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Review

Analysis of the Conceptual Frameworks of Green Marketing

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Abstract: The concept of green marketing is not just a passing trend but a crucial aspect in the development of new products, contributing to the foundation of a sustainable environment. By utilizing green marketing, companies endeavor to protect the environment in the best possible way, to have as few harmful effects as possible, and to promote consumer awareness of the environment, thus contributing to sustainable development goals. For the successful application and utilization of green marketing, companies must excel at recognizing the determining elements and means of green marketing. This article aims to classify and summarize the theoretical insights of researchers in the field of green marketing from the perspective of the elements of the marketing mix. The theoretical framework analysis considers each 4P element of green marketing individually, emphasizing the elements and means of 4P functions and examining the impact these elements and means have on consumer attitudes and behavior. Each element is significant in the overall process of initiating green marketing, but every company, considering the theoretical insights presented in this article, can create a unique combination of green marketing and creatively use the 4P marketing mix, during which the basic principles of green marketing would be observed. A structured academic research study in this field would decisively contribute to the practical application of green marketing in businesses.

Keywords: green marketing; sustainable environment; 4P elements of green marketing

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1. Introduction

Numerous technological and business solutions used in the twentieth century caused damage to the global ecosystem and triggered issues such as environmental pollution, a decrease in forests and greenery, soil erosion, and the extinction of biodiversity [1].

In modern times, growing concerns about the environment, environmental pollution, and climate change present new challenges. These challenges encourage businesses and other entities to look for new solutions and develop new strategies, such as green marketing, that would help to better care for the environment without experiencing harmful effects [2].

To reduce the negative impact on the environment, new, environmentally friendly products and services are needed. Consecutively generating the market for such products and services involves the use of green marketing raising consumer awareness of the environmental benefits of such new products and services [3]. Green marketing solutions also contribute to reducing environmental pollution and raising general consumer awareness [4].

Dangelico and Vocalelli [3] examined the definitions and evolution of green marketing over time and found that there was and still is a lack of up-to-date, current knowledge and a systematic overview of green marketing and its application. Researchers emphasize that the concept of green marketing is not a passing trend but an important element in the development of new products, contributing to the creation of a sustainable environment. Moravcikova et al. [5] studied the application of green marketing strategies to business competitiveness, encouraging the response to the needs of customers and consumers and social and environmental values. Other scholars [6–8] have considered the influence of

4P strategies of green marketing on consumer decision to buy environmentally friendly products, and the findings demonstrated that the design and advertising of the product had the greatest impact on the consumer's decision to purchase. Further, researchers who studied the influence of green marketing among consumers who knew about environmental problems (environmental awareness) and had less knowledge of the environment [9–11] obtained inconsistent results. Some claim that green marketing has a positive impact on consumers with environmental knowledge and influences choosing greener products. Others argue that the impact on consumers with the knowledge of the environment is seen in consumers' interest in buying or taking action rather than in their actual intention to purchase or take action.

Scholars [12–14] also explored the importance of human generations in green marketing and the impact of its decisions on consumers. Studies have shown that Generation Z tends to care more about the environment, so green marketing tools should be most impactful for Generation Z.

Research problem. Despite the concepts of green marketing being increasingly widely applied in recent decades, there is still too little academic scientific research in the field [15] and purposeful practical application [16,17]. This suggests that there is a need to further analyze and delve into the topic of green marketing, both at the theoretical level and through research at the practical level, supplementing this field with new insights and data.

Green marketing and environmental sustainability are not just short-term passing trends [3]. It is asserted that green marketing will have a significant impact on the buying and consumption habits of consumers in the future [18].

The research aim is to analyze the conceptual frameworks of green marketing.

The research objectives are as follows:

- To systematize theoretical research on the concept of green marketing;
- To summarize the distinctive features of the 4P elements of green marketing.

2. Methodology

For this review, our objective was to employ comprehensive engagement and search criteria in order to establish connections between the concepts of green marketing, identify its key attributes, and pinpoint existing gaps in knowledge. Furthermore, we aimed to analyze and systematize the distinctive features of the 4P elements of green marketing as presented in the scientific literature. To accomplish this, we conducted a narrative review and performed an extensive literature search across major electronic databases, namely EBSCO, Scopus, and Web of Science, as well as peer-reviewed publications available via search engines such as Google Scholar. The search for relevant literature was not restricted by time period or language. Articles were assessed based on their titles, abstracts, and full texts.

All databases were searched for the following keywords or combinations of keywords: green marketing, eco-marketing, eco-marketing, ecological marketing, sustainable marketing, 4P complex, 4P elements.

A number of steps have been taken to select the right articles. First, duplicate articles in databases have been abandoned. Secondly, the titles and annotations of the articles were reviewed to ensure their suitability for the tasks posed. Articles that were not relevant to the ongoing study were identified as follows: articles focusing on regulatory issues (tax policy, the introduction of regulations, etc.) were excluded, and research on the green strategy of companies and consumer purchasing behavior was rejected. Studies that analyze specific technologies, methods, or tools were also excluded. As a result of the initial analysis of the studies, 77 articles were included for further review.

For each study included in this review, the following information was extracted from the full text: author(s), publication title, publication date, issues addressed in the publication pertaining to the objectives of the ongoing study, and the obtained results. These data served as the foundation for the conducted analysis.

To process the collected data, network analysis was employed. This analysis examined the concepts or core statements that were analyzed and their relationships with other concepts or core statements. It was assumed that the relationships between concepts and/or statements, including their presence, directionality, intensity, and meaning, reflected the most significant aspects explored in this study. In particular, this encompassed the concept of organic content marketing and the distinctive features of the 4P elements of organic content marketing.

3. The Development of Green Marketing Concept

In the academic literature, researchers have observed the concept of green marketing as early as the 1990s [8,15,16,19,20], but the various applications of this trend started to emerge most rapidly in the 2010s and are currently considered the driving force of consumption [21].

The development of green marketing was analyzed by Bukhari [22], who claimed it consisted of three stages, each of which had a rather distinctive effect on the marketing discipline and its role in the green worldview. The expansion of the development of such a structure was also discussed by Peattie [23] when analyzing green marketing. Hence, green marketing can be distinguished into three main phases:

Phase 1: Ecological green marketing. The origins of ecological marketing were linked to social and environmental issues arising in the 60s and early 70s. The realization that the limited natural resources on which all of humanity depends are wasted by the uncontrolled large trade and service industries was taking shape. At this stage, the focus was on the ecological problems caused, such as air pollution, the consumption of oil reserves, oil waste, and the effects of synthetic pesticides. Peattie [23] argued that during the period of green marketing, publicizing activities focused on solving environmental problems. According to Kantrandjiev [24], changes in consumer behavior at this stage were not yet noticeable, and the marketing of ecological content was aimed at reducing pollution caused by the manufacturing process of companies' products or services. However, many manufacturers were reluctant to invest in more environmentally friendly production solutions as it was not relevant to consumers. Thus, it can be argued that the ecological marketing approach to publicizing ecological content was narrow as most consideration was given to companies and their responsibility for ecological issues.

Phase 2: Environmental green marketing. This stage of green marketing began in the late 1980s. In an analysis of the development of environmental green marketing in the 1980s and 1990s, Garg and Sharma [25] identified this period as the most important for the evolution of green marketing. The major natural disasters that had occurred and had negative consequences around the world prompted consumers to think about preserving nature for future generations. The Bhopal disaster in 1984, identified as the largest chemical catastrophe in world history, the Chornobyl disaster in 1986, the oil spill caused by the 1989 Exxon Valdes tanker, and the ozone depletion observed in 1995 were the events that prompted fundamental changes in consumer environmental perceptions and behavior. Research conducted in the United States in 1990 by Uygur [26] demonstrated that a large percentage of consumers (82 percent) were willing to pay a 5 percent higher price for greener products. Therefore, Peattie [23] identified the phase of environmental green marketing as much more significant for marketers and for marketing itself since the focus shifted to not only the industrial domains and the damage caused by them but also the environmental impact of products used at home, such as cleaning products, paper, cosmetics. Thus, arguably, the second phase of green marketing was extremely significant for the foundation of changes in consumer behavior and the expansion of the market for environmentally friendly products.

Phase 3: Sustainable green marketing. In 2000, Fuller (ref. from Kantrandjiev [24]) first defined the term 'sustainable marketing' as the planning process, the development of implementation and control, pricing, and the distribution of products according to three criteria: meeting consumer needs, achieving the goals of the organization, and developing

the whole process with the preservation of the environment considered. At the end of the twentieth century, the United Nations initiated several international treaties, including:

The Montreal Protocol regulates the use of substances that deplete the ozone layer (The Montreal Protocol on Substances that Deplete the Ozone Layer, 1987).

The Basel Convention regulates transboundary movements of hazardous wastes and other wastes and requires participating countries to ensure that such wastes are managed and disposed of in an environmentally sound manner (The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal, 1989).

The Kyoto Protocol aims to prevent global warming (The Kyoto Protocol of the United Nations Framework Convention on Climate Change, 1997).

Correspondingly, countries started passing laws that would help protect the environment and reduce pollution. At the time, changes in environmental protection law were observed in Lithuania. Peattie [23] argued that during the sustainable green marketing phase, environmentally friendly products began to be developed, and companies started widely applying green marketing strategies, thus positioning their products as environmentally friendly and contributing to the preservation of the environment. Trandafilovic et al. [27] noted that these changes in marketing had led to companies seeking to present their products as eco-friendly, regardless of whether their product meets the requirements. Amid growing people's distrust of companies, the Greenwashing Index, which identifies whether companies are manipulating consumers to falsely sell their products as environmentally friendly, was introduced in 2016. Thus, arguably, the third stage—sustainable marketing—of green marketing continues to this day, whereby states are attempting to control the causative agents of environmental problems, and consumer interest in environmentally friendly products encourages companies to create environmentally friendly products, as well as to spread false or inaccurate information for profit purposes.

Although interpretations of the concept of green marketing vary, according to Zhu and Sarkis [28], green marketing is one of the directions of traditional marketing, which examines diverse environmental problems and activities to solve the problems. Boztepe [29] defines green marketing as research on the positive or negative impact of marketing measures on environmental pollution, energy consumption, and the depletion of other resources.

Prasanth et al. [30] and Mahmoud [15] highlight that green marketing is not easy to conclusively define, while Zhu and Sarkis [28] argue that there is no universal definition of green marketing and its scope. Despite the subject of green marketing becoming increasingly relevant and being widely used worldwide, there is no unified terminology to define it to this day. Therefore, for a comprehensive understanding of this concept, it is important to review the definitions of other authors, which are presented in Table 1.

Table 1. Definitions of green marketing.

Author	Definition of Green Marketing
I. Cheah and I. Phau	Green marketing encompasses all activities aimed at concluding and facilitating transactions and meeting human needs and requirements that have a minimal harmful and destructive impact on the environment [31].
E. Rex and H. Baumann	Green marketing is a process that incorporates environmental concerns. The main concept is that customers are offered information about the impact of products on the environment, and they can use this information to decide which product to buy. These aspects, in turn, encourage companies to produce more products that are more environmentally sustainable [32].
K. Peattie and F. M. Belz	Green marketing is an integrated management process that is responsible for a profitable and stable way of identifying, predicting, and meeting consumer needs [33].
S. Tiwari et al.	Green marketing consists of a wide range of business activities aimed at meeting the needs and desires of customers, as well as reducing the negative impact on the natural environment [34].

Table 1. *Cont.*

Author	Definition of Green Marketing
M. J. Polonsky	Green marketing is an effort made by companies to design, promote, price, and distribute products in a way that promotes environmental protection [35].
A. N. Sarkar	Green marketing is described as an organization that strives to promote, price, and distribute products related to ecological issues [36].
Y. Durmaz and H. V. Yasar	Green marketing is designed to meet the needs and desires of consumers in accordance with an environmentally friendly approach as one of the most important business factors of the concept of green marketing is the increase in consumer awareness of the environment and the tendency to give preference to environmentally friendly products [1].
Z. D. Líšková et al.	Green marketing is generally seen as promoting and advertising products that should be environmentally friendly [37].
V. S. Prasanth et al.	Green marketing refers to a holistic concept of marketing, where production, marketing, consumption, and removal of goods and services take place in a way that is less harmful to the environment, with a growing awareness of climate change, non-biodegradable solid waste, harmful effects, the impact of pollutants, etc. [30].
I. Domazet and M. Kovačević	Green marketing is the marketing of products that are environmentally friendly, sustainable, and have no harmful effects on the environment. Green marketing promotes a way of conducting business activities that aim to create products that will use minimal resources to meet consumer needs [19].
T. O. Mahmoud	Green marketing is an advertising activity that is aimed at taking advantage of changing consumer view of a brand [15].
K. K. Papadas et al.	Green marketing is a holistic management process responsible for identifying, predicting, and meeting the needs of customers and society in a profitable and sustainable way [16].
H. C. Chen and C. H. Yang	Green marketing consists of several activities aimed at ensuring that the main aspects of marketing and product exchange have a minimal negative impact on the environment, familiarize consumers with the importance of environmental protection, establish long-term relationships with customers and other interested parties, create a natural need to be responsible for the environment [38].
E. Woo	Green marketing is seen as the production of environmentally safe and publicly beneficial products that can continue as a corporate responsibility in the long term [39].
F. N. Jamal et al.	Green marketing is a new focus in business, a strategic marketing approach to securing the opportunity to reach a market that cares about the environment and health [40].
N. Vilkaite-Vaitone et al.	Green marketing is an organization's involvement in strategic, tactical, and operational marketing activities and processes that aim to create, communicate, and present products with a minimal impact on the environment [20].

Source: own elaboration.

Several more definitions of green marketing are distinguished at the retail, social, and environmental levels [30]. Líšková et al. [37] argue that green marketing in retail is the marketing of products that are safe for the environment at the social level—the marketing of products that are aimed at reducing the negative impact on or improving the quality of the environment, and in the field of environmental protection—the activities of organizations aimed at producing, packaging, regenerating and promoting products in response to the need for the preservation of the environment.

Papadas et al. [16] argue that the various definitions of green marketing indicate that the needs of the company, the consumer, and society can be met profitably and sustainably and be compatible with the natural environment and ecosystems. This notion is echoed by Wahab [7], who agrees that in green marketing, three essential criteria must be met: consumer needs, business goals, and compatibility with ecosystems. Notably, researchers identify not only companies, business entities, and consumers but also society,

demonstrating the need to not only meet the needs of individual consumers but also society. According to Mahmoud [15], green marketing focuses on the act of mutual exchange and value creation, so it is important that these entities can mutually ensure the well-being of the environment.

Environmentally friendly, organic, ecologically sustainable, green, and environmental are different terms that are commonly used to describe a company's processes and products that are efficient in energy consumption, are recycled and reused, less waste is generated, and nature is conserved [36]. Majid et al. [41] argue that green marketing consists of all activities aimed at creating and facilitating exchanges designed to meet human needs or desires so that these needs are met with the least possible negative impact on the natural environment.

Accordingly, the analysis of scholarly literature reveals that green marketing is a broad concept that includes a wide range of activities, including the modification of the product and its packaging, changes in the production process, as well as the adaptation of advertising to environmental trends. According to the derivative concept of green marketing, it can be argued that green marketing is a cohesive strategy, the application of which is focused on profitable but environmentally safe activities aimed not only at meeting the needs of consumers but also at raising consumer awareness of the environment and responsible consumption, and the goal is to include environmental issues in traditional marketing.

The definitions of green marketing align with the principles of sustainable development. According to these definitions, sustainable development refers to the marketing goals of businesses, achieved through the successful integration of products and services tailored to household needs while also addressing pressing environmental and ecological issues through renewable solutions (Figure 1). Green marketing involves engaging in activities that foster a harmonious relationship with the environment. Thus, based on this perspective and strategy, the significance and impact of implementing green marketing initiatives in businesses cannot be overstated. However, companies are not solely responsible for catering to the demands of consumers and society; conversely, individuals should actively seek to also generate added value, foster innovation, and safeguard their surrounding environment.

Consequently, a model depicting the relationship between green marketing and sustainable development is being formulated to enhance our understanding of this connection.

In today's business landscape, sustainability is implemented as a strategic approach by enterprises. As a result, both companies/organizations and consumers play pivotal roles in green marketing initiatives. There is an increasing demand for environmentally friendly products, necessitating the adoption of such products. When selecting a green marketing strategy, a company or organization conveys this choice to consumers, who, in turn, react often at the point of purchase. Consumers express their needs by exhibiting a preference for specific organic products, prompting the company or organization to respond accordingly. In the development of new strategies, the aim is to address market demands and offer appropriate supply.

Sustainable development is defined as a management approach that encompasses preserving the environment while concurrently devising profit-generating strategies for businesses utilizing green marketing tools.

Green marketing is a crucial component of sustainable development, with its primary objective being to raise awareness about environmental issues and communicate the organization's commitment to environmental preservation if consumers choose its products. As such, green marketing activities not only aim to provide people with more information but also offer them greater opportunities to incorporate organic products into their lifestyles. To safeguard the environment, green marketing should be integrated into all aspects of the marketing mix.

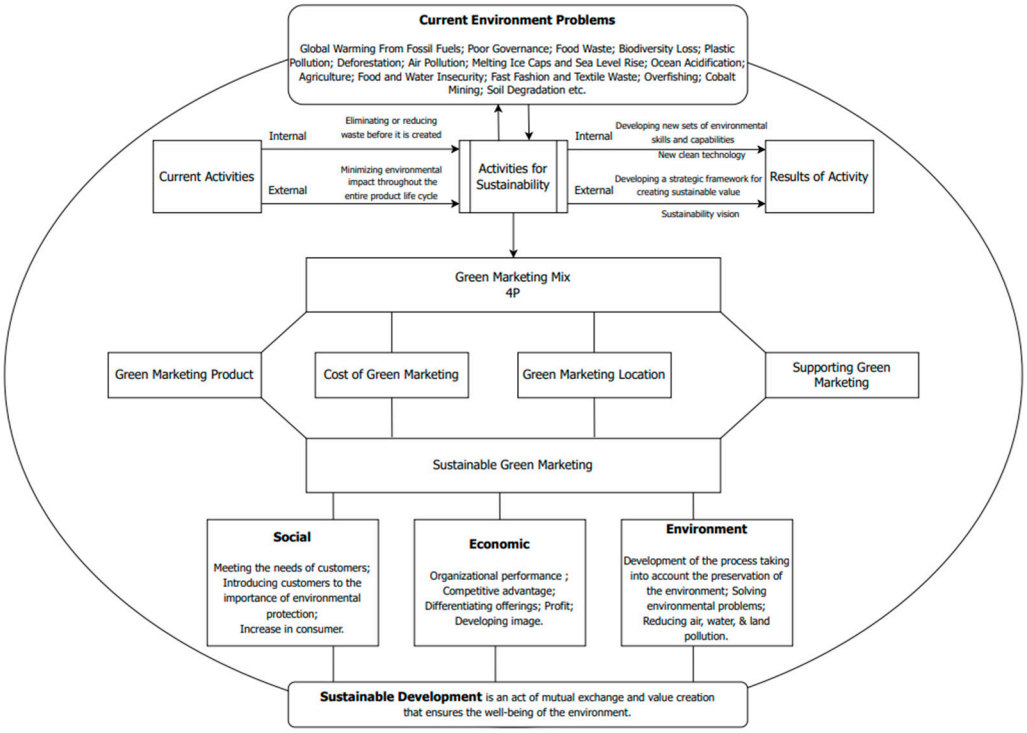


Figure 1. Model showcasing the interaction between green marketing and sustainable development.

Green marketing is characterized by three key objectives that align with the overarching concept of sustainability. It places emphasis not only on the economic benefits and growth of the company but also on social goals that demonstrate care for employees and customers. The products offered are safe and healthy, ensuring the well-being of consumers. Ecological objectives, the most significant among them, aim to minimize negative environmental impacts, promote the use of healthier and more natural materials, conserve resources, and reduce waste generation.

The outcome of enhanced environmental protection through sustainable development is the preservation of the natural environment. Hence, it can be inferred that sustainable development is influenced by various factors, including green marketing as an independent variable. Figure 1 illustrates a conceptual framework that showcases the interconnection between green marketing and sustainable development. The 4Ps of Green Marketing play a crucial role in promoting environmental preservation, social responsibility, and gaining a competitive advantage. The objective of green marketing is to integrate environmental concerns into traditional marketing practices. In today's business landscape, sustainability is embraced as a core company strategy. Consequently, there is a growing imperative to adopt green marketing tools, necessitating the acquisition of theoretical knowledge for their effective implementation. By employing green marketing tools, companies have the opportunity to generate sustainable market value and develop enduring business strategies.

4. Introduction of the Green Marketing Mix

Chaffey and Smith [42] deliberate that each company has an individual set of preferential marketing tools. Some use the 4P, and others use the 7P marketing mix. Kinoti [43] argues that green marketing is focused on all marketing activities and processes while protecting and respecting the environment. Green marketing 4P is commonly utilized by marketers. Thus, the challenge for marketers is to use 4P in an innovative way. Successful and environmentally friendly production requires a process that incorporates a high level of integration and communication, appropriate information, and precise awareness of the concept of the environment. Since each corporation has an individual marketing mix, the

challenge for environmentally friendly marketers is the creative use of 4P, during which the basic principles of green marketing are followed.

The main elements of green marketing are considered 4Ps: product, price, place, and promotion [2,6,7,17,44]. By using and combining these 4P elements with each other, companies can achieve the desired green marketing results in their target markets [7]. According to Vijai and Anitha [45], initially modifying the communication process and then moving to modify the production process eventually concludes in the differentiation of competitive advantage, allowing companies and other business entities to achieve better results and continuous improvement. Consequently, over time, the focal point has been identifying the best use and application of green marketing to reach company targets in the most efficient way possible and to meet the needs of consumers in the best way possible.

Although manufacturing products that are as sustainable and environmentally friendly as possible is the responsibility of organizations, marketers continue to play an important role. Marketers must endeavor to make as many consumers as possible aware of and understand the benefits of environmentally friendly products and the need for such products in the market to create a more sustainable and safer environment [7,46]. An environmentally friendly product that is not properly communicated may not have any influence on consumers and their choices.

To apply and combine green marketing with the elements of the 4Ps, it is appropriate to discuss each element of the 4P separately, emphasizing the fundamentals and resources of the 4P functions of green marketing and analyzing the influence of these elements and resources on consumer attitudes and behavior.

4.1. The Green Marketing Product

The green marketing product is the first ingredient in the 4P mix. In business, the terms "environmentally friendly product" and "green product" are typically used to describe products that are aimed at protecting or strengthening the natural environment by saving energy or resources and reducing or eliminating the use of harmful factors, pollution, and waste [47].

Environmentally friendly products or green products are designed to reduce the consumption of essential natural resources and minimize the negative impact on the environment throughout the life cycle of these goods [48]. According to Kumar and Ghodeswar [49], an environmentally friendly product is defined as a product made using non-toxic materials and without harming the environment.

According to Dahlquist [50], the concept of environmentally friendly products refers not only to products made from natural or non-toxic materials but also considers other characteristics such as the amount of waste generated during production, whether the materials are obtained from renewable sources and raw materials, the CO_2 footprint that is left during the distribution process, how hazardous components are disposed of.

Darling et al. [51] argue that companies upgrade their products based on the needs and preferences of consumers, and consumers are mostly concerned about the environment, so companies choose products that are less harmful to the environment. According to the researchers, environmentally friendly products save money, water, and natural resources. Products can be made from reusable materials or recycled products. Therefore, business entities wishing to demonstrate that their activities reduce or do not have harmful effects on the environment must consider their manufacturing process.

While green marketing entails many activities, the first is modifying product design and packaging [52]. The design process must develop the product to be environmentally friendly, the manufacturing of which does not use toxic ingredients or other harmful substances that may adversely affect the environment [6,7,30]. Instead, healthier materials containing natural ingredients and biodegradable and non-toxic chemicals with recyclable content must be used in the manufacturing of the product, and all materials and other resources must be used rationally, reducing the environmental damage of the product throughout its life cycle [19,46,53,54]. An exemplary case of the successful implementa-

tion of green marketing can be observed in the introduction of environmentally friendly products by certain companies. For instance, Nike, as the first shoe company to launch Air Jordan shoes, significantly reduced the use of harmful adhesives in their manufacturing process. This entire collection of shoes is designed to showcase Nike's commitment to environmental responsibility and consumer well-being. Similarly, Tesla stands out by not only developing eco-friendly and high-performance electric vehicles but also expanding its product line to include clean energy solutions such as solar panels and energy storage systems. Their goal is to decarbonize and promote sustainable energy alternatives. Chipotle, on the other hand, distinguishes itself from other fast-food chains by opting to use only high-quality food products. This approach sets an example of responsible and sustainable food production, benefiting the environment, animal welfare, and public health. Furthermore, Chipotle has fostered a loyal customer base that values the availability of healthy and ethically sourced food options.

The green marketing product (product packaging) must comply with the 3R concept (reduce, reuse, recycle)—consume as little material as possible, be recyclable, and reusable [19,30,46,55]. The definition of the concept of the product 3R, according to Goyal et al. [56], is presented in Table 2.

Table 2. The concept of the product 3R.

3R Concept	Description
Reduce	Reduce the consumption of toxic substances and non-renewable resources during the manufacturing of the product.
Reuse	Reuse by improving product design.
Recycle	Recycle waste into new products to be used and reused.

Source: [56].

Due to environmental problems, there is a need for the development of new products. Therefore, enterprises conduct reviews of existing products and, in some cases, even change the assessing, designing, or manufacturing of products [33]. Green product development goals reduce resource consumption and pollution and increase the preservation of scarce resources. The environmentally friendly product helps to maintain and improve the natural environment, as well as to maintain energy or resources and to reduce or not use toxic substances that increase pollution at all [57].

According to Bhalerao et al. [58], the key element of the 4P marketing mix is that the product must be modeled considering specific components that are based on environmental friendliness (Table 3).

Wandosell et al. [11] note that if a company has the resources to produce processing-friendly products but does not have the right resources to produce product packaging, the solution may be cooperation with packaging suppliers who produce environmentally friendly and environmentally safe packaging. In October 2021, Coca-Cola unveiled its PlantBottle initiative, which seeks to mitigate the environmental consequences associated with plastic bottles by incorporating plant-derived materials. The PlantBottle is composed of up to 30% plant-based components, such as sugarcane and molasses, which are renewable resources and exhibit a reduced carbon footprint compared to conventional plastic materials.

The product is at the center of the green marketing mix and is the most important component of green marketing strategy. However, it must be recognized that an environmentally friendly product is not limited to the final created product but includes all elements of the product, such as the materials it uses, the manufacturing process, the packaging of the product, etc. [59].

Table 3. Elements of the green marketing product.

Product Elements	Definition of the Green Marketing Product Element
Design	The design is intended to draw attention, focus on the product, and influence the purchasing decisions of customers. Simultaneously, the design of the product should be aimed at the consumer and be durable, safe, and convenient to use.
Technology	The technology used in the manufacturing of the product should be environmentally friendly; in no case should it pollute the environment, and should be acceptable to all interested parties.
Effectiveness	The product should meet the needs of most consumers.
Value	The value is related to the customer's needs. Buyers who are sensitive to price may benefit from cheaper products that offer the same characteristics as other products. Contrarily, consumers who are more motivated by brand name may not take price into consideration. The value of the product helps increase its usefulness to the customer. Value is something that companies always look at when creating a product. Thus, a high-quality product that meets or exceeds the expectations of customers regarding its function should be developed without losing its ecological value.
Convenience	Convenience is a parameter related to the product and the methods of its use. The product should make life easier for the customer by being easily accessible and convenient to use.
Quality	Customers benefit from quality, and most consumers look for premium quality products or services. Thus, environmentally friendly products should correspond with quality in every sense.
Packaging	Packaging is used to increase the value of the product. As a rule, polymers are used widely, especially in polystyrene and polyethylene packaging. At present, many companies are trying to offer environmentally friendly packaging. Packaging is also an area that casts doubt on environmental policies, as most products are packaged in polymers that are not biodegradable. Even if plastic is recycled, it releases harmful gases such as sulfur dioxide and carbon monoxide during processing. An environmentally friendly product packaged in a non-environmentally friendly or non-degradable plastic material is not at all a product that respects nature.

Source: own elaboration.

4.2. The Cost of Green Marketing

According to Chang [60], among the components of green marketing tools, the price of an environmentally friendly product is crucial. It is the most important and critical component of green marketing compared to all other components in the green marketing mix. Fundamentally, when developing an environmentally friendly product, the price of the product that is affordable for the customer, reasonable, and encourages the consumer to buy is a prerequisite [6,61].

Consumers often deliberate reasons why the prices of environmentally friendly products are higher. Scholars [6,19,44,62] emphasize that an environmentally friendly process is expensive due to the following:

1. Enterprises need to absorb more than just the costs of production, new technologies, and other equipment installed or introduced.
2. The strategy, guidelines, employee training, and newly created advertisements with green content of each company must all be considered.
3. The costs of environmental protection must be absorbed.
4. Other external costs must be covered.

All these factors are included in the final price of an environmentally friendly product, posing the challenge of justifying the resulting price of an environmentally friendly product and encouraging consumers to buy it for marketers [44]. In any case, the value of the environmentally friendly product must be justified.

At present, consumers appreciate that environmentally friendly products differ from traditional products in their value and impact on the environment, and the cost of environmentally friendly products is often relatively higher than the cost of traditional products [7,30]. Consumers are prepared to pay for an environmentally friendly product or service when they appreciate not only the product value but also the additional

value, such as the design and visual appeal, function performed, taste, and environmental benefits [61,63].

Nevertheless, consumers are very sensitive to price changes, and this certainly influences the consumer's decision to purchase. Although price encourages consumers to re-think purchasing an environmentally friendly product, Sharma [64] argues that many buyers may be willing to pay an additional amount if they appreciate the added value of the product.

According to Abzari et al. [65], the price of an environmentally friendly product is one of the most puzzling components of green marketing. If social and environmental costs are reflected in the existing price of the product and consumers are willing to pay the price, manufacturers are encouraged to develop increasingly environmentally friendly products. Kumar et al. [66] argue that consumers must understand that the costs of production and distribution of the product and the response the company receives, i.e., profit, must also be absorbed when pricing the product. In some cases, it is higher than the prices of conventional alternatives. A higher price compared to traditional alternatives may be a decisive factor for some consumers in confirming the effectiveness of environmentally friendly products.

According to Dangelico and Vocalelli [3], marketers must justify the price of environmentally friendly products so that consumers acknowledge the benefits because the perception of benefits influences the intention to buy and consume an environmentally friendly product at a higher price. The price of a product is influenced by several factors, such as the price of raw materials, the distinction of the product, competition, market share, and the perceived value of the product by the customer. Green marketing should consider visual appeal, taste, design, and efficiency, and only then require customers pay the highest price. Abzari et al. [65] echo the view that consumers must re-consider the products they purchase in view of the issue of environmental sustainability. Thus, both groups of researchers unanimously agree that environmental protection and contributing to solving ecological problems are important to consumers, which determines consumers' choice to purchase environmentally friendly products even if the price is higher than the price of traditional products.

4.3. Green Marketing Location

According to Eneizan [44] and Mahmoud [15], green marketing location where a product or product can be purchased must be as follows:

- Comply with safety requirements and ensure that there is no pollution of the environment or harmful effects on the environment.
- Distributors must be environmentally conscious and look for local distribution solutions that would have the least possible negative impact on the environment.

Appropriately selected distribution channels for products or services can help ensure that products are suitably transferred from manufacturers to final consumers [7].

Relatively few consumers are actively seeking out environmentally friendly products solely for the sake of "environmental friendliness". Thus, decisions on how and where to supply environmentally friendly products are extremely important. One of the most important considerations is reaching eco-consumers in locations where they shop [67].

According to Hossain and Khan [6], organizing local logistics is important and must be aimed at minimizing the pollution of deliveries so as not to leave carbon footprints and general ecological pollution of the environment. The need for organized logistics does not necessarily result in higher costs for the company. On the contrary, appropriately organized logistics can increase competitive advantage and profits. Appropriate organization of logistics consists of selecting a suitable time and location for product or material purchasing, distribution, storage, and disposal [61]. An environmentally friendly location that is dedicated to logistics management should reduce transport emissions, thus reducing carbon dioxide emissions [68]. Logistics is another part of the correlation since it concerns the acquisition, handling, distribution, storage, obtaining, and disposal of materials. The

distribution of products should be clearly and correctly located in an environmentally sound location where there is no contamination at all. To set up an environmentally friendly business and become competitive, companies must make sure that their distributors care about the environment and prove that they have an eco-distribution strategy in place.

According to Karthikeyan and Silambarasan [63], the effect marketplace location and time have on consumers depends on the way an enterprise chooses location and time. Researchers claim that buyers do not always seek out places where they can buy environmentally friendly products or services. The marketplace location of the product can include both physical and virtual stores where the user can buy the product [15]. The presence of a trading venue in a virtual environment increases the possibility of providing less pollution [15].

It is reasonable to not only identify marketplace locations where environmentally friendly products will be sold but also what natural raw materials and other resources will be needed to design and construct these marketplaces [69].

The internet plays an important role in creating a safer and more environmentally friendly marketplace. Dangelico and Vocalelli [3] argue that the use of the Internet in the distribution of products helps avoid spending additional resources and costs on transportation, which helps to better manage the distribution of environmentally friendly products and achieve more efficient results. The internet can certainly be called an environmentally friendly marketplace, according to Parag ref. from [58], because it provides the customer with unparalleled comfort, which also saves the manufacturer's costs of commissioning or the share of profits borne by various intermediaries. However, when buying goods online, we cannot touch and inspect them, so the information on the website selling an environmentally friendly product should be clear and understandable to convince the consumer to buy the product without seeing it first. Nevertheless, the researchers claim that an environmentally friendly place like the internet will undoubtedly affect the distribution circle and benefit the end user by supplying the product at a relatively lower price.

According to Abzari et al. [65], sustainable location, or distribution, consists of two aspects: internal and external. From an internal point of view, it refers to the internal environment of the company, in which employees and managers feel satisfied, and the company itself operates in accordance with environmental requirements. Johnson & Johnson, a renowned company specializing in infant and children's products, not only offers bandages and other related items but also demonstrates a strong commitment to implementing environmentally friendly practices within its operations. Notably, the company has prioritized training its staff to effectively integrate and incorporate eco-friendly procedures into their daily work routines. Consumers are attracted to this aspect due to the wholesome environment employees work in and the pleasant space, which does not have a negative impact on the environment in which the products are created. The external point of view encompasses companies that offer products and services that cause the least harm to the environment. Fossil fuels and energy consumption for the production of products are some of the main environmental challenges for most companies.

4.4. Supporting Green Marketing

Sponsoring green marketing is most often associated with advertisements that present material aimed at the needs of environmentally conscious consumers [15,30,44].

Shil [68] defines green advertising as marketing that utilizes promotional tools such as advertising, marketing materials, signs, books, websites, public relations, sales promotions, direct marketing, advertising campaigns, videos, and presentations that are based on environmental friendliness. According to Chang [60], green advertising includes information about environmental obligations and the efforts of companies to pass the information on to consumers. The means of advertising include websites, various signage, public relations, videos and presentations, and sales promotions that can be used by companies to convey a message related to environmental friendliness [15,52]. Rahbar and Wahid [70] point out that the purpose of green advertising is to influence consumers' purchasing behavior by

encouraging them to buy products that do not harm the environment and to direct their interest toward the positive consequences of purchasing behavior, both for themselves and the environment.

Phau and Ong [71] describe green advertising as the companies' commitment to protecting natural resources and attracting their target markets. In green advertising, several ethical and legal directions must always be considered. It is crucial that the advertised product has a realistic impact. For example, the use of the created product reduces air pollution. Once these effects have been demonstrated and data on the advantages of the product have been provided by, for example, indicating the percentage and nature of the processed product, the technical terms must be explained, and environmental benefits demonstrated. This way, product information provided does not violate the material and moral interests of consumers [72]. Advertising measures are also significant—green advertising presented as an advertising message can appeal to the needs of environmentally friendly consumers [61]. For example, Timberland, a globally renowned clothing brand, employs environmental narratives to promote its products. Neduraman and Manida [52] emphasize that green advertising is considered an effective tool to raise social and ecological awareness for all marketing, including in relation to society. In their later works, the researchers add that green advertising is transforming into more supervised advertising with ecological concerns, contemplating creation, preparation, and presentation [52]. This means that greater attention is being paid to the appropriate development of green advertising.

Advertising is one of the tools that can influence consumer behavior and encourage them to buy products or services that are less harmful or more environmentally friendly [15]. Hershey, for instance, utilizes its blog to disseminate information regarding environmental impacts, such as publishing articles on edible product packaging made from chocolate, which consumers can consume. According to Domazet and Kovačević [19], advertising should help raise consumer awareness by sharing information about these products and when presenting their benefits, to motivate people to use them. Ahmad et al. [8] add that not only must consumers be informed about the benefits of the products but also about the availability of the products on the market. Notably, the use of green advertising is aimed at communicating the desired information about environmentally friendly products in the best possible way, with an emphasis on their accessibility options, so that consumers know as much as possible about them and are interested in using them in their daily lives. When utilizing green advertising, companies should not only target consumers who are interested in environmental protection but also direct it to traditional consumers who are not interested in environmental friendliness or environmental protection, raising their awareness in this area [7]. Green advertising can help capture the attention of consumers and increase their knowledge about environmentally friendly products and environmental protection. According to Hassan and Valenzuela [73], advertising of green content performs several functions:

- Provides people and consumers with information by creating consumer awareness.
- Is a means of persuasion to encourage the choice of products with environmental characteristics.
- Is a means of reminding users of past events, which helps to strengthen their positive beliefs.
- Attempts to change the purchasing behavior of consumers by encouraging environmentally friendly products.

Convincingly communicated advertising messages influence consumer behavior when choosing and purchasing products or goods [30].

Davari and Srutton [74] suggest that green advertisements should meet one or more of the three following criteria:

- Demonstrate or increase, directly or indirectly, the relationship between the product and the environment.
- Promote an environmentally friendly lifestyle, highlighting or not highlighting the product or service.

- Present, improve, or maintain an environmentally friendly image of the company.

Kumar et al. [66] argue that companies have taken up labeling of environmentally friendly products to achieve higher sales at the higher price of environmentally friendly products and have paid more attention to advertising. Such an action plan was chosen to enable consumers to better understand the causality of the price difference and to help facilitate the intention to choose an environmentally friendly product. According to Abzari et al. [65], many companies, realizing that their consumers are concerned about green problems, use discussions or facts about environmental protection in their advertisements. This creates sustainable relationships with consumers, highlighting universal problems and raising consumer awareness to strengthen the social and environmental image of the company and its products. Often, this is carried out with an emphasis on the presentation of advertising slogans of the company, as well as in cooperation with social or environmental institutions.

Arguably, the main difference between the 4P elements used in traditional and green marketing is that in green marketing, the application of the 4P elements focuses on the context of environmental friendliness. Table 4 compares the 4P elements in traditional and green marketing.

Table 4. 4P comparison of traditional and green marketing.

4P	Traditional Marketing	Green Marketing
Product	The product and a set of its properties are developed and improved to meet the needs of consumers.	The product and its set of properties, which are developed with the least possible harm to the environment, correspond to the concept of 3R to meet the needs of consumers.
Price	Pricing is based on the value of the product, the costs associated with the production of a conventional product, and the consumer's ability to pay the set price.	The determination of the price is based on the value of the product, the costs associated with the production of the eco-friendly product, and the readiness of consumers to pay the set price.
Location/distribution	The place where the product can be purchased. Intensive distribution, transferring products from manufacturer to consumer.	The place where the product can be purchased ensures that there is no pollution of the environment both at the site of the product and when moving the product from the manufacturer to the consumer.
Support	Means of communication aimed at informing consumers about products, encouraging them to purchase, and forming a product image in the market.	Communication tools for presenting and increasing knowledge about environmentally friendly products, changing consumer behavior to become environmentally conscious, and choosing environmentally friendly products.

Source: [75,76].

This is confirmed by Mahmoud [15], who identifies that environmental issues are included in traditional marketing. Although the principles of the application of these elements remain the same, green marketing emphasizes the need to ensure that the application of these elements helps protect and minimize harm to the environment. From a price point of view, in traditional marketing, the price is set at the amount that the consumer could pay, and in green marketing, the price is set at an amount that the consumer would be willing to pay. Consequently, from a price point of view, the relationship between the value of the product and the price must be demonstrated.

The 4P elements of green marketing bring benefits not only to the environment but also to consumers. New customers who are indifferent to environmental protection are attracted, and companies increase sales and revenue growth, and overall growth and development of the company [4].

Research conducted by various scholars [6–8] demonstrates that the most important elements of green marketing that have the greatest impact on consumers are environmentally friendly products, the advertising of their packaging and sustainable content, and,

to a lesser extent, price, and location or distribution. This topic may have already been explored in previous research.

Conventional marketing has historically focused solely on generating profits. In contrast, today, green marketing also seeks to prioritize the promotion of environmentally and socially responsible products and services. Its primary goal is to achieve sustainable profitability within the boundaries of our planet's resources and societal constraints. Green marketing involves a delicate balance between the interests of people, the planet, and profit. It embraces the concept of a circular economy, wherein products are designed to be utilized, reused, repaired, repurposed, and kept in circulation, reducing waste and prolonging their lifespan.

While traditional marketing aims to foster passive consumer behavior, green marketing aims to inform, educate, and empower individuals to make conscious decisions regarding how they allocate their time, energy, and financial resources, discouraging mindless consumerism.

Unlike conventional marketing practices, green marketing takes into account the environmental impact of goods, services, and communication methods employed in marketing campaigns. It actively monitors and mitigates carbon emissions and adopts environmentally mindful platforms for content dissemination.

Green marketing is forward-looking, focusing on the development of a sustainable future. It emphasizes the importance of recognizing and embracing the significant roles that businesses and individuals play in effectively communicating conscious values. The ultimate objective is to work towards a future where both natural resources and human well-being can thrive. In this context, green marketing takes a holistic approach by considering businesses in their entirety, examining their operations across the entire supply chain, from product development to distribution.

5. Discussion

The analysis of the 4P elements of green marketing demonstrates that the role of marketing in the product manufacturing process involves providing information about market trends and customer needs for specific characteristics of environmentally friendly products, such as energy saving, environmental friendliness, environmentally friendly substances, and environmentally friendly distribution. It can be discerned that in the 3R concept, it is important to reduce and eliminate substances that are toxic and come from non-renewable resources and to use materials that can be recycled and reused in the best possible way. The development of new environmentally friendly products leads to the acquisition of new knowledge and the use of new technologies and resources, which makes it easier to meet consumer expectations and maintain a competitive advantage. When creating a product, attention is paid not only to the design of the product but also to the process of creating the product and foreseeing the consequences of using the product.

When creating environmentally friendly products, additional costs, which are included in the final price of an environmentally friendly product and which consumers do not see, are incurred. For consumers to understand why the price of environmentally friendly products is higher and to be prepared to buy them, it is necessary to justify and communicate not only the value of environmentally friendly products but also the efforts made to create and place such products on the market. Currently, many consumers are prepared to pay a higher price for products that meet environmental standards to ensure substantial environmental protection. However, in the case of green marketing, the higher price of an environmentally friendly product must be justified. Otherwise, consumers will not be willing to pay more for it than for a non-environmentally friendly alternative. Researchers also highlight the potential problem of the higher price of environmentally friendly products. Environmentally friendly products that have undergone full or partial processing can provoke a negative reaction from consumers and an unwillingness to pay a higher price than for a regular product.

Arguably, appropriately selected distribution channels and locations and organized logistics can result in desirable outcomes for a company that produces and sells environmentally friendly products while contributing to less environmental pollution. At the same time, the creation of a marketplace in a virtual environment, such as a website, will use fewer resources and incur fewer costs without consumers having to go to a physical point of sale. The environmentally friendly marketplace or channel of the product must not only be in the right place, e.g., online, for it to be an environmentally safe variation but also must be customer friendly in both logistical and informational choices.

The function of promoting green marketing is associated not only with the presentation of an environmentally friendly product. Promotional measures must also reflect messages that endorse environmental awareness to consumers who would be interested in choosing environmentally friendly products and would like to receive more information on how to contribute to the protection of the environment. It is assumed that the provision of information on a product or service and the promotion of awareness should aid in changing the outlook of consumers with less environmental awareness and maintain the outlook of existing eco-conscious consumers towards the surrounding environment. This element of the green marketing mix includes various activities, such as paid advertising, public relations, sales promotion, direct marketing, and physical advertising.

The classification of the academic elements of green marketing development introduced by researchers explored in this article can be applied as an integral theoretical model or a guide for companies that take or plan to take environmentally friendly actions at both the strategic and tactical levels. The systematized structure of the 4Ps of green marketing enables companies to make strategic decisions in the areas of the range of goods, quality, use of brand names, pricing, the application of discounts, payment conditions, distribution conditions, intensity of distribution, system control, general sponsorship strategy, distribution of the sponsorship budget, individual supporting actions. From an academic point of view, this research study suggests that a transition to green marketing is essential for companies to reach their targets most efficiently and to meet the needs of consumers in the best possible way. This study is also expected to have a macro-level societal impact. Sustainable approaches are not only altruistic but also a reminder that all actions of companies have macro-level consequences and are of concern to society. This article considers the shift to the perspective that green practices, combined with innovation, can be effective and produce financially better results than harmful actions and have a positive impact on the environment in the long term. This demonstrates the need to continue to analyze and delve into the subject of green marketing, both at the theoretical level and through research at the practical level, supplementing this area with new insights and data.

It is important to emphasize that this article examines the scientific literature and presents generalizations specifically focused on the use of the 4P green marketing mix. However, sustainable green marketing encompasses a much broader range of concepts. Kelleci and Yıldız [77] introduced a comprehensive framework in their study, which delineates various levels of sustainability within the marketing field. These levels are classified into two categories: positive, which emphasizes growth, and normative, which prioritizes well-being. The framework encompasses multiple marketing approaches, including mass marketing, green marketing, circular marketing, sustainable marketing, and sufficiency marketing. Within the highlighted sustainability levels proposed by the researchers, the 4P green marketing mix is only one component of each marketing area discussed, which is precisely the focus of this article. What truly matters is the integration of sustainability throughout a company's strategy and supply chain, encompassing aspects from product development to consumer delivery, consumption, and disposal. The green marketing mix serves to inform consumers about environmentally friendly services or products that are produced using more sustainable methods, packaged in eco-friendly materials, and designed to minimize negative environmental impacts. Additionally, it aims to educate consumers about the importance of environmental care. The concept of sustainable marketing involves establishing and nurturing sustainable relationships with consumers, the social

environment, and nature. The utilization of green marketing mix tools plays a crucial role in achieving this objective. Building upon the insights presented by Kelleci and Yıldız [77], it becomes evident that future research should delve deeper into the dimensions of sustainability marketing. This entails investigating the integration of strategies from the green marketing mix with sustainable value creation, delivery, and value capture. Through the incorporation of these additional dimensions, researchers can enhance our comprehension of the multifaceted nature of sustainability marketing.

6. Conclusions

Ecological green marketing originated from the need to highlight ecological problems taking place in the world (air pollution, oil waste, exposure to synthetic pesticides). The subsequent emergence of environmental green marketing was fuelled by global environmental disasters and changed the perception of green marketing in that it was aimed not only at industrial, but also all other forms of consumption. The concept of sustainable green marketing was constructed when states shifted attention to ecological problems and passed laws directed at sustainability. These developments affected the business sector, so businesses began to update their marketing strategies considering the concepts of environmental friendliness. Also, entrepreneurs, taking advantage of the increased need for environmentally friendly products, applied their marketing strategies to the marketing of sustainable products. By systematizing research on the concept of green marketing, green marketing can be defined as a cohesive business strategy that seeks to meet the needs of consumers profitably and sustainably, its activities (manufacturing of products, analysis of needs, advertising, etc.) are aimed at reducing negative environmental impacts and working in a sustainable way and raising consumer awareness of the importance of environmental protection and responsible consumption. Green marketing emphasizes environmentally safe activities, sustainability, responsible consumption.

An outline of the green marketing mix determined that the green marketing mix is designed by using the standard elements of the 4P marketing mix - product, price, place, promotion - but more attention is paid to promoting environmental friendliness and minimizing harm to the environment. Each element of the mix plays an important role in the overall process of creating green marketing. When creating a product, it is important to choose an environmentally friendly production process, materials, and packaging. Design, technology, effectiveness, value, convenience, and quality should also be considered. The price of an environmentally friendly product is one of the most important elements of the green marketing mix. Often, the cost of an environmentally friendly product is higher compared to traditional products. Most consumers tend to pay a higher price if the additional value of the product is perceptible. One of the most environmentally friendly marketplaces is the internet, as it saves money for consumers and businesses, reduces carbon dioxide emissions, and saves manufacturers the costs associated with commissions and logistics. The main alternatives for improving environmental friendliness in the location element are centralising distribution, developing appropriate policies and targets, utilising packaging recycling, and raising environmental awareness. Eco-friendly sponsorship is based on harmless advertising materials, online advertisements, the main messages communicated are about ecology, attempts are made to demonstrate the relationship of the product and the company with the environment through advertising. Environmentally friendly materials must be used for product manufacturing, and costs associated with more modern, more environmentally friendly production and other environmental costs must be justified and additional benefits and value of such products identified when pricing. Decisions taken when choosing a location and distribution channels must ensure that there is no pollution of the environment, and support measures must convey messages that promote consumer environmental awareness, demonstrating the benefits of environmentally friendly products and encouraging alternatives that are safer to the environment.

In the realm of sustainable development, the adoption of green marketing strategies becomes imperative. In recent years, an increasing number of companies have implemented

environmental sustainability policies to assume responsibility for minimizing harm to the environment. When investigating the process of purchasing organic products, researchers commonly identify several influential factors that shape consumers' decision making, including price, product quality, product design, and sponsorship. However, scientific studies often encounter inconsistent interpretations of these factors, and it is observed that the drivers of eco-friendly purchasing are frequently examined in isolation, detached from the elements comprising green marketing content. Therefore, it is important to note that while theoretical insights on the complexities of green marketing have received significant attention, each author has primarily focused on different fragments of this comprehensive approach. From the authors' perspective, offering a concentrated and systematic description of the green marketing framework would assist interested companies and organizations in identifying and selecting the most suitable green marketing strategies while also enabling researchers to develop and explore alternative approaches.

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