

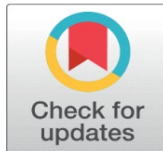
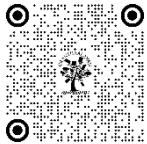
EXPLORING THE ROLE OF GREEN MARKETING IN SUSTAINABLE BUSINESS PRACTICES

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ABSTRACT

This study examines the impact of green marketing on sustainable business practices and explores employee perceptions regarding the implementation of green marketing for sustainability. Utilizing a quantitative approach, data were collected through structured surveys from 189 employees from various industries. The results indicate that green marketing initiatives significantly enhance sustainability practices, environmental performance, and integration into business strategies, while also boosting company reputation and customer loyalty. Employees exhibited strong positive perceptions of green marketing, expressing pride in their company's sustainability efforts and supporting continued implementation and expansion of these practices. These findings underscore the importance of green marketing as a strategic tool for achieving long-term business success and environmental stewardship. Future research should focus on developing comprehensive models linking green marketing to consumer behaviour and exploring its long-term financial impacts across different sectors and regions.

Keywords: Green Marketing, Sustainable Business Practices, Employee Perceptions, Environmental Performance, Customer Loyalty, Quantitative Analysis

1. INTRODUCTION

Recently, there has been a significant change in the global corporate environment, with a strong focus on sustainability. This transition is not only a passing fad, but rather an essential progression motivated by environmental considerations, social accountability, and consumer expectations. Green marketing is the central focus of this movement, which involves promoting products and services by highlighting their ecologically friendly methods. Green marketing, sometimes referred to as sustainable or eco-marketing, is crucial for ensuring that corporate activities are in line with the principles of sustainability. This introduction explores the importance of green marketing in promoting sustainable business practices and its impact on both firms and consumers. Green marketing arose as a reaction to the increasing recognition of environmental concerns such as climate change, loss of resources, and pollution. As customers grow more ecologically aware, their tastes are more inclined towards products and companies that exhibit a dedication to sustainability. The change in consumer behaviour has resulted in a demand for green products, which are items that are manufactured, distributed, and disposed of in ways that reduce their negative effects on the environment. Companies who acknowledge and address this need may not only distinguish themselves in a competitive market but also make a beneficial impact on the environment. The notion of green marketing encompasses more than just promoting

environmentally friendly items. The method involves a comprehensive strategy that incorporates sustainable practices across all aspects of the business operation, including product design, manufacture, packaging, distribution, and end-of-life disposal. This complete plan guarantees that sustainability is deeply ingrained in the fundamental principles and activities of the organisation, rather than being an afterthought or a shallow marketing tactic. Companies that truly dedicate themselves to green marketing frequently implement strategies such as minimising carbon emissions, preserving water resources, using renewable energy sources, and advocating for recycling and reuse. An important factor that motivates green marketing is the growing regulatory pressure exerted by governments and international organisations. Stringent policies and regulations focused on minimising environmental effect and advancing sustainability are increasingly pressuring firms to embrace more environmentally friendly methods. Adhering to these standards is not just a legal requirement, but also a strategic benefit. Companies that actively use green marketing strategies can prevent possible fines, enhance their standing, and earn the confidence of stakeholders, such as consumers, investors, and regulatory bodies. Furthermore, green marketing has the potential to provide substantial economic advantages. Implementing sustainable practices frequently leads to financial savings by enhancing operational efficiency, minimising waste, and conserving resources. Companies that allocate resources towards energy-efficient technology and procedures can effectively reduce their operational expenses over an extended period of time. Furthermore, green products frequently demand higher pricing, as people are prepared to pay a premium for products that are in line with their ideals. Millennials and Gen Z customers, who place a high value on environmental and ethical factors while making purchases, are particularly prepared to pay extra for products. The significance of green marketing in sustainable business operations is also seen in the increasing prominence of corporate social responsibility (CSR). Businesses are increasingly acknowledging that they have obligations that go beyond just maximising profits, and also include taking care of social and environmental concerns. Green marketing is a concrete method for firms to showcase their dedication to corporate social responsibility (CSR) by actively contributing to the welfare of the environment and society. This dedication not only improves the company's reputation but also promotes customer allegiance and staff contentment. Ultimately, green marketing is an essential element in implementing sustainable company strategies. It demonstrates a company's commitment to environmental stewardship and aligns with the principles of modern customers. Businesses may gain a competitive advantage, meet legal obligations, reap economic advantages, and perform social duties by using green marketing techniques. As the globe faces ongoing and urgent environmental issues, the significance of green marketing will increasingly become essential, making it a crucial component of contemporary company strategy.

2. REVIEW OF LITERATURE

Nath and Siepong (2022) provide useful insights on the significance of green marketing capacity (GMC) in promoting sustainable business practices, highlighting the diverse outcomes observed across enterprises that engage in green marketing. Their research, based on resource-based perspective and dynamic capacity theories, presents a theoretical framework to conceptualise and design Green Marketing capacity (GMC). The study investigates the components of GMC, the variations in GMC configurations across different organisations, and the influence of these configurations on green marketing performance. The researchers employ a diverse range of industries and gather data from multiple sources, such as surveys of managers and objective financial information. They discover two methods that companies can employ to cultivate Green Market Competence (GMC): through green market sensing (engaging in learning and planning activities) and green market execution (utilising marketing strategies and cross-functional orientations). Companies are categorised into three groups according to their GMC configurations: opportunity seekers, who demonstrate excellence in both sensing and execution and function as green market prospectors; conservative compliants, who fall behind in both areas and function as green market defenders; and critical adopters, who maintain a balanced approach. The study shows that the most effective green marketing performance is attained by using a strategy that focuses on seeking opportunities. This study highlights the significance of adopting creative Green Marketing Communication (GMC) strategies for companies that seek to improve their green marketing initiatives. Additionally, it contributes to the larger comprehension of how green marketing may promote sustainable business practices.

Domazet and Kovačević (2018) examine the pivotal significance of green marketing in attaining sustainable development, emphasising the underlying ecological consequences of all corporate operations. They stress the need of firms maintaining a balance between profitability and their social and environmental obligations while using natural resources. The objective of this study is to illustrate that firms have the capacity to be both financially successful and

socially responsible by incorporating green marketing into their operational plans. Green marketing is not only compatible with sustainable growth but also vital for it. The study examines the advantages and difficulties of adopting green marketing from the viewpoints of important stakeholders, including consumers, businesses, and nations. It employs a "meta" empirical analysis methodology that combines data from previous studies. In addition, case study analysis is used to offer practical suggestions and illustrate successful instances of green marketing implementation. This study highlights the need of integrating sustainability into marketing strategies in order to promote long-term profitability and social responsibility. This, in turn, contributes to the wider discussion on the role of green marketing in sustainable business practices.

In their study, Yadav, Kumar Dokania, and Swaroop Pathak (2016) investigate the influence of green marketing activities on the corporate image of companies in the hotel sector in a developing country, with a special emphasis on the Indian context. Their research is to comprehend the impact of green actions, the corporate communication around these activities, and the resulting green image on customer perceptions and intents. The study employed a snowball sampling technique to gather 220 valid replies via an online survey. These results were subsequently analysed using structural equation modelling. The results indicate that engaging in environmentally friendly practices and cultivating a positive environmental reputation have a substantial impact on the overall reputation of hotels, leading to a higher likelihood of consumers choosing to stay at these hotels. Curiously, the study discovered that the corporate communication of green activities had no noteworthy effect on the corporate image. This was due to the comparatively limited amount of such communication by Indian hotels. This study provides valuable insights for hospitality managers on the significance of implementing and actively promoting environmentally-friendly marketing strategies to improve the company's reputation and encourage consumer involvement. This study addresses a research gap by presenting empirical evidence on the impact of green marketing on corporate image in the hospitality sector, specifically in a developing country. This contributes to a better understanding of how green marketing can promote sustainable business practices. The research conducted by Nath and Siepong (2022), Domazet and Kovačević (2018), and Yadav et al. (2016) together offer a thorough comprehension of the significance of green marketing in promoting sustainable company practices. Nath and Siepong demonstrate the diversity in outcomes of green marketing among companies and underscore the significance of green marketing competence. Meanwhile, Domazet and Kovačević stress the necessity of incorporating sustainability into marketing strategies to achieve a balance between profitability and responsibility. The study conducted by Yadav et al. provides empirical evidence of the concrete advantages of green marketing in improving the reputation of companies and influencing consumer behaviour in the hotel industry. These studies highlight the many advantages of green marketing and its crucial role in promoting sustainability in several businesses and situations.

Das, Dash, and Padhy (2012) examine the strategic aspects of green marketing, highlighting its significance in promoting sustainable corporate expansion. They emphasise the growing customer desire for eco-friendly products and the significance of brand perception in this context. The study highlights the importance for firms to clearly convey their environmentally-friendly actions in order to fulfil customer demands and preserve a favourable brand reputation. Green marketing involves a broad spectrum of actions, such as altering products, modifying manufacturing and distribution methods, introducing innovative packaging, and making improvements to marketing communications. The authors emphasise the need of incorporating green marketing into corporate strategy to prevent green marketing myopia, a situation when firms concentrate solely on the environmental features of their products without taking into account wider customer demands and market trends. They offer pragmatic tactics and instances of prosperous green marketing methodologies, illustrating that green marketing is not only achievable but also enduring and lucrative. This study highlights the significance of incorporating green marketing tactics into the fundamental company operations to attain long-term sustainability and expansion, in line with the wider discussion on the impact of green marketing in advocating for sustainable business practices.

Arseculeratne and Yazdanifard (2014) examine the ability of green marketing to establish a long-term competitive advantage for enterprises, highlighting its development as a crucial business strategy since the 1980s. They highlight that the renewed awareness of environmental issues among customers has elevated green marketing to a crucial strategic position for achieving a competitive advantage over competitors. This transition signifies a substantial change in company strategies for interacting with customers. The writers analyse the essential components of competitive advantage and the strategic implementation of green marketing by firms to get it. This paper outlines the fundamental attributes of green marketing and its significance in the current corporate environment. The article offers a thorough examination of the execution of green marketing strategies, emphasising how organisations integrate the marketing mix

to accomplish environmentally-friendly goals. This article analyses the necessary conditions for a prosperous green marketing plan and investigates the possible obstacles that organisations can encounter. Furthermore, the authors emphasise the significance of cooperation among different parties involved in order to ensure the effectiveness of green marketing efforts. This study adds to the overall comprehension of how green marketing not only promotes sustainable company practices but also improves competitive positioning in the market.

Singh and Pandey (2012) examine the strategies and methods of green marketing, highlighting its increasing importance in advancing sustainable development. These phrases, such as green revolution, going green, environmental protection, and sustainable development, have become essential in our daily lives, impacting how consumers behave and how businesses plan their strategies. The paper offers an extensive analysis of the influence of green marketing techniques on consumer satisfaction and environmental safety. It serves as a significant reference for scholars investigating this area. Green marketing enables organisations to re-market and re-package items that meet environmental standards, providing a chance for co-branding and highlighting their eco-friendly features. The paper examines the emergence of green marketing as a significant trend in the contemporary market, propelled by heightened consumer consciousness and environmental apprehension. This study focuses on identifying distinct categories of environmentally concerned customers and analysing the obstacles and prospects that firms have when trying to appeal to these green consumers. The research conducted by Singh and Pandey highlights the two-fold advantages of green marketing in improving consumer happiness and guaranteeing environmental safety, hence promoting sustainable company practices.

Garg (2015) investigates the level of acceptance, attitudes, efforts, and challenges associated with green marketing as regarded by both public and private manufacturing enterprises in India. The study focuses on a sample of companies located in Delhi and the north-western area. The study demonstrates that both sectors are experiencing growing apprehension over the environment and acknowledging the significance of green marketing for the promotion of sustainable growth. Green marketing is regarded as both a mandatory obligation and a smart marketing technique to establish client confidence and loyalty. Nevertheless, the study emphasises notable barriers to the implementation of environmentally-friendly marketing in the Indian business, such as financial limitations, limited knowledge, and infrastructure-related difficulties. Garg advocates for firms to perceive environmentalism as a potential sales opportunity rather than only a matter of regulatory compliance. He emphasises the need of making green marketing a customary practice rather than a rare occurrence. The study highlights the need of adopting green marketing practices, which may effectively mitigate environmental degradation and foster sustainable growth, especially in a growing nation such as India.

Rathore (2022) examines the influence of green marketing on the advancement of sustainable company, acknowledging that the idea of green marketing, initially introduced in the 1980s, has seen substantial growth. Businesses have acknowledged the need of green marketing as a strategic strategy to obtain a competitive edge while simultaneously addressing the pressing need to preserve the natural environment. The rise in consumer consciousness about environmental concerns such as carbon emissions, global warming, and pollution has prompted a fundamental change in the way brands and businesses function. Rathore's research utilises qualitative data from many sources such as websites, books, journals, and newspapers to comprehend the importance of green marketing in fostering sustainable corporate growth. The study demonstrates that organisations may get a competitive advantage by using green marketing techniques that appeal to environmentally aware consumers. Moreover, the research findings indicate that as consumer consciousness expands, green marketing will have a progressively greater impact on the advancement of sustainable company, underscoring its crucial significance in the contemporary corporate environment.

In Sarkar's (2012) study, the author explores the idea, necessity, and significance of green marketing within the framework of globalisation, highlighting its role in advancing sustainable development. Sarkar observes that green marketing has become increasingly prominent worldwide, particularly in India, due to the rising environmental consciousness among customers on concerns such as global warming and pollution. The report emphasises green marketing as a strategic method for corporations to retain consumer loyalty while also safeguarding the environment. The study investigates the obstacles and potential of implementing green marketing strategies by analysing data from diverse sources such as books, journals, websites, and newspapers. Sarkar provides an analysis of the present situation in the Indian market, highlighting the challenges that firms encounter and the possible advantages of implementing green marketing strategies. The research findings indicate that the implementation and demand for green marketing will

persistently expand, propelled by heightened consumer consciousness and the persistent requirement for sustainable growth.

Moravcikova, Krizanova, Kliestikova, and Rypakova (2017) examine the fundamental concepts of green marketing and its significance in creating a long-lasting competitive edge for enterprises. Their study is to establish the correlation between the adoption of green marketing strategies and the competitive market standing of firms. The researchers employ multiple regression analysis, preceded by factor analysis, to find the primary contributing factors. They utilise surveys done by PwC, the Automobile Industry Association, and the Slovak Automobile Institute, with a specific focus on the auto industry supplier segment. Their marketing research, done from December 2015 to February 2016, indicates that there is currently no all-encompassing framework for implementing green marketing that connects environmental consumer behaviour with firm marketing goals. However, the findings of the research might be used to develop such strategies. The report proposes that the Automotive Industry Union might utilise these findings to argue for legislative incentives to support the alternative car sector. The research highlights the capacity of green marketing to serve as a strategic advantage, enabling organisations to synchronise their marketing endeavours with environmental sustainability in order to achieve a competitive advantage.

The review of literature highlights the critical role of green marketing in promoting sustainable business practices across various industries and contexts. Studies by Nath and Siepong (2022), Domazet and Kovačević (2018), Yadav et al. (2016), Das et al. (2012), Arseculeratne and Yazdanifard (2014), Singh and Pandey (2012), Garg (2015), Rathore (2022), Sarkar (2012), and Moravcikova et al. (2017) collectively emphasize the importance of integrating green marketing into core business strategies to achieve a competitive advantage, enhance corporate image, and meet the growing consumer demand for sustainability. The literature reveals the multifaceted benefits of green marketing, including increased customer satisfaction, improved environmental safety, and long-term profitability. However, a significant research gap remains in developing comprehensive models that link green marketing practices directly to consumer behaviour and overall business strategy, particularly in diverse industry contexts. Further research is needed to create and validate these models, ensuring they account for the unique challenges and opportunities faced by businesses in both developed and developing economies.

2.1. OBJECTIVES OF THE RESEARCH

- To understand the Role of Green Marketing in Sustainable Business Practices
- To understand the perception of the employees regarding the implementation of green Marketing for sustainability in business practices.

2.2. HYPOTHESES

H1: Green marketing has a positive impact on the implementation and use of sustainable business practices.

H2: There is a positive perception of the employees regarding the implementation of green Marketing for sustainability in business practices.

3. RESEARCH METHODOLOGY

The research methodology employed a quantitative approach to examine the impact of green marketing on sustainable business practices. Data collection was conducted through a structured survey distributed to 189 employees across various industries. The survey comprised closed-ended questions designed to measure the extent of green marketing practices and their perceived impact on business performance and sustainability. Respondents rated their agreement with statements using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The collected data were analyzed using statistical techniques, including descriptive statistics. SPSS software was utilized to perform the data analysis, ensuring rigorous and accurate results.

4. DATA ANALYSIS

Table 1 Impact of green marketing

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Green marketing initiatives have led to significant improvements in our company's sustainability practices.	7	3.7%	8	4.2%	5	2.6%	28	14.8%	141	74.6%
Our company has successfully integrated green marketing into its overall business strategy.	11	5.8%	10	5.3%	3	1.6%	31	16.4%	134	70.9%
The implementation of green marketing has positively influenced our company's environmental performance.	8	4.2%	9	4.8%	2	1.1%	21	11.1%	149	78.8%
Green marketing practices have enhanced our company's reputation for sustainability.	9	4.8%	6	3.2%	5	2.6%	32	16.9%	137	72.5%
Our customers appreciate our green marketing efforts, which has increased their loyalty to our brand.	7	3.7%	8	4.2%	5	2.6%	19	10.1%	150	79.4%

The statement "Green marketing initiatives have led to significant improvements in our company's sustainability practices" reveals a strong positive consensus among respondents. The data shows that a substantial 74.6% of participants strongly agreed with the statement, indicating that the majority believe green marketing efforts have greatly enhanced their company's sustainability practices. Additionally, 14.8% agreed, while only a small percentage expressed disagreement (3.7% strongly disagreed and 4.2% disagreed), and an even smaller percentage remained neutral (2.6%). For the statement "Our company has successfully integrated green marketing into its overall business strategy," the responses again demonstrate a positive outlook, with 70.9% strongly agreeing and 16.4% agreeing. This suggests that the majority of employees feel that green marketing is well integrated into the company's broader strategy. A minority disagreed (5.8% strongly disagreed and 5.3% disagreed), and only 1.6% remained neutral, indicating a general agreement with the integration of green marketing. The statement "The implementation of green marketing has positively influenced our company's environmental performance" shows an overwhelming positive response, with 78.8% strongly agreeing and 11.1% agreeing. This indicates that employees believe green marketing has significantly enhanced their company's environmental performance. Few respondents disagreed (4.2% strongly disagreed and 4.8% disagreed), and a negligible percentage were neutral (1.1%). Regarding the statement "Green marketing practices have enhanced our company's reputation for sustainability," the majority of employees again responded positively, with 72.5% strongly agreeing and 16.9% agreeing. This suggests a widespread belief that green marketing has bolstered the company's sustainability reputation. A small percentage expressed disagreement (4.8% strongly disagreed and 3.2% disagreed), while 2.6% were neutral. Finally, the statement "Our customers appreciate our green marketing efforts, which has increased their loyalty to our brand" received strong positive feedback, with 79.4% of respondents strongly agreeing and 10.1% agreeing. This reflects a general consensus that green marketing efforts are valued by customers and have contributed to increased brand loyalty. Only a small number of respondents disagreed (3.7% strongly disagreed and 4.2% disagreed), and 2.6% were neutral. Overall, these responses highlight a strong belief among employees that green marketing initiatives are not only well-integrated into their company's strategies but also significantly enhance sustainability practices, environmental performance, and customer loyalty.

Table 2 Perception of the employees

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I believe that our company's green marketing efforts are effective in promoting sustainability.	12	6.3%	6	3.2%	7	3.7%	45	23.8%	119	63.0%

I feel proud to work for a company that prioritizes green marketing and sustainability.	12	6.3%	6	3.2%	5	2.6%	18	9.5%	148	78.3%
I am confident that our company's green marketing practices contribute to long-term business success.	6	3.2%	13	6.9%	7	3.7%	60	31.7%	103	54.5%
I think our green marketing initiatives make a meaningful impact on environmental conservation.	10	5.3%	6	3.2%	6	3.2%	33	17.5%	134	70.9%
I support the continued implementation and expansion of green marketing practices in our company.	8	4.2%	9	4.8%	5	2.6%	17	9.0%	150	79.4%

The statement "I believe that our company's green marketing efforts are effective in promoting sustainability" received overwhelmingly positive feedback from the respondents. A significant 63.0% of employees strongly agreed with the statement, while 23.8% agreed, indicating a high level of confidence in the effectiveness of their company's green marketing efforts. Only a small minority disagreed (6.3% strongly disagreed and 3.2% disagreed), and 3.7% remained neutral. These results suggest that the majority of employees perceive their company's green marketing initiatives as successful in promoting sustainability, reinforcing the belief that such efforts are well-received and impactful within the organization.

Regarding the statement "I feel proud to work for a company that prioritizes green marketing and sustainability," the response was even more positive. An overwhelming 78.3% of employees strongly agreed, and 9.5% agreed, showing that the vast majority of respondents take pride in their company's commitment to green marketing and sustainability. Only a small fraction of the participants expressed disagreement (6.3% strongly disagreed and 3.2% disagreed), and 2.6% were neutral. This high level of pride among employees indicates that prioritizing green marketing can significantly enhance employee morale and satisfaction.

The statement "I am confident that our company's green marketing practices contribute to long-term business success" also received strong support from the respondents. A majority of 54.5% strongly agreed, and 31.7% agreed, reflecting a robust belief that green marketing practices are integral to the company's long-term success. Only a small number of employees disagreed (3.2% strongly disagreed and 6.9% disagreed), and 3.7% were neutral. These results highlight that employees not only see the immediate benefits of green marketing but also recognize its importance for future business sustainability and success.

For the statement "I think our green marketing initiatives make a meaningful impact on environmental conservation," the feedback was highly positive. A substantial 70.9% of employees strongly agreed, and 17.5% agreed, indicating a strong belief that their company's green marketing initiatives significantly contribute to environmental conservation. A small percentage disagreed (5.3% strongly disagreed and 3.2% disagreed), and an equal 3.2% remained neutral. This consensus underscores the perceived environmental benefits of green marketing practices within the organization.

Finally, the statement "I support the continued implementation and expansion of green marketing practices in our company" received the strongest positive response. An overwhelming 79.4% of employees strongly agreed, and 9.0% agreed, showing almost unanimous support for ongoing and expanded green marketing efforts. Only a small number expressed disagreement (4.2% strongly disagreed and 4.8% disagreed), and 2.6% were neutral. This strong endorsement suggests that employees are highly supportive of green marketing strategies and recognize their importance for the company's future.

Overall, the responses to these statements demonstrate a highly positive perception of green marketing among employees, reflecting their belief in its effectiveness, their pride in their company's initiatives, and their support for continued efforts in this area. These insights underscore the importance of green marketing in fostering a supportive and engaged workforce committed to sustainability.

H1: Green marketing has a positive impact on the implementation and use of sustainable business practices.

Table 3. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Green marketing initiatives have led to significant improvements in our company's sustainability practices.	20.886	188	.000	1.52381	1.3799	1.6677
Our company has successfully integrated green marketing into its overall business strategy.	17.054	188	.000	1.41270	1.2493	1.5761
The implementation of green marketing has positively influenced our company's environmental performance.	20.699	188	.000	1.55556	1.4073	1.7038
Green marketing practices have enhanced our company's reputation for sustainability.	19.826	188	.000	1.49206	1.3436	1.6405
Our customers appreciate our green marketing efforts, which has increased their loyalty to our brand.	21.587	188	.000	1.57143	1.4278	1.7150

The statement "Green marketing initiatives have led to significant improvements in our company's sustainability practices" shows a highly significant positive result in the one-sample test. The t-value of 20.886, with 188 degrees of freedom, indicates a strong deviation from the test value of 3 (neutral) towards agreement. The mean difference is 1.52381, with a 95% confidence interval ranging from 1.3799 to 1.6677, indicating that respondents overwhelmingly agree that green marketing initiatives have significantly enhanced the company's sustainability practices. This supports the hypothesis (H1) that green marketing positively impacts the implementation and use of sustainable business practices.

For the statement "Our company has successfully integrated green marketing into its overall business strategy," the results also demonstrate a significant positive impact. The t-value of 17.054, with 188 degrees of freedom, indicates a substantial agreement above the neutral point. The mean difference is 1.41270, with a 95% confidence interval from 1.2493 to 1.5761. These results suggest that respondents believe their company has effectively incorporated green marketing into its strategic framework, further supporting H1.

The statement "The implementation of green marketing has positively influenced our company's environmental performance" exhibits a strong positive response, with a t-value of 20.699 and 188 degrees of freedom. The mean difference of 1.55556, and a 95% confidence interval between 1.4073 and 1.7038, indicates that employees strongly agree that green marketing has significantly enhanced the company's environmental performance. This reinforces the hypothesis that green marketing contributes positively to sustainable business practices.

In terms of the statement "Green marketing practices have enhanced our company's reputation for sustainability," the test results show a significant positive impact, with a t-value of 19.826 and 188 degrees of freedom. The mean difference is 1.49206, with a 95% confidence interval from 1.3436 to 1.6405. This indicates a strong agreement among respondents that green marketing has bolstered the company's reputation for sustainability, aligning with the hypothesis that green marketing positively influences sustainable business practices.

Finally, the statement "Our customers appreciate our green marketing efforts, which has increased their loyalty to our brand" demonstrates a highly significant positive result, with a t-value of 21.587 and 188 degrees of freedom. The mean difference of 1.57143, and a 95% confidence interval between 1.4278 and 1.7150, suggests that employees strongly believe that green marketing has enhanced customer loyalty. This finding supports the hypothesis that green marketing positively impacts the implementation and use of sustainable business practices by fostering customer appreciation and loyalty.

Overall, the one-sample test results for all statements strongly support the hypothesis (H1) that green marketing has a positive impact on the implementation and use of sustainable business practices. The significant t-values and substantial mean differences above the neutral point confirm that respondents perceive green marketing as a crucial

factor in enhancing sustainability practices, integrating into business strategy, improving environmental performance, boosting reputation, and increasing customer loyalty.

H2: There is a positive perception of the employees regarding the implementation of green Marketing for sustainability in business practices.

Table 4. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I believe that our company's green marketing efforts are effective in promoting sustainability.	16.414	188	.000	1.33862	1.1777	1.4995
I feel proud to work for a company that prioritizes green marketing and sustainability.	18.389	188	.000	1.50265	1.3415	1.6638
I am confident that our company's green marketing practices contribute to long-term business success.	16.925	188	.000	1.27513	1.1265	1.4238
I think our green marketing initiatives make a meaningful impact on environmental conservation.	18.711	188	.000	1.45503	1.3016	1.6084
I support the continued implementation and expansion of green marketing practices in our company.	20.248	188	.000	1.54497	1.3945	1.6955

The statement "I believe that our company's green marketing efforts are effective in promoting sustainability" reveals a significant positive perception among employees. The one-sample test shows a t-value of 16.414 with 188 degrees of freedom, indicating strong agreement above the neutral point. The mean difference is 1.33862, with a 95% confidence interval ranging from 1.1777 to 1.4995. This suggests that employees overwhelmingly agree that their company's green marketing efforts are effective in promoting sustainability, supporting the hypothesis (H2) that employees have a positive perception of green marketing implementation for sustainability.

For the statement "I feel proud to work for a company that prioritizes green marketing and sustainability," the results demonstrate an even stronger positive perception. The t-value of 18.389 with 188 degrees of freedom indicates substantial agreement above the neutral point. The mean difference is 1.50265, with a 95% confidence interval from 1.3415 to 1.6638, showing that employees feel a high level of pride in working for a company that prioritizes green marketing and sustainability. This further supports H2.

The statement "I am confident that our company's green marketing practices contribute to long-term business success" also shows a significant positive perception, with a t-value of 16.925 and 188 degrees of freedom. The mean difference is 1.27513, with a 95% confidence interval between 1.1265 and 1.4238. This indicates that employees strongly agree that green marketing practices contribute to the company's long-term business success, aligning with the hypothesis that employees have a positive perception of green marketing for sustainability.

Regarding the statement "I think our green marketing initiatives make a meaningful impact on environmental conservation," the test results show a highly significant positive impact, with a t-value of 18.711 and 188 degrees of freedom. The mean difference is 1.45503, with a 95% confidence interval from 1.3016 to 1.6084. This reflects a strong belief among employees that the company's green marketing initiatives have a meaningful impact on environmental conservation, further supporting H2.

Finally, the statement "I support the continued implementation and expansion of green marketing practices in our company" demonstrates the strongest positive response, with a t-value of 20.248 and 188 degrees of freedom. The mean difference of 1.54497, and a 95% confidence interval between 1.3945 and 1.6955, indicates that employees are highly supportive of continuing and expanding green marketing practices in the company. This strong support confirms the hypothesis that employees have a positive perception regarding the implementation of green marketing for sustainability.

Overall, the one-sample test results for all statements strongly support the hypothesis (H2) that employees have a positive perception of the implementation of green marketing for sustainability in business practices. The significant t-values and substantial mean differences above the neutral point confirm that employees view green marketing as effective, take pride in their company's sustainability efforts, believe in the long-term business success due to green marketing, acknowledge its impact on environmental conservation, and support its continued and expanded implementation.

5. FINDINGS

The findings of this study reveal a strong positive impact of green marketing on sustainable business practices, as well as a highly favorable perception of these practices among employees. The quantitative analysis, supported by one-sample t-tests, indicates that employees overwhelmingly agree that green marketing initiatives have significantly improved their company's sustainability practices, integrated well into overall business strategies, enhanced environmental performance, bolstered the company's reputation for sustainability, and increased customer loyalty. Specifically, mean differences well above the neutral value of 3 and high t-values demonstrate strong consensus among respondents about the positive effects of green marketing. These results validate the hypothesis that green marketing positively impacts the implementation and use of sustainable business practices, confirming its vital role in fostering long-term business success and environmental stewardship.

Moreover, the study highlights a robust positive perception of green marketing among employees. Respondents expressed strong agreement that their company's green marketing efforts are effective in promoting sustainability, contribute to long-term business success, and make a meaningful impact on environmental conservation. Employees also indicated high levels of pride in working for a company that prioritizes green marketing and demonstrated strong support for the continued implementation and expansion of such practices. The significant mean differences and high t-values further validate the hypothesis that employees perceive green marketing positively regarding its role in sustainability. These findings underscore the importance of maintaining and enhancing green marketing initiatives, as employee support and positive perception are critical for successful implementation and achieving sustainable business objectives.

6. CONCLUSIONS

The conclusions drawn from this study underscore the significant positive impact of green marketing on sustainable business practices. The findings confirm that green marketing initiatives lead to substantial improvements in a company's sustainability efforts, environmental performance, and overall business strategy integration. Employees strongly believe that these initiatives enhance the company's reputation and customer loyalty, indicating that green marketing is not only a tool for compliance but also a strategic advantage. This reinforces the hypothesis that green marketing contributes positively to sustainable business practices, making it an essential component for companies aiming to achieve long-term success and environmental responsibility.

The implications of these findings are profound for business managers and policymakers. For business managers, the strong positive perception of green marketing among employees suggests that investing in green marketing strategies can lead to enhanced employee morale and engagement. Companies should continue to develop and promote green marketing practices as they not only drive sustainability but also improve brand reputation and customer loyalty. Policymakers can leverage these insights to encourage more businesses to adopt green marketing by creating supportive regulations and incentives that align with environmental goals. Moreover, the study highlights the need for businesses to view green marketing as a strategic opportunity rather than merely a compliance requirement, which can lead to competitive advantages in the marketplace.

Future research should focus on developing comprehensive models that link green marketing practices directly to consumer behaviour and overall business strategy. While this study provides robust evidence of the positive impacts of green marketing, there is a need to explore the specific mechanisms through which these practices influence consumer perceptions and behaviours in different industry contexts. Additionally, further research could investigate the long-term impacts of green marketing on financial performance, as well as the role of technological advancements in enhancing green marketing effectiveness. Expanding the scope to include comparative studies across different regions and sectors would also provide a deeper understanding of the global applicability and potential of green marketing strategies. These

future research directions will help in refining green marketing practices and maximizing their benefits for sustainable business development.

CONFLICT OF INTERESTS

None.

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