



## The Impact of Green Marketing on Consumer Purchase Decision

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### ABSTRACT

Growing environmental concerns and increased understanding of sustainability have had a big impact on corporate practices and customer behaviour in recent years. Green marketing, which prioritizes sustainable processes, ethical branding, and eco-friendly products, has become a popular tactic for swaying customer decisions. This study highlights how environmental consciousness has emerged as a key determinant in the marketplace by examining the effects of green marketing on customer preferences, attitudes, and purchasing behaviour. Customers are becoming more and more driven by environmental features like recyclable packaging, energy efficiency, organic composition, and corporate social responsibility in addition to product quality and cost. The abstract examines the behavioural and psychological aspects of green marketing, where customer trust is significantly shaped by the veracity, authenticity, and trustworthiness of environmental promises. The study also highlights that although customers show a willingness to pay more for sustainable items, there is sometimes a disconnect between their declared intentions and their actual purchasing behaviour because of things like increased prices, a lack of information, or mistrust of greenwashing. The study uses an analytical method to highlight how demographic variables like age, income, and education affect how receptive customers are to green



marketing tactics. It also covers the significance of digital platforms, certification marks, and open communication in raising customer trust and purchasing intent. According to the research, companies that implement sincere and effectively conveyed green marketing strategies enhance their competitive edge and build brand equity and enduring customer loyalty. All things considered, green marketing has a significant, albeit occasionally complicated, impact on customer purchasing decisions, requiring creativity and genuineness for long-term company growth.

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## INTRODUCTION

Sustainability has become one of the most important worldwide issues of the twenty-first century, impacting not just corporations but also consumers and governments. The pressing need for sustainable development has gained broad attention due to environmental problems such as pollution, deforestation, water scarcity, global warming, and the depletion of natural resources. The idea of "green marketing" emerged as a result of the substantial changes made to marketing as a commercial function. The practice of creating and advertising goods and services according to their environmental sustainability is known as "green marketing." Eco-friendly packaging, energy-efficient manufacturing, ethical sourcing, waste reduction, and promoting recyclable, biodegradable, or ecologically responsible products are just a few of the many practices that fall under this umbrella. One of the main problems that arises as businesses adjust to this paradigm change is how green marketing affects customer purchasing decisions.

Price, quality, convenience, and brand loyalty have historically been used as lenses through which to examine consumer behaviour. But in the last few decades, environmental awareness has given the decision-making process a new angle. Customers are more aware than ever of the environmental effects of the products they buy thanks to the growth of environmental movement, more stringent laws, and increased media coverage of sustainability issues. While some consumers are swayed by social pressures or a company's image when making selections about what to buy, a rising percentage of consumers actively favour firms that show a commitment to environmental protection. Green marketing tactics are therefore no longer optional; rather, they are now essential to customer involvement and brand positioning in cutthroat marketplaces.



Green marketing has a complex effect on consumers' purchasing decisions. On the one hand, sincere concerns about the environment, moral principles, and social duty may encourage consumers to select eco-friendly items. Conversely, doubting the veracity of green claims—often called "greenwashing"—can engender suspicion and impede plans to buy. The study of green marketing is extremely difficult and context-specific due to this contradiction. Furthermore, how consumers react to green marketing messages is also influenced by demographic variables like age, gender, income level, and education. Higher-income groups are frequently more prepared to pay a premium for sustainable items, while younger consumers—especially those in Generation Z and Millennials—have been proven to be more environmentally sensitive than earlier generations.

In addition to influencing customer preferences, green marketing is essential for fostering enduring brand loyalty. Businesses that incorporate sustainability into their main business plan frequently set themselves apart from rivals by appealing to the ideals and convictions of environmentally conscientious customers. Multinational companies that have effectively matched their marketing with sustainable policies and seen considerable consumer support include Unilever, Tesla, and Patagonia. At the same time, local brands and smaller companies have also used green marketing to create niche markets by providing eco-friendly, natural, or organic alternatives. This implies that green marketing has ethical and economic ramifications since it enables companies to maintain their competitiveness while promoting environmental preservation.

The impact of green marketing also extends to its capacity to inform and raise consumer awareness. Consumer knowledge, attitudes, and behaviours are frequently influenced by marketing initiatives that emphasize the environmental advantages of sustainable products. Products that are labelled as carbon-neutral, biodegradable, or eco-certified, for instance, assist consumers in making educated decisions,



while campaigns that highlight the risks associated with non-sustainable products promote behavioural change. As a result, green marketing serves as a social mechanism for raising environmental awareness in addition to being a promotional instrument.

The impact of green marketing has been further enhanced by the emergence of digital media. Digital advertising, e-commerce websites, and social media platforms let businesses better connect with eco-aware customers. By offering comprehensive details regarding product origins, supply chains, and certifications, online platforms help facilitate transparency. Additionally, internet reviews, influencer endorsements, and user-generated content all have a big impact on how consumers regard green products. Customers who identify with online eco-communities, for instance, are more likely to make purchases that reflect their values, which strengthens the effect of green marketing.

Green marketing does, however, confront several difficulties and criticisms in spite of its increasing significance. The widespread practice of "greenwashing," in which businesses inflate or make false claims about the environmental advantages of their products in an effort to draw in customers, is one of the main problems. Customers become distrustful of green marketing messaging as a result of this strategy. Customers' price sensitivity is another issue; although many say they would be eager to buy eco-friendly products, not all are prepared to pay the frequently higher prices that come with them. Additionally, consumer knowledge of green products may continue to be low in underdeveloped nations where price rivalry and economic constraints predominate. As a result, the degree to which green marketing influences consumer choices varies greatly depending on the cultural, economic, and geographic setting.

For a number of stakeholders, research on green marketing and how it affects consumer purchasing decisions is essential. Businesses can use it to get insights into consumer psychology and create tactics that appeal to environmental ideals while simultaneously increasing sales and profitability. Policymakers can develop rules and laws that encourage sustainable consumption by knowing how consumers react to green marketing. The growing awareness of green marketing among customers promotes a culture of environmental responsibility and self-reflection on their buying patterns.

With ideas ranging from the Theory of Planned Behaviour and Value-Belief-Norm theory to models of consumer decision-making, the scholarly discussion on green marketing and consumer behaviour is extensive. According to these theories, a mix of attitudes, subjective standards, perceived behavioural control, and individual values affect what consumers decide to buy. These elements interact with outside



elements including advertising, peer pressure, product availability, and company credibility in the context of green marketing to impact customer decisions. An interdisciplinary perspective that integrates marketing, psychology, economics, and environmental studies is thus offered by investigating this relationship.

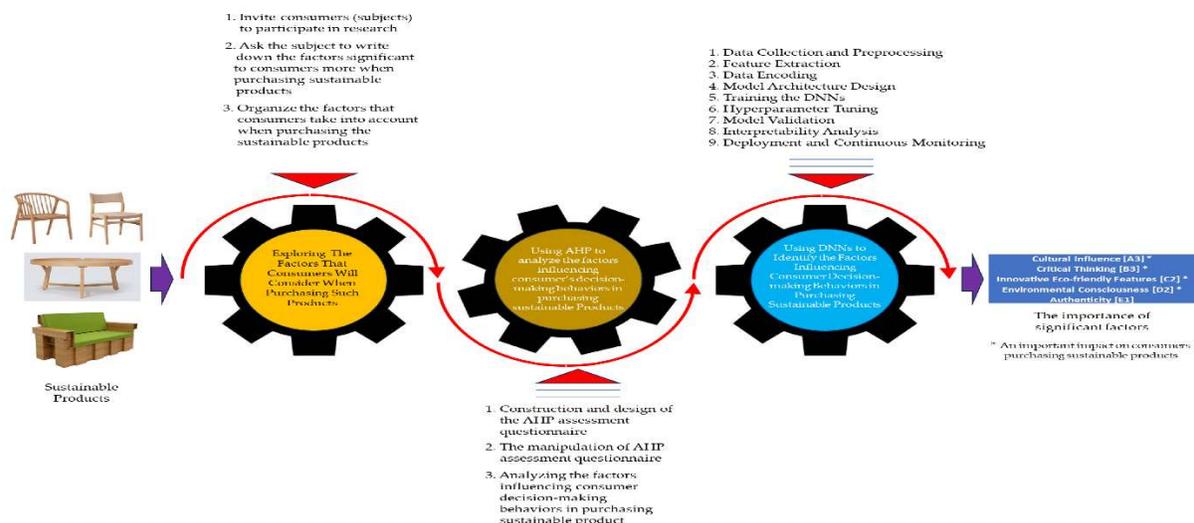
Furthermore, green marketing has an impact on society transformation in addition to individual customer behaviour. Businesses are forced to change as more customers embrace sustainable buying habits, which has a knock-on effect on industry standards, production techniques, and supply chains. As a result, a sustainable cycle is established in which customer demand propels corporate responsibility, which in turn strengthens customer involvement and trust. For instance, the growing demand for electric cars (EVs) has changed the energy markets, infrastructure development, and government policy in addition to revolutionizing the auto sector.

Green marketing has a particularly big influence on consumer purchasing decisions in developing nations like Brazil, China, and India. Environmental problems in these areas have gotten worse due to rapid industrialization, urbanization, and increased consumer desires. Opportunities for green marketing are also being created by the increasing middle class's increased awareness of environmental issues. For example, demand for eco-friendly goods like organic food, herbal cosmetics, and gadgets that run on renewable energy is growing in India. Nonetheless, the market is still price-sensitive, and urban and rural areas have different levels of consumer knowledge. This emphasizes the necessity of doing context-specific research on the ways in which green marketing affects purchasing decisions across various socioeconomic contexts. A dynamic and developing field of research that connects environmental sustainability and corporate strategy is the effect of green marketing on consumer purchasing decisions. It is influenced by a complex interaction between corporate practices, cultural contexts, legal frameworks, and consumer ideals. Green marketing can influence positive change by bringing consumer behaviour into line with environmental objectives, but its effectiveness hinges on cost, openness, and genuineness. Businesses looking for a competitive edge and society aiming for sustainable development both need to understand this link. Because of this, the topic is extremely pertinent in the competitive, globalized, and eco-conscious economy of today.

## **INFLUENCE OF ENVIRONMENTAL AWARENESS ON PURCHASE DECISION**

Due in large part to growing concerns about climate change, pollution, sustainability, and the depletion of natural resources, environmental consciousness has become a critical factor in influencing consumer

purchasing decisions in the modern marketplace. People are increasingly taking ecological factors into account when selecting goods and services as they grow more aware of the effects their consumption habits have on the environment. Although the degree of influence may vary, this change is not specific to any one demographic and is visible across age groups, income levels, and geographic boundaries. Consumers are becoming more aware of the entire life cycle of the products they purchase, from the extraction of raw materials to the production processes, packaging, distribution, consumption, and disposal, since the relationship between economic activity and environmental deterioration is increasingly understood. Nowadays, a lot of buyers actively look for environmentally friendly substitutes, favouring products that are recyclable, biodegradable, or produced with low carbon footprints over conventional, less sustainable solutions. This awareness is demonstrated, for instance, by the growing popularity of energy-efficient appliances, reusable bags, electric cars, bamboo toothbrushes, and organic foods.



Additionally, businesses that use green marketing techniques—which emphasize their efforts in waste reduction, renewable energy use, ethical labour practices, and sustainable sourcing—often have a competitive advantage because consumers who care about the environment view these brands as trustworthy and socially conscious. Beyond just product qualities, environmental consciousness also affects attitudes toward brand reputation, since consumers are reluctant to do business with companies that are alleged to engage in unethical, polluting, or greenwashing tactics. Younger generations, particularly Millennials and Generation Z, are actually more inclined to pay extra for sustainable items and are more likely to reject companies that disregard environmental responsibility, indicating a long-term shift in consumer behaviour. Government regulations, educational initiatives, social media activism, and business transparency programs all contribute to this growing eco-consciousness by educating and



empowering people to make ethical decisions. Eco-labels, certifications such as Fair Trade or Energy Star, and comprehensive sustainability reports, for example, give consumers the knowledge they need to distinguish between products that are truly sustainable and those that only make the claim.

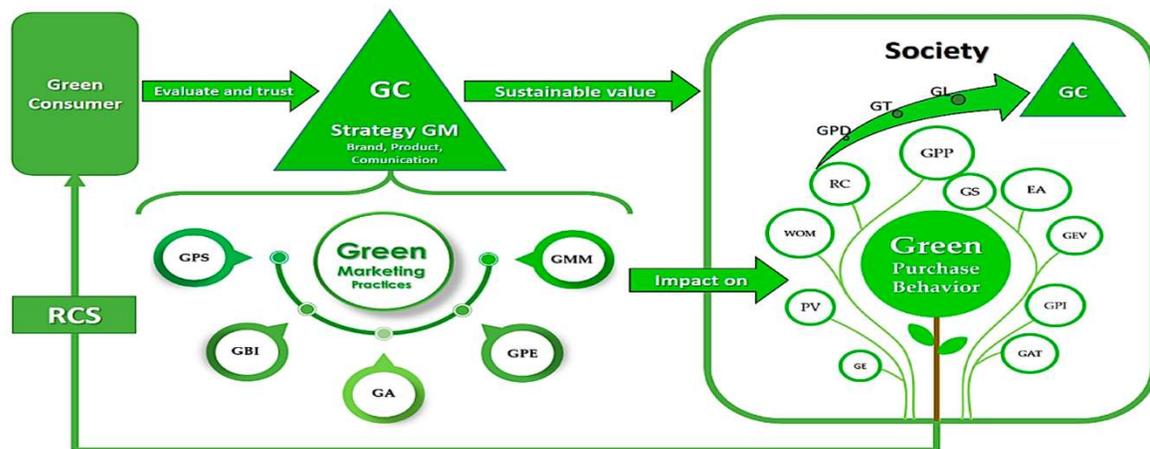
Furthermore, the importance of peer pressure and community values cannot be understated, since social pressure and group efforts frequently encourage people to adopt eco-friendly practices like using less plastic, taking public transit, or patronizing nearby sustainable companies. Price sensitivity, convenience, availability, and scepticism about environmental claims can all make it difficult for customers to completely match their objectives with their purchasing behaviour, therefore the impact of environmental awareness on purchasing decisions is not without its difficulties. This attitude-behaviour gap, in which customers show care for the environment but do not always take action, emphasizes how important it is for businesses to lower the cost, increase accessibility, and increase the transparency of sustainable products.

However, the general trend is evident: environmental consciousness has moved from being a side problem to becoming a major factor influencing customer choice, compelling companies to reconsider their supply chain management, marketing tactics, and product design. Global trends, urban education, and obvious ecological crises like air pollution, deforestation, and water scarcity are all having an impact on consumers' growing environmental consciousness in emerging economies where fast industrialization has exacerbated environmental degradation. This suggests that environmental consciousness is a fundamental shift in consumer psychology and market dynamics rather than just a fad.

In the end, the increasing incorporation of environmental consciousness into consumer purchasing choices represents a paradigm change in the way markets and sustainability are perceived, where profit and ecological responsibility are viewed as complementary forces that foster innovation, long-term growth, and global well-being rather than as mutually exclusive. Environmentally conscious customers' purchasing power drives more extensive systemic change, pushing businesses to embrace sustainable practices, governments to enact more stringent environmental laws, and society to transition to a more sustainable future. In summary, consumer environmental consciousness not only affects individual purchasing decisions but also transforms entire industries, speeds up the shift to sustainable development, and cultivates a sense of shared responsibility for preserving the environment for present and future generations.

## THE IMPACT OF GREEN BRANDING AND ADVERTISING ON CONSUMER PREFERENCES

Since they affect attitudes, perceptions, and trust toward businesses that practice environmental responsibility, green branding and advertising have a big influence on what consumers decide to buy. When companies market their products as environmentally friendly and convey this through branding techniques like eco-labels, sustainable packaging, and green messaging, customers are more likely to connect the brand with socially conscious, health-sensitive, and responsible ideals. The expanding market of environmentally conscious consumers who choose goods that reflect their own beliefs is frequently attracted to advertising efforts that emphasize environmental advantages, carbon footprint reduction, or ethical sourcing. Customers feel that their decisions are helping to protect the environment, which not only boosts the possibility of a purchase but also cultivates enduring brand loyalty. However, the effect is closely linked to authenticity; whilst true green branding can boost sales and reputation, deceptive claims or "greenwashing" can undermine consumer confidence and result in unfavourable purchasing decisions. In today's market, which is driven by sustainability, clear and trustworthy green branding and advertising are therefore essential in influencing consumer purchasing decisions.



Furthermore, the power of green branding and advertising goes beyond the purchasing habits of specific individuals and affects more general market trends. Businesses in all sectors are urged to incorporate sustainable practices into their operations in order to stay competitive, since more consumers are responding favourably to eco-friendly messaging. As a result, companies invest in recyclable packaging, ethical supply chains, and renewable energy to improve their green image. By enabling customers to express their environmental ideals through consumption, such branding not only meets their practical demands but also gives them psychological joy. Furthermore, green ads frequently inform consumers



about urgent environmental problems, raising awareness and encouraging sustainable lifestyles. Green branding has the power to influence new consumer behaviours and change the demand for traditional products in emerging areas where environmental issues are becoming more pressing. However, as today's consumers are more knowledgeable and suspicious than ever, the effectiveness of such tactics mostly rests on openness, consistency, and credible environmental claims. Essentially, in addition to encouraging consumer purchases, green branding and advertising also help to foster a culture of ethical business practices and conscientious consumption.

## **PERCEIVED VALUE OF GREEN PRODUCTS AND THEIR BUYING INTENTION**

Consumer purchasing intentions are significantly influenced by the perceived value of green products, which represents how people weigh the advantages and disadvantages of eco-friendly products in comparison to more traditional options. Customers frequently assess green products based on their environmental, social, and ethical worth in addition to their practical and financial aspects. A number of factors are included in perceived value, such as quality, price equity, emotional fulfilment, social image, and sustainability advantages. Customers are far more likely to purchase green items when they think that doing so will improve their health, resource efficiency, and environmental conservation. For example, a buyer might select energy-efficient appliances, organic food, or biodegradable packaging since these products have two benefits: they meet personal demands and promote environmental preservation.

Furthermore, consumers are more likely to develop positive buying intentions when green claims are genuine, transparent, and certified by accepted standards because scepticism resulting from greenwashing can reduce perceived value and deter purchase. Perceived value is also closely linked to credibility and trust. The perceived value–intention relationship is also mediated by price; although green products are frequently more expensive, many buyers defend their higher prices by citing long-term savings, such as lower energy costs or better health outcomes, as well as their values and sense of social responsibility. Since eco-conscious consumers frequently see their purchases as manifestations of their identity and dedication to sustainable living, the emotional and symbolic worth of green items further reinforces their purchasing intents and leads to social recognition and self-satisfaction. Research indicates that consumers' perceptions of value vary; cultural orientation, income, education, and environmental consciousness all affect how people understand the advantages of eco-friendly products. For instance, perceptions may be dominated by affordability and utility in emerging nations, whereas ethical and environmental concerns may be given more weight in developed markets.



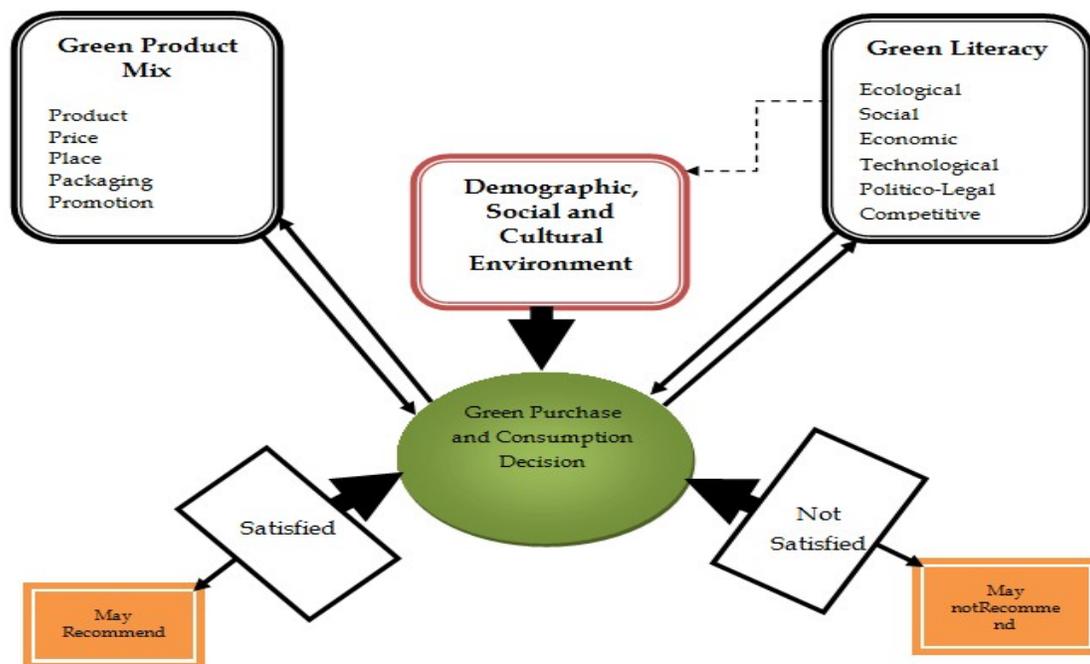
Furthermore, marketing tactics that emphasize the material and immaterial advantages of eco-friendly products—like their resilience, safety, recyclable nature, and ability to lessen carbon emissions—increase their perceived value and encourage purchase. Sustainability certifications, eco-labels, and green branding all act as trust signals that boost customer confidence and increase purchase intentions. Customers' intention to purchase, on the other hand, declines when they believe there is no difference between green and non-green items in terms of impact or quality, highlighting the significance of transparent communication and claims supported by data. The relationship between perceived value and purchase intention also emphasizes the importance of social impact; as more people buy eco-friendly products, they establish a cultural standard that supports the appeal of sustainable options, which increases purchasing intentions even more. In the end, customers' perceptions of green products' worth go beyond their physical characteristics and include the larger significance they ascribe to their purchasing choices, such as their role in promoting sustainability.

As a result, companies looking to boost customer purchasing intents should concentrate on raising the perceived worth of their eco-friendly products by providing exceptional quality, upholding transparency, guaranteeing affordability, and clearly conveying the advantages for the environment and society. By doing this, businesses not only increase customer loyalty and trust but also encourage sustainable purchase habits that support international environmental objectives. As a result, the perceived value of green products serves as a psychological motivator as well as a practical determinant of purchasing intention, linking individual utility with social duty and influencing the long-term development of sustainable markets.

### **DEMOGRAPHIC FACTORS AFFECTING GREEN PURCHASE DECISIONS**

Customers' views, beliefs, and behaviours toward green products are greatly influenced by demographic characteristics, which in turn affects their purchasing decisions. The degree to which consumers are inclined toward eco-friendly choices is determined by a number of characteristics, including age, gender, income, education, occupation, family size, and geographic region. Age is frequently mentioned as a significant factor because younger generations—millennials and Gen Z in particular—are thought to be more environmentally conscious because they have had more exposure to sustainability education, digital media campaigns, and international discussions on climate change. Nevertheless, older consumers may also favour green products, particularly if they are associated with long-term cost savings, safety, or health benefits.

Studies indicate that women are more likely to make green purchases due to their heightened sense of social responsibility, nurturing inclinations, and preference for products that promote the well-being of their families. On the other hand, men may react more favourably to green products when they are linked to innovation, technology, or financial gains. Green purchasing decisions are heavily influenced by income level because consumers with more disposable income are more likely to be able to afford high-end eco-friendly products. However, middle-class consumers are also progressively embracing green alternatives, especially when they believe they will be cost-effective and provide value over time.



Higher education also makes people more environmentally conscious and more equipped to assess product claims, which makes them less vulnerable to greenwashing and encourages them to make more conscientious decisions. Occupation also matters since professionals in knowledge-based or sustainability-aligned industries are more likely to be committed to green consumption than those in less environmentally conscious professions. Purchase decisions are also influenced by family size and life stage; families with small children might favour safe and environmentally friendly products, including organic food or household goods free of toxins, whereas young or single customers might be more inclined toward eco-friendly devices or green fashion.



Another factor is geography; urban consumers are more likely to embrace sustainable consumption than rural ones due to easier access to green markets, eco-labels, and environmental campaigns, even though sustainability is often ingrained in rural communities through customs like recycling and reuse. Additionally, demographics are influenced by cultural and geographical differences, which influence views toward green products in different ways throughout societies. Furthermore, lifestyle segmentation—which is directly related to demographics—shows that people of all ages and genders who are cognizant of their health, social responsibility, and environmental awareness are more likely to make green purchases.

To sum up, demographic characteristics not only enable businesses, politicians, and marketers create focused strategies, awareness campaigns, and product offerings that appeal to a variety of demographics, but they also help distinguish distinct consumer categories based on their green purchasing behaviour. In order to bridge the gap between consumers' environmental concerns and their actual purchasing behaviour and create a sustainable economy where green products become the norm rather than the exception, it is imperative to comprehend these demographic impacts.

### **.THE ROLE OF ECO-LABELS AND CERTIFICATION IN BUILDING CONSUMER TRUST**

By serving as reliable indicators of a business's sincere dedication to sustainability, eco-labels and environmental certifications are essential for fostering customer trust and mitigating the information asymmetry that frequently occurs in the marketplace between producers and consumers. Consumers are becoming more concerned about the ecological and social effects of the products they buy in this day of increased environmental consciousness, but they frequently struggle to assess a product's true sustainability because of the widespread use of greenwashing and false environmental claims. Eco-labels offer a credible assurance that a product has complied with environmental requirements, such as a lower carbon footprint, ethical labour practices, responsible sourcing, or non-toxicity. They are issued by independent third-party organizations or validated regulatory agencies. Customers who might otherwise continue to doubt company claims are reassured by this validated certification. Eco-labels increase accountability, transparency, and brand credibility by serving as a link between consumer intents and business actions.

When customers believe that certification procedures are stringent, open, and widely accepted rather than self-declared by businesses, trust is further strengthened. Additionally, eco-labels make it easier for consumers who care about the environment to make decisions because they can use these certifications as



quick markers of sustainability without having to do extensive study of their own. According to studies, customers are more inclined to pay higher prices and stick with companies that have reliable eco-labels since these labels align with their beliefs and lower the possibility of fraud. Additionally, by establishing uniform standards for sustainable practices and motivating businesses to implement verified environmental management systems, eco-labels help to foster long-term confidence.

Additionally, eco-labels aid in the development of a universal language of sustainability, enabling customers from various geographical and cultural backgrounds to more accurately and consistently understand environmental claims. In this way, eco-labels act as both teaching and trust-building tools, enabling customers to make more morally and intelligently informed decisions while rewarding businesses that actually practice sustainable production. Because they align consumer preferences with environmental responsibility and guarantee that sustainability becomes a shared value between businesses and society, eco-labels and certifications serve as essential tools of trust, integrity, and accountability in the green economy, going far beyond a simple marketing strategy.

## CONCLUSION

In the modern marketplace, the influence of green marketing on consumer preferences has grown in importance. Customers are increasingly tempted to match their shopping habits with eco-friendly and sustainable activities as environmental concerns grow on a worldwide scale. In addition to influencing consumer attitudes, green marketing techniques like eco-labelling, sustainable packaging, green branding, and environmental awareness initiatives also help to build long-term loyalty and confidence. According to studies, buyers are prepared to pay more for goods that exhibit true environmental responsibility as long as the promises are transparent and believable.

However, customer knowledge, perceived value, and demographic characteristics like income, education, and cultural orientation all play a significant role in how effective green marketing is. Urban and younger customers are generally more receptive to green initiatives, but the total impact can be diminished by scepticism brought on by the frequency of greenwashing and a lack of information. Therefore, instead of implementing flimsy green initiatives, businesses need to embrace genuine, comprehensive strategy.

In summary, green marketing is a strategic imperative for establishing customer trust, competitive advantage, and sustainable development rather than just a promotional tool. By emphasizing openness, creativity, and social responsibility, companies can shape customer choices in ways that promote both economic expansion and environmental preservation. Therefore, incorporating true green practices into



marketing tactics helps businesses and advances the larger objective of attaining environmental sustainability.

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