with green marketing.
2. To investigate the many Greenwashing Practices put into place by Commercial Organizations
3. To determine the level of knowledge that consumers have about green marketing and green washing practises.
4. To recommend Go-Green Practices that are Appropriate for Business Entities in the Process of Creating Brand Identity.

### IV Research Methodology

For the purposes of this investigation, data from original sources as well as secondary sources has been gathered. A systematic questionnaire with no open-ended questions was used, and data collection from respondents was carried out using the stratified random sampling method. The number of respondents in the sample has been limited to 103, and every effort has been made to ensure that a diverse range of age groups, income levels,

occupations, and genders is represented. For the purpose of data analysis and interpretation, pie charts have been used.

## Definition of Green Marketing

The term “green marketing” refers to any and all efforts that are intended to encourage interaction between human needs and the natural environment in which they occur with the least amount of negative influence possible (Polonsky 1994). Green marketing creates a moral duty for businesses to be more socially responsible in order to lessen the effect that an organisation has on the environment. This is done in order to reduce the impact that an organisation has on the environment.

Green marketing is an implementation of sustainable business practises that, according to the beliefs of firms, help customers become more aware of their own social duty.

## Challenges in Green Marketing

Businesses may face a variety of obstacles when attempting to implement green marketing practises. The following is a list of key problems associated with green marketing:

- A Recent Development Green marketing is still a relatively recent development in India. People who live in more remote parts of the country still have a low level of knowledge about the advantages of green marketing. The end user, or consumer, has to be educated and made aware of the dangers that face the environment. The new environmental movement must get its message out to the general public, which will require a great deal of time and energy. Because of India’s long history with Ayurveda, the country’s people understand the significance of utilising beauty products made from natural ingredients and herbs. The average Indian consumer is aware of and has access to healthy lifestyle options, such as yoga and the intake of natural foods. In those respects, the customer already has and will continue to have a tendency to adopt environmentally friendly items. The practise of adding the terms “Herbal,” “Natural,”
- “No side effects,” and “Chemical Free” to a product’s label has become a common tactic in the industry of “Green Washing.”
- The Requirement for Equivalence It has been discovered that only a very small fraction of the marketing messages coming from green campaigns are equivalent, and there is a deficiency of equivalence to substantiate these assertions. These assertions cannot be verified due to the lack of uniformity. As of late, there is no set standard that must be adhered to in order to formally promote a product as organic. There will not be any verified ways available unless certain regulatory agencies are engaged in the process of delivering the certificates. Therefore, the establishment of a standard quality control board is required for the licencing and labelling of such products.
- There is a cost involved since environmentally friendly items must be made from materials that are renewable and recyclable. Additionally, green marketing is the marketing of environmentally friendly goods and services, as well as environmentally friendly technologies and sources of green power and energy. This type of marketing requires a significant financial investment in research and development (R&D) programmes for the products’ development as well as subsequent promotional programmes, which could ultimately result in increased costs.
- **Green washing** is a form of spin in which green PR or green marketing is used deceptively to promote the perception that an organization’s products, aims, and/or policies are environmentally friendly. Green washing is a compound word modelled on “whitewash,” and the term “green sheen” is another name for green washing. Green washing is a form of spin. When a company spends significantly more money or time advertising being “green” (that is, operating with consideration for the environment), than is actually spent on changing the name or label of a product to evoke the natural environment on a product that contains harmful chemicals

to multimillion dollar advertising campaigns portraying highly polluting energy companies, this is an example of green washing. Another example is when a company spends millions of dollars on advertising campaigns that portray highly polluting energy companies as being environmentally conscious.

- **Endurance and Perseverance:** The investors and corporations needed to consider the environment as a primary long-term speculating potential; the marketers needed to take a look at the long-term rewards that would come from this new green movement. It will need a great deal of perseverance on your part, and there will be no fast results. Because it is a new notion and concept, it will go through its own phase of acceptability in its own time.
- **Convincing customers** is another significant obstacle that a company must overcome in order to make a profit from the sale of environmentally friendly products. This is due to the fact that customers may be reluctant to have faith in a company's strategy of green marketing. As a result, the company must ensure that it takes every step possible to persuade customers that its environmentally friendly products are the best option. The most effective method of doing so is by utilising eco-labeling programmes.
- **Green myopia** is to be avoided at all costs; this is another significant obstacle on the path of green marketing. Green marketing myopia describes situations in which one aspect of green marketing is misunderstood or overemphasised to the detriment of another aspect of green marketing. The first and most important guideline of green marketing is to put an emphasis on the advantages to the customer, also known as the main reason why customers purchase certain items in the first place. If you do this well, you may encourage customers to switch brands or even be willing to pay more for environmentally friendly alternatives. It does not meet the requirements for achieving high

levels of customer satisfaction. This will result in the development of green myopia. – The Consumers' Psychological State of Mind – How Businesses Take Advantage of It.

- **Sustainability:** Initially, there is not much of a profit to be made due to the higher cost of renewable resources, recyclable goods, and environmentally friendly technology. Only in the long term can marketing that prioritises sustainability be effective. As a result, the company must plan for a long term strategy rather than a short term strategy and prepare for the long term strategy, while at the same time avoiding the temptation to engage in immoral business activities in order to generate profits in the near term.
- **Non-Cooperation:** Businesses that engage in green marketing have to work very hard to persuade various stakeholders, and there are many instances in which the effort is unsuccessful in persuading those stakeholders of the long-term advantages of green marketing in comparison to its short-term costs.
- **A reluctance to pay a premium:** If more environmentally friendly goods are manufactured, then the cost of production will also rise due to the rise in the cost of raw materials; furthermore, after rising in production costs and low sales, the cost of environmentally friendly goods will also increase in price. Under such circumstances, customers are not willing to pay a higher price for environmentally friendly goods.

## Definition of Greenwashing

Greenwashing, also known as “green shine,” is the practise of displaying the goods or services of an organisation in such a way as to give the impression that they are environmentally friendly only for the purpose of promoting such goods or services. In point of fact, the item or service in question does not have or scarcely has any advantages for the environment. In fact, despite their assertions to the contrary, they can be doing their business in ways that are harmful to the environment.

Greenwashing may be broken down into two primary categories:

A firm that takes credit for an existing manufacturing process and acts as though it was motivated by an environmentally friendly guideline is called a “greenwashing company.” For instance, a corporation might stop using shrink wraps for packaging in order to save money while simultaneously portraying this decision as an environmentally responsible one.

Lies might be told by a firm regarding the eco-friendliness of a product by utilising terms like “Best in class ecological,” packaging that depicts green fields and flowers, or certificates from Ecomaniacs. This is a particularly egregious example of greenwashing.

### **Practices of many kinds of greenwashing that are undertaken by businesses**

Greenwashing may be broken down into a number of distinct categories, with the following five being the most common:

#### **1. Environmental Imageries**

When companies utilise images of nature, such as plants, leaves, or the colour green, to market or label their goods, they are engaging in a kind of “greenwashing” known as “nature-based greenwashing.” The message of being environmentally conscious is often connected with these pictures. Customers will be given the notion that the product is friendlier to the environment as a result of this depiction. Additionally, this is an example of “green marketing.” A common practise in automotive advertising is to place vehicles in picturesque settings, even when a brand-new gas guzzler may not be the most appropriate vehicle for the environment.

#### **2. Labels That Are Not Accurate –**

There are certain items on the market that have labels such as “Certified,” “100% organic,” etc.; nevertheless, these labels do not provide any further information to back up their claims. There is a strong likelihood that the person applying the label made it up and stated it to themselves.

#### **3. Hidden Trade-Offs**

Companies might put on the appearance of being environmentally conscious and sustainable, but in reality, they often have trade-offs that are not at all ecologically beneficial. One example of this is the practise of certain garment manufacturers that claim to employ “natural” or “recycled” fabrics when, in reality, the apparel was produced under exploitative circumstances. Genuine businesses, on the other hand, would disclose further details on topics such as energy use, water quality, emissions of greenhouse gases, and so on.

#### **4. Irrelevant Claims**

Sometimes, you may come across product labels that state they do not contain any of the specified compounds. It is not appropriate to market oneself as environmentally conscious if the material in question is already prohibited by law. You may also have come across labels that state “not tested on animals,” which is something that you may or may not have seen. In countries like China, where doing experiments on animals is mandated by law, this is rendered meaningless.

#### **5. The Better Option of Two Evils**

This is a situation in which the claim made by the corporation about its product is accurate within the context of the category, but an even larger danger or environmental effect exists. One good illustration of this would be a business that sells organic smokes.

#### **6. Vagueness**

By making use of “green” vocabulary, this kind of greenwashing makes the product seem appealing to the buyer; nevertheless, the phrases are highly nebulous and do not have a precise definition that is consistently applied across the board. The term “eco-friendly” or “environmentally friendly” is the best illustration of this. This is a fairly broad statement to make due to the fact that being environmentally friendly is contingent on a great deal of different elements. When you encounter this label, you should search for the following information: in what ways is the product ecologically friendly? Example: “sustainable,” “non-toxic,” “biodegradable.”

## 7. No Receipts

Companies engage in this kind of “greenwashing” when they make statements on their packaging and in their marketing that cannot be supported or shown in any way. This particular kind of greenwashing is clickbait greenwashing, which was discussed in the previous section. Labels and marketing materials may include statements that cannot be substantiated, and the company behind them may refuse to do so even when questioned. They are going to attempt everything in order to hide it. Some people may claim that they are unable to disclose information because of “trade secrets.” Others will create their own certification programme in order to be able to have a certified symbol printed on their label; this is a dishonest practice. An example of this would be how SC Johnson came up with their own “Green List Certification” to put on their goods rather than having it checked by a third party.

## 8. Use of a Hook and a Switch

When a firm makes a tiny product that is environmentally friendly with the intention of luring consumers into their shop, this is an example of “greenwashing.” After being enticed by the first product, clients are then shown the remainder of the company’s product range, which is comprised of a variety of items that are not kind to the environment. In most cases, the price of this environmentally friendly product is set artificially high in the hope of persuading buyers to purchase the non-environmentally friendly variant instead. One product that is sold by a firm that manufactures toilet paper and uses recycled paper can be seen here. Although the recycled toilet paper is priced too high, it still manages to make it appear decent. After being enticed, the buyers can believe that all of the company’s goods are environmentally friendly or that the business upholds moral standards.

## 9. The Process of Production

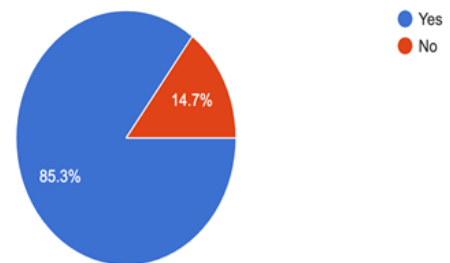
It is grossly overstated that the raw materials and production methods that were used in the making of the items were ones that were beneficial to the preservation of natural resources, energy, and the environment. Many firms claim that they use environmentally friendly practises across the whole of their production processes and daily operations.

In the end, this will result in the manufacture of goods whose effects on the surrounding environment have been evaluated at each and every stage of the manufacturing process, beginning with the initial intake of raw materials.

## V. Analysis and Interpretation

**Chart 5.1 This figure illustrates the respondents’ level of knowledge on green products.**

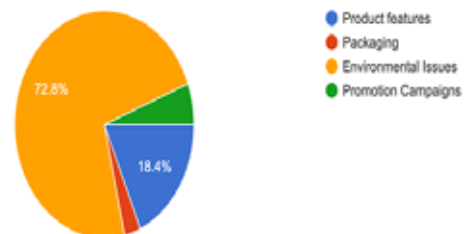
1. Are you aware of Green Products?  
102 responses



The information shown in the above pie chart demonstrates very clearly that the majority of the respondents, or 85.3% of them, are aware of the Green Products which are offered in the retail outlets.

**Chart 5.2 This chart illustrates the primary justification for purchasing environmentally friendly products.**

2. What makes you to buy a green product?  
103 responses



The preceding pie chart demonstrates very clearly that the majority of respondents (72.8% of them), who choose green products, cite an increase in environmental issues as a reason for doing so. The remaining respondents, however, say that product features, promotion campaigns, and packaging

are the most important factors in their purchasing decisions when it comes to green products.

**Chart 5.3 This chart illustrates whether or not customers are provided with enough information about the “Green” aspects of the items they purchase.**

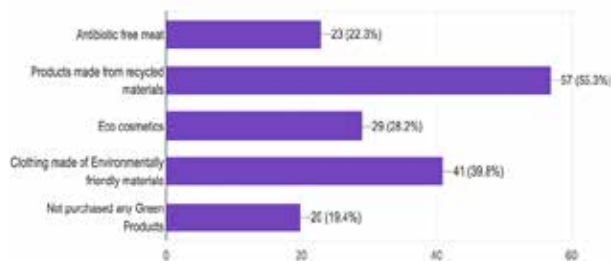
3. Do you think there is enough information about “Green” features when you buy the product.  
102 responses



The figure that you just looked at reveals that the majority of respondents, or 38.2% of them, are uncertain as to whether or not there is sufficient information regarding the “Green” aspects when they purchase the items. When it comes to purchasing items, around 31.4% of respondents believe that there is insufficient information about the “Green” characteristics, while the remaining 30.4% of respondents believe that there is adequate information about the “Green” features.

**Chart 5.4 The following is a list of green products that have been bought by customers in the past, as seen in the chart.**

4. Below are the list of green products, select the products that you might have purchased in the past.  
103 responses

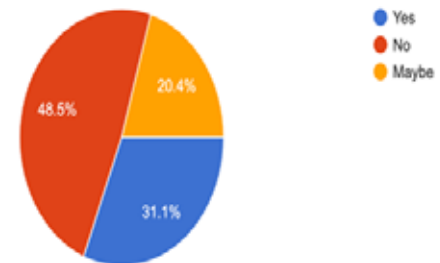


The data shown in the above pie chart illustrates quite clearly that the majority of respondents, or 55.3% of them, had purchased products created from recycled materials. Approximately 39.8% of those who participated in the survey had made purchases of garments produced from eco-friendly materials. About 28.2% of those who participated in the survey

have bought eco-friendly cosmetics, 22.3% of those who participated in the survey have purchased beef raised without antibiotics, and 19.4% of those who participated in the survey have not purchased any green items.

**Chart 5.5 The following graphic illustrates the level of knowledge that consumers have towards the notion of greenwashing.**

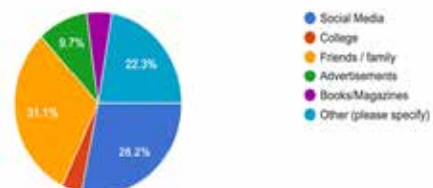
5. Do you know what GreenWashing is  
103 responses



According to the data shown in the table above, about half of the respondents, or 48.5%, do not understand the meaning of the term “greenwashing.” There are around 31.1% of respondents who are aware of greenwashing, yet there are also 20.4% of respondents who do not understand what greenwashing is all about.

**Chart 5.6 The information relating to the Greenwashing notion may be gleaned from the chart that is shown below.**

6. How did you first hear about GreenWashing?  
103 responses



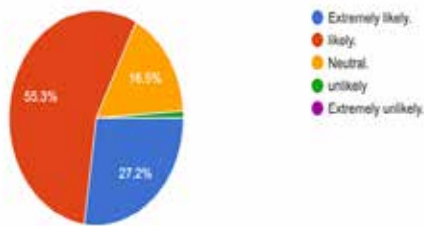
According to the data that can be seen above, the vast majority of respondents had learned about the idea of greenwashing through either friends or family. The second most important place to learn about the idea of greenwashing is via social media, which is



then followed by other places, such as advertising, books and magazines, and educational institutions.

**Chart 5.7 This graphic illustrates the increase or decrease in the likelihood that a buyer will purchase a product if it is marketed as being friendly to the environment.**

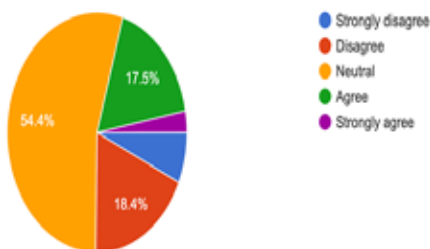
7. Are you more or less likely to buy a product if it is advertised as Environmentally friendly?  
103 responses



The figure that you can see above demonstrates that the majority of respondents, or 55.3% of them, are inclined to purchase the product if it is marketed as being environmentally friendly. If the product is marketed as being environmentally friendly, around 27.2% of the respondents are very inclined to purchase the product in question. The remaining respondents are divided into two groups: those who are unlikely to purchase the product even if it is marketed as environmentally friendly and the 16.5% of respondents who do not have an opinion on their buying choice.

**Chart 5.8 This graphic provides an overview of the items that customers have purchased that have environmental features that contain deceptive language.**

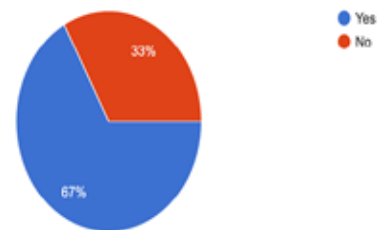
8. The product you have bought misleads with words in its environmental features  
103 responses



According to the chart that was just shown, the vast majority of respondents had a neutral attitude toward the environmental qualities of the items that they had bought, which included deceptive language. The respondents who dispute that the things they have bought have deceptive language in their environmental characteristics come in second, with just 17.5% of respondents agreeing that the products they have purchased contain such phrases.

**Chart 5.9 This graphic illustrates whether or not customers are influenced by greenwashing while making purchasing decisions.**

12. Does greenwashing impacts your purchase decision.  
103 responses



The data shown in the table above make it abundantly evident that the vast majority of respondents believe that greenwashing influences their purchasing choices, in contrast to the minority of respondents (33%) who believe that greenwashing has no influence on their purchasing decisions.

## VI Findings of the Study

- The results of this survey indicate that the majority of respondents are aware of the green goods that are now available on the market, and the primary motivation for purchasing such green products is an increase in environmental concerns, followed by the product characteristics.
- According to the results, the vast majority of respondents were uncertain as to whether or not they get enough information on the environmentally friendly characteristics of the items they purchase.

- According to the findings of the survey, the majority of respondents had previously bought apparel made of ecologically friendly materials and then items manufactured from recycled materials.
- According to the findings of this survey, the vast majority of respondents are completely unfamiliar with the idea of greenwashing.
- This research also investigated whether or not the majority of respondents would be inclined to purchase the items if they were marketed as being ecologically friendly.
- This research suggests that respondents had a neutral impression about the items which they have bought with deceptive language in its environmental qualities, and it clearly indicates that Greenwashing effect respondents' Purchase Decisions.

## **The Proper Approach to Going Eco-Friendly**

Given the high cost of "greenwashing" and the likelihood that it will eventually be exposed, it is preferable for businesses that do not have a strong and honest position on the environment to say nothing and remain silent. This is because it is riskier to expose oneself to scrutiny and criticism by promoting environmental benefits that are either misleading or false. The discovery that some companies knowingly choose to scam their way into the green trend has prompted stakeholders to adopt an aggressive attitude: when in doubt, punish. This was brought about by the understanding that some corporations voluntarily chose to cheat their way into the green trend. Even companies that are making genuine efforts to green their operations might run into issues if they attempt to market their green credentials too soon or if their efforts to green their operations are primarily symbolic. Both of these situations put the business in jeopardy. You shouldn't start calling attention to your actions until you have real green initiatives in place. Only then should you start doing so.

Managers should be aware that it is extremely difficult to fake an environmental attitude (particularly

when their firm belongs to an ecologically sensitive sector) and that only really green credentials are useful when developing a corporate image that will survive for a long time and be lucrative. A number of businesses have either been able to effectively change practises that were not sustainable or have followed a successful green agenda from the very beginning.

The following is a step-by-step guide for businesses that want to improve their environmental credentials while also emulating existing successes:

### **1. Define what it means for your organisation to operate in a sustainable manner.**

This initial stage is essential to establishing a sustainability plan that is based on reality and can be understood by stakeholders. Due to the fact that every business is unique, it is impossible to find a solution that will work for everyone. Instead, you should determine how sustainability is integrated into the supply chain of your organisation and how it connects to the manner in which you produce value.

### **2. Ensure that everyone in the firm is committed.**

True change can only emerge from the individual themselves. When it comes to providing leadership that encourages participation from all relevant parties, the board of directors and the chief executive officer are indispensable.

### **3. Determine your objectives, and continually evaluate your progress.**

It is vital to be willing to accept certain trade-offs in order to achieve economic achievements that are sustainable. Because of this, it is of the utmost importance to make certain that the objectives of the strategy identify the most appropriate metrics to use when evaluating the outcomes. Is it the goal of your company to either improve its bad influence on society and the environment, increase its potential for favourable possibilities to occur, or do both of these things? Maintain a careful eye on your efforts to be sustainable after you have determined what the goals are. The metrics have to be understandable,

and the reporting has to be exhaustive and honest throughout.

#### **4. Bring your structure of corporate governance into alignment.**

It is essential that the interests of owners and managers be aligned with the structures and practises of pay that make up strong corporate governance.

#### **5. Engage in conversation with clients and other stakeholders.**

Communication in both directions is essential. Ikea is a good example of this because it has established a social and environmental coordination group. This group works with forestry organisations, transportation and distribution companies, and even Ikea's own suppliers to find ways to reduce the impact that Ikea's operations have on the environment. In addition, since Ikea enjoys huge economies of scale and market strength, the firm is in a position that enables it to influence the behaviour of all of its numerous supplier groups. This position allows Ikea to influence the behaviour of its suppliers.

#### **6. Engage in collaborative efforts with other industry peers, NGOs, and politicians.**

Long-lasting relationships are built on a foundation of shared values and goals. It is a difficult yet essential task to preserve our planet. Being environmentally conscious may provide businesses with a source of competitive advantage and is a strategy that should be pursued in the long run. Nevertheless, while pursuing a green agenda, leaders should first and foremost be realistic and expect that there will be trade-offs involved and that the process will be complicated and challenging. Only then can they begin to formulate an effective strategy. Companies who try to cut corners and engage in greenwashing methods will quickly discover that the potential benefits do not justify the very real dangers that they put themselves in.

### **VII Conclusion**

In this article, we have addressed the fundamentals of green marketing as well as its challenges and the different greenwashing tactics that have been applied by business enterprises. As a result of

greenwashing's inherent interdisciplinary nature, there is no universally acknowledged definition of the term as it exists today. In the course of our research, we asked only residents of Bengaluru City to take part, and then, using a method known as stratified random sampling, we selected a small number of respondents at random from each neighbourhood in the city. According to the findings of the survey, the vast majority of customers are not yet familiar with the notion of "greenwashing." Greenwashing is something that appears to be prevalent in virtually every marketing practise involving environmental concerns. There is a lot of confusion among customers about which items genuinely assist the environment. The growing cynicism of consumers will lead reasonable efforts by businesses to become less detrimental to the environment to fail, causing such businesses to lose whatever competitive advantage they may have acquired. In conclusion, since consumers would "discount" any environmental marketing promises, there will be fewer incentives for businesses to develop items that are beneficial to the environment and, as a result, fewer incentives for businesses to produce such products. Therefore, in order to acquire a competitive edge and to create a brand identity, businesses need to take the proper steps necessary to become more environmentally friendly. In order to achieve a competitive advantage, ethical and environmentally responsible marketing strategies need to be put into action.

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