



PROBLEMS IN IMPLEMENTING GREEN MARKETING STRATEGIES AND THEIR SOLUTIONS

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Abstract

This article examines the key problems that arise in the implementation of green marketing strategies and identifies practical solutions for improving their effectiveness in modern economic conditions. Green marketing has become an important strategic direction for enterprises seeking to combine commercial success with environmental responsibility. However, many companies face serious barriers, including limited consumer awareness, high implementation costs, insufficient regulatory support, weak corporate ecological culture, the risk of greenwashing, and difficulties in measuring environmental performance. The article emphasizes that green marketing should not be understood only as the promotion of environmentally friendly products, but as a comprehensive managerial approach that covers product design, production, packaging, logistics, communication, pricing, and consumer education. Special attention is given to the relevance of green marketing for developing economies, where enterprises often experience financial, technological, and institutional limitations. The study argues that effective solutions require an integrated approach based on transparent communication, eco-innovation, sustainable branding, stakeholder cooperation, digital tools, and stronger environmental standards. The findings indicate that green marketing can become a source of long-term competitiveness when it is supported by real ecological practices rather than declarative advertising. The article concludes that enterprises should move from short-term promotional campaigns to systematic sustainability-oriented business models that create value for consumers, society, and the environment.



Keywords: Green marketing, sustainable development, eco-innovation, consumer behavior, environmental responsibility, greenwashing, sustainable branding, corporate strategy.

YASHIL MARKETING STRATEGIYALARINI JORIY ETISHDAGI MUAMMOLAR VA ULARNING YECHIMLARI

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Annotatsiya

Ushbu maqolada yashil marketing strategiyalarini amalga oshirish jarayonida yuzaga keladigan asosiy muammolar tahlil qilinadi hamda ularning samaradorligini oshirishga qaratilgan amaliy yechimlar aniqlanadi. Yashil marketing tijorat muvaffaqiyatini ekologik mas'uliyat bilan uyg'unlashtirishga intilayotgan korxonalar uchun muhim strategik yo'nalishga aylanmoqda. Biroq ko'plab kompaniyalar iste'molchilarning yetarli darajada xabardor emasligi, joriy etish xarajatlarining yuqoriligi, tartibga soluvchi mexanizmlarning yetarli emasligi, korporativ ekologik madaniyatning sustligi, "greenwashing" xavfi hamda ekologik natijalarni baholashdagi murakkabliklar kabi jiddiy to'siqlarga duch kelmoqda. Maqolada yashil marketing faqat ekologik toza mahsulotlarni targ'ib qilish emas, balki mahsulot dizayni, ishlab chiqarish, qadoqlash, logistika, kommunikatsiya, narx belgilash va iste'molchi ta'limini qamrab oluvchi kompleks boshqaruv yondashuvi sifatida tushunilishi lozimligi ta'kidlanadi. Rivojlanayotgan iqtisodiyotlar sharoitida yashil marketingning dolzarbligiga alohida e'tibor qaratiladi, chunki bunday muhitda korxonalar ko'pincha moliyaviy, texnologik va institutsional cheklovlarga duch keladi. Tadqiqot samarali yechimlar shaffof kommunikatsiya, ekologik innovatsiyalar, barqaror brending, manfaatdor tomonlar hamkorligi, raqamli vositalar va kuchli ekologik standartlarga asoslangan integratsiyalashgan yondashuvni talab qilishini ko'rsatadi. Xulosaga ko'ra, yashil marketing deklarativ reklama emas, balki real ekologik amaliyotlar bilan qo'llab-quvvatlanganda uzoq muddatli raqobatbardoshlik manbaiga aylanishi mumkin.



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Kalit so‘zlar: yashil marketing, barqaror rivojlanish, ekologik innovatsiya, iste'molchi xulq-atvori, ekologik mas'uliyat, greenwashing, barqaror branding, korporativ strategiya.

Introduction

Green marketing has become one of the most significant directions in contemporary business development because it reflects the growing relationship between economic activity, environmental responsibility, and consumer expectations. In the modern market, enterprises are no longer evaluated only by the price and quality of their products. They are increasingly assessed according to their contribution to environmental protection, rational use of resources, reduction of waste, ethical production, and long-term social responsibility. This tendency is especially important in the context of global climate change, resource scarcity, industrial pollution, and the increasing role of sustainable development principles in national economic policy. For business organizations, green marketing is not simply an advertising method based on ecological slogans. It is a strategic system that requires changes in production, logistics, packaging, pricing, distribution, branding, and communication with consumers. The implementation of green marketing strategies is particularly relevant for countries undergoing economic modernization and structural transformation. In such contexts, enterprises often face the need to increase competitiveness while also adapting to environmental standards and changing consumer behavior. For the economy, green marketing can support the development of environmentally responsible entrepreneurship, stimulate innovation, improve resource efficiency, and create new market segments. For consumers, it provides an opportunity to choose products and services that are safer, more ethical, and more consistent with the principles of sustainable consumption. For the state and society, it contributes to the reduction of ecological risks and the formation of a more responsible business culture.

However, the practical implementation of green marketing strategies remains complicated. Many companies encounter problems that reduce the effectiveness of ecological positioning. One of the main difficulties is the high cost of introducing environmentally friendly technologies, raw materials, packaging,



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certification, and waste management systems. Small and medium-sized enterprises often lack sufficient financial resources and managerial experience to implement complex green strategies. Another serious problem is the low level of environmental awareness among some consumers. Even when consumers express positive attitudes toward ecological products, their real purchasing decisions may still be influenced mainly by price, habit, availability, and trust in the brand.

A further challenge is the problem of greenwashing, when companies exaggerate or falsely present their products as environmentally friendly without making real changes in production and management. Such practices damage consumer trust and reduce the credibility of genuine green marketing. In addition, enterprises may experience difficulties in measuring the environmental impact of their activities, communicating ecological benefits in a clear and evidence-based manner, and aligning marketing messages with actual corporate behavior. Weak institutional support, insufficient environmental regulation, limited access to green technologies, and the absence of unified standards can also slow down the development of green marketing.

Therefore, the study of problems in implementing green marketing strategies and the search for effective solutions have both theoretical and practical importance. From a theoretical perspective, this topic helps to clarify the relationship between marketing, sustainability, innovation, and consumer behavior. From a practical perspective, it allows enterprises to identify barriers, improve managerial decisions, and develop more reliable ecological communication. The purpose of this article is to analyze the main obstacles to the implementation of green marketing strategies and to propose solutions that can increase their effectiveness in the conditions of a developing market economy.

Literature Review

The scientific literature on green marketing shows that the concept has developed from a narrow promotional approach into a complex strategic framework connected with sustainability, environmental management, consumer psychology, corporate responsibility, and innovation. Early studies



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interpreted green marketing mainly as the marketing of products that cause less harm to the environment. Later approaches expanded this understanding and emphasized that green marketing includes all stages of business activity, from product development and resource selection to distribution, communication, after-sales service, recycling, and the creation of long-term ecological value. In this regard, green marketing is closely related to the principles of sustainable development because it seeks to harmonize economic benefits with ecological and social priorities.

Researchers such as Peattie, Ottman, Charter, Polonsky, and Grant have emphasized that green marketing cannot be effective if it is limited to external advertising. According to these scholars, environmentally oriented marketing must be based on real changes in production systems, supply chains, corporate culture, and stakeholder relations. A company that promotes ecological values but does not transform its internal processes risks losing consumer trust. Therefore, the literature repeatedly underlines the importance of authenticity, transparency, and evidence-based environmental claims. This is especially important because consumers have become more critical of ecological labels, green packaging, and sustainability messages. If consumers suspect manipulation or exaggeration, the positive effect of green positioning may be replaced by distrust.

A significant part of the literature focuses on consumer behavior in green markets. Studies show that environmental awareness, personal values, income level, education, social norms, perceived product quality, and trust in eco-labels influence consumers' willingness to buy green products. However, many researchers identify an attitude–behavior gap. This means that consumers may support environmental protection in principle but may not always purchase green products in practice. The reasons include higher prices, limited product availability, doubts about real ecological benefits, insufficient information, and the dominance of traditional consumption habits. This gap is one of the central problems in implementing green marketing strategies because it demonstrates that ecological communication alone is not enough to change market behavior. Another important direction in the literature concerns the role of corporate social responsibility and sustainable branding. Scholars argue that green marketing



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becomes more effective when it is integrated into the general mission and reputation of the company. Sustainable branding creates emotional and rational connections with consumers by showing that environmental responsibility is part of the company's identity. At the same time, researchers warn that sustainable branding must be supported by measurable ecological performance. Otherwise, it can turn into greenwashing. The problem of greenwashing is widely discussed in modern marketing research because it damages the credibility of both individual companies and the entire green market.

The literature also highlights institutional and economic barriers to green marketing. In developing economies, enterprises may face limited access to clean technologies, weak environmental infrastructure, insufficient certification systems, and low consumer purchasing power. These factors make the implementation of green marketing more difficult than in highly developed markets. For this reason, many authors argue that green marketing requires cooperation between business, government, educational institutions, media, and civil society. Regulatory mechanisms, tax incentives, ecological standards, consumer education, and digital transparency tools can create more favorable conditions for green marketing development.

Overall, the reviewed literature demonstrates that green marketing is a multidimensional phenomenon. Its success depends not only on marketing communication but also on technological innovation, institutional support, consumer trust, managerial competence, and the real ecological responsibility of enterprises. This confirms the need for a systematic analysis of both the problems and solutions related to the implementation of green marketing strategies.

Methods

The methodological basis of this article is formed by a qualitative analytical approach aimed at identifying the main barriers to the implementation of green marketing strategies and determining practical solutions suitable for enterprises operating in a developing market environment. Since the topic combines marketing theory, environmental management, consumer behavior, and corporate strategy, the research relies on an interdisciplinary method that allows



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the problem to be studied from economic, managerial, ecological, and communicative perspectives. The main purpose of the methodological approach is not only to describe the difficulties associated with green marketing, but also to explain why these difficulties arise and how they can be reduced through systematic managerial decisions.

The research is based on the analysis of scientific literature devoted to green marketing, sustainable development, ecological innovation, consumer trust, greenwashing, and corporate social responsibility. In the process of analysis, special attention is paid to works that examine the relationship between environmental positioning and real business practice. This is important because green marketing often fails when there is a contradiction between advertising messages and actual corporate behavior. Therefore, the literature review method is used to identify the theoretical foundations of green marketing and to compare different scholarly views on its effectiveness, risks, and strategic mechanisms.

The study also applies a problem-oriented analytical method. Within this method, the implementation of green marketing is considered as a process that consists of several interconnected stages: environmental analysis, product development, resource selection, pricing, distribution, communication, consumer education, and evaluation of ecological results. At each stage, possible barriers are identified. For example, at the product development stage, enterprises may face technological limitations and high costs of eco-friendly raw materials. At the communication stage, they may encounter consumer skepticism or accusations of greenwashing. At the evaluation stage, they may lack clear indicators for measuring environmental impact. This step-by-step approach makes it possible to understand that green marketing problems are not isolated, but connected with the entire business model of the enterprise.

A comparative method is also used in the article to distinguish between traditional marketing and green marketing. Traditional marketing is mainly focused on satisfying consumer needs and achieving competitive advantage, while green marketing additionally requires ecological responsibility, transparency, and long-term sustainability. This comparison helps to show that enterprises cannot simply add ecological slogans to existing marketing campaigns. They need to revise their production, supply chain, packaging, and



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communication practices in accordance with environmental principles. The comparative method also helps to determine which solutions are more suitable for large enterprises and which ones are more realistic for small and medium-sized businesses.

In addition, the article uses a practical generalization method. This method allows the main solutions to be grouped into several directions, such as improving environmental awareness, strengthening sustainable branding, introducing eco-innovation, developing transparent communication, using digital tools, expanding cooperation with stakeholders, and improving regulatory mechanisms. These solutions are evaluated from the point of view of their applicability in the economic conditions of Uzbekistan, where enterprises are increasingly involved in modernization, digitalization, export development, and adaptation to international quality and sustainability standards.

The methodological approach of the study is therefore based on the logical connection between problem identification and solution development. The research does not treat green marketing as a separate promotional activity, but as a strategic management process. Such an approach makes it possible to reveal the structural, financial, institutional, and behavioral causes of implementation problems and to propose solutions that are realistic for enterprises seeking to improve both environmental responsibility and market competitiveness.

Results

The analysis shows that the implementation of green marketing strategies is affected by a group of interconnected problems that appear at different levels of business activity. The first important result is that many enterprises understand green marketing mainly as a communication or advertising instrument, while its real effectiveness depends on deeper organizational changes. When environmental responsibility is limited to slogans, labels, or visual elements of packaging, the strategy does not create long-term trust. Consumers may initially react positively to ecological messages, but this reaction weakens if the product, production process, or corporate behavior does not provide clear evidence of environmental responsibility. Therefore, the effectiveness of green marketing



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depends on the consistency between the company's declared values and its actual business practices.

The second result concerns the financial and technological barriers faced by enterprises. Environmentally friendly raw materials, energy-saving equipment, recyclable packaging, waste reduction systems, certification procedures, and ecological logistics often require additional investment. For large companies, such costs may be part of long-term strategic modernization, but for small and medium-sized enterprises they can become a serious limitation. In developing market conditions, businesses may prefer short-term cost reduction rather than long-term environmental investment. This creates a contradiction between the strategic importance of green marketing and the immediate financial pressure experienced by enterprises. As a result, many companies delay the transition to sustainable business models or implement only partial ecological measures.

The third result is connected with consumer behavior. The study confirms that positive attitudes toward environmental protection do not automatically lead to green purchasing decisions. Many consumers support the idea of ecological responsibility, but when choosing products they continue to rely on price, convenience, brand familiarity, quality, and availability. If green products are significantly more expensive or difficult to find, consumer demand remains limited. In addition, a lack of clear information about ecological benefits reduces trust. Consumers may not understand the difference between recyclable, biodegradable, organic, energy-efficient, and environmentally certified products. This informational uncertainty weakens the influence of green marketing communication and increases skepticism toward ecological claims.

The fourth result is the identification of greenwashing as one of the most dangerous barriers to the development of green marketing. When companies use ecological language without real environmental changes, they damage not only their own reputation but also the credibility of the green market as a whole. Greenwashing creates distrust among consumers and makes it more difficult for genuinely responsible enterprises to communicate their advantages. The analysis shows that greenwashing often appears because of weak control over environmental claims, the absence of unified standards, insufficient



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transparency, and the desire of companies to obtain reputational benefits without serious investment.

The fifth result indicates that institutional support plays a decisive role in the successful implementation of green marketing strategies. Enterprises cannot solve all environmental marketing problems independently. They need a supportive environment that includes clear legislation, reliable certification systems, ecological standards, incentives for green innovation, public awareness programs, and cooperation between business, government, universities, and civil society. In the economic context of Uzbekistan, green marketing can become more effective if it is connected with national priorities such as sustainable industrial development, digital transformation, export competitiveness, efficient resource use, and improvement of environmental culture.

The sixth result shows that digital technologies can significantly improve the transparency and effectiveness of green marketing. Digital platforms, QR codes, product traceability systems, social media communication, online certification databases, and data-based environmental reporting can help enterprises provide consumers with reliable information. These tools reduce uncertainty and allow consumers to check ecological claims more easily. At the same time, digital tools make it possible to collect feedback, analyze consumer preferences, monitor demand for green products, and improve marketing strategies.

Overall, the results demonstrate that the problems of green marketing implementation are not only marketing problems. They are connected with finance, technology, regulation, consumer culture, corporate ethics, and strategic management. The main solution is to transform green marketing from a narrow promotional activity into an integrated business strategy based on real environmental responsibility, measurable results, transparent communication, and long-term value creation.

Discussion

The results indicate that green marketing should be viewed as a strategic transformation of business activity rather than a separate promotional direction. This is important because many enterprises try to enter the green market through external communication, while the internal structure of production, supply,



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packaging, logistics, and management remains unchanged. Such an approach may create short-term interest, but it cannot form stable consumer trust. In the contemporary market, consumers increasingly demand proof, not only promises. Therefore, enterprises that want to use green marketing effectively must demonstrate environmental responsibility through measurable actions, transparent reporting, reliable certification, and consistent corporate behavior.

One of the most significant issues is the relationship between cost and competitiveness. Green marketing often requires investment in cleaner technologies, safer materials, energy efficiency, waste reduction, and ecological packaging. At first glance, these measures may increase production costs and reduce price competitiveness. However, in the long term, they can improve operational efficiency, reduce resource waste, strengthen brand reputation, and open access to environmentally sensitive market segments. For enterprises in developing economies, including those working in the conditions of economic modernization, this means that green marketing should not be perceived only as an expense. It should be understood as an investment in long-term competitiveness, export potential, innovation, and reputational stability.

Consumer behavior remains another complex aspect of green marketing. The attitude–behavior gap shows that environmental awareness does not always become purchasing activity. This means that enterprises should not rely only on emotional appeals or ecological slogans. They must combine environmental communication with practical consumer benefits such as product quality, durability, safety, reasonable price, convenience, and reliability. A green product becomes more attractive when consumers see not only its environmental value but also its direct personal usefulness. In this sense, green marketing communication should be educational, evidence-based, and understandable. Complicated ecological terminology, vague labels, and abstract promises reduce the persuasive power of marketing messages.

The problem of greenwashing requires special attention because it threatens the credibility of the whole green marketing system. When companies exaggerate environmental qualities or use misleading ecological symbols, consumers become suspicious even toward honest enterprises. For this reason, green marketing must be supported by standards, audits, certification, and public



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accountability. Enterprises should avoid general statements such as “eco-friendly” or “natural” if they cannot prove them with specific data. More effective communication should explain what exactly has been improved: reduced plastic use, lower energy consumption, recyclable packaging, responsible sourcing, or decreased emissions. Such precision helps to build trust and protects companies from reputational risks.

In the context of Uzbekistan’s economic development, green marketing can be connected with broader priorities such as industrial modernization, digital transformation, sustainable agriculture, resource efficiency, and the growth of environmentally responsible entrepreneurship. Universities and research institutions can play an important role by developing educational programs, analytical studies, and practical recommendations for businesses. At the same time, government institutions can support green marketing through regulatory clarity, incentives for eco-innovation, and consumer protection mechanisms.

The discussion shows that effective solutions must be integrated. Enterprises need to combine internal ecological modernization with transparent external communication. Digital tools can strengthen this process by making environmental information more accessible and verifiable. Cooperation between producers, consumers, government agencies, educational institutions, and civil society can create the conditions in which green marketing becomes not a formal image-building instrument, but a real mechanism for sustainable business development.

Conclusion

The analysis of problems in implementing green marketing strategies shows that this field is becoming increasingly important for enterprises that aim to combine economic efficiency with environmental responsibility. Green marketing is no longer limited to the promotion of ecological products or the use of attractive environmental messages in advertising. It represents a wider strategic approach that requires changes in production, resource management, packaging, logistics, branding, pricing, consumer communication, and corporate culture. The effectiveness of green marketing depends on how deeply environmental principles are integrated into the real activities of the enterprise. If ecological



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responsibility remains only at the level of slogans, the strategy loses credibility and may create reputational risks.

The main problems identified in the implementation of green marketing strategies are financial limitations, technological barriers, insufficient consumer awareness, weak trust in ecological claims, the risk of greenwashing, limited regulatory support, and difficulties in measuring environmental results. These problems are especially relevant for enterprises operating in developing market conditions, where many companies still prioritize short-term economic survival over long-term environmental investment. However, the growing importance of sustainability, digital transformation, export competitiveness, and responsible consumption shows that green marketing can become a necessary condition for future business development.

One of the key conclusions is that green marketing must be based on authenticity and transparency. Consumers should receive clear, reliable, and understandable information about the environmental characteristics of products and services. General and unsupported statements are not enough to build trust. Enterprises need to show concrete ecological results, such as reduced waste, lower energy consumption, recyclable packaging, responsible sourcing, safe materials, or improved resource efficiency. This approach helps to reduce skepticism and creates a stronger connection between the brand and environmentally conscious consumers.

Another important conclusion is that green marketing requires cooperation between different stakeholders. Enterprises cannot develop effective green strategies without support from government institutions, educational organizations, certification bodies, media, suppliers, and consumers. Regulatory mechanisms, tax incentives, environmental standards, public awareness campaigns, and educational programs can significantly improve the conditions for green marketing development. In the context of Uzbekistan's economic modernization, such cooperation may support sustainable entrepreneurship, improve ecological culture, and strengthen the competitiveness of domestic enterprises in both local and international markets.

The study also confirms that digital technologies can become an effective solution for many problems of green marketing. Digital platforms, QR codes,



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online certification systems, product traceability, social media communication, and data-based reporting can make environmental information more accessible and verifiable. These tools help consumers make informed choices and allow companies to demonstrate their ecological responsibility more convincingly.

In conclusion, green marketing should be implemented as a long-term managerial strategy rather than a short-term advertising campaign. Its success depends on real environmental improvements, strategic planning, consumer education, institutional support, and honest communication. Enterprises that integrate sustainability into their business model can not only reduce ecological risks but also strengthen brand reputation, increase consumer loyalty, improve innovation capacity, and achieve long-term competitive advantage.

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