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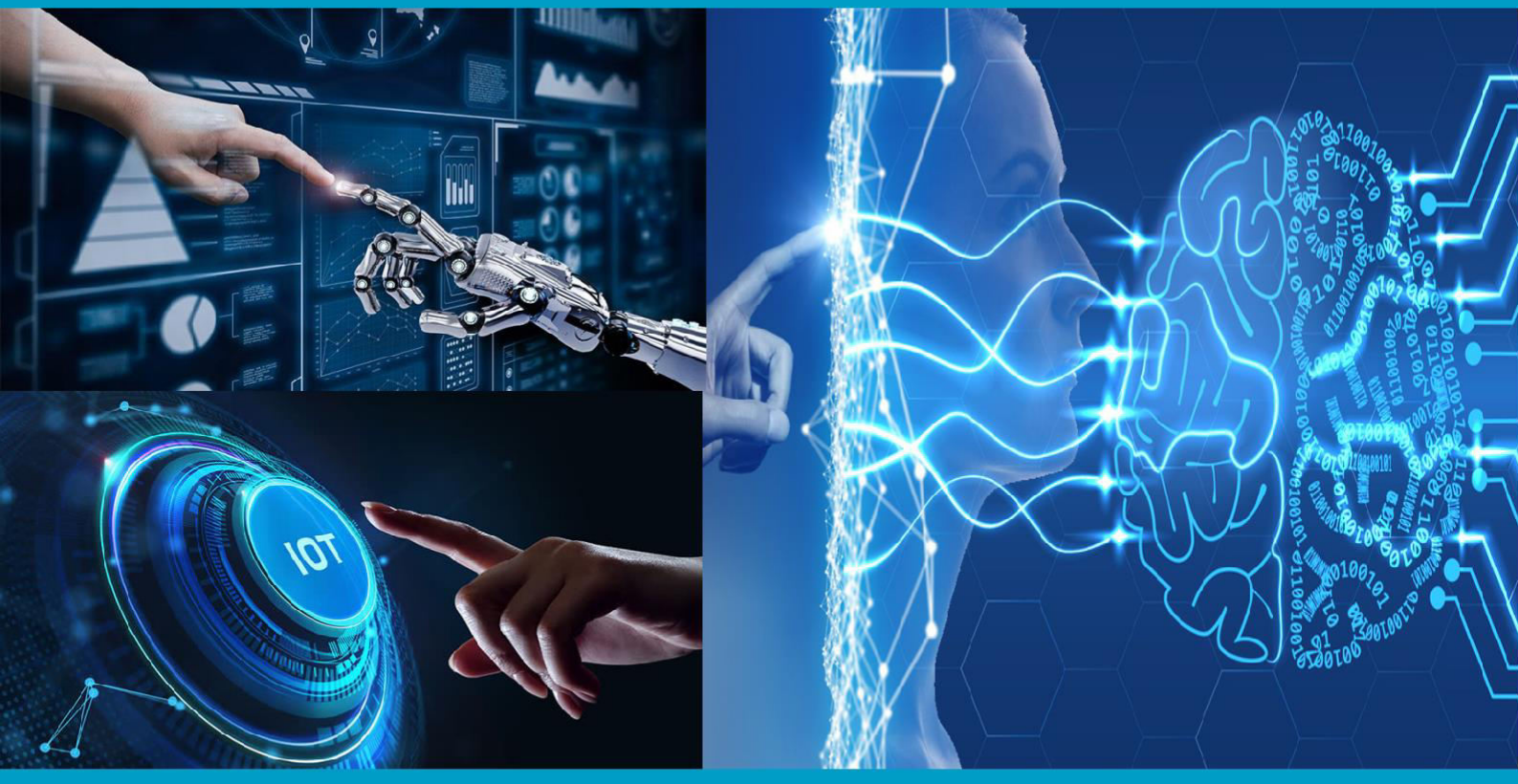

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Green Marketing Strategies: Assessing the Effectiveness of Eco-Friendly Product Positioning and Messaging: A Review

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ABSTRACT: This paper explores the effectiveness of green marketing strategies, particularly focusing on eco-friendly his paper explores the effectiveness of green marketing strategies, particularly focusing on eco-friendly product positioning and messaging. With increasing environmental concerns and consumer awareness, businesses are adopting green marketing to align with sustainable practices. This study aims to analyze the impact of eco-friendly product positioning and messaging on consumer behaviour and purchase intentions. Through a comprehensive review of literature and empirical analysis, the research identifies key factors influencing the effectiveness of green marketing strategies and provides insights for businesses to enhance their sustainability initiatives. The findings suggest that effective communication of environmental benefits, transparency, credibility, and consumer engagement are crucial in shaping consumer perceptions and driving sustainable consumption behaviour. The paper concludes with implications for marketers and recommendations for future research in the field of green marketing.

KEYWORDS*:* Green marketing, Corporate social responsibility (CSR), Product positioning, Consumer Behaviour, Empirical analysis.

I. INTRODUCTION

In recent years, environmental issues have gained significant attention globally, leading to a rise in consumer demand for sustainable products and practices. This has prompted businesses to adopt green marketing strategies as part of their corporate social responsibility (CSR) initiatives and to capitalize on the growing market for eco-friendly products. Green marketing involves promoting products or services based on their environmental attributes, such as being organic, recyclable, energy-efficient, or made from sustainable materials. Eco-friendly product positioning and messaging play a crucial role in influencing consumer perceptions, attitudes, and purchase decisions. However, the effectiveness of these strategies can vary depending on various factors such as consumer demographics, cultural differences, and the credibility of environmental claims. This paper aims to explore the effectiveness of green marketing strategies with a specific focus on eco-friendly product positioning and messaging.

II. REVIEW OF LITERATURE

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Kearney, M. (2014). The new rules of green marketing: strategies, tools, and inspiration for sustainable branding. Journal of Marketing Management, 30(13–14), 1520–1521. doi:10.1080/0267257x.2014.946258

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Silva, M. A. da, Borchardt, M., Pereira, G. M., Cardoso, J., Milan, G. S., & Leite, R. L. (2023). Developing a sustainable business model in the bioeconomy: A case study of an Amazon Rainforest enterprise. International Journal of Sustainable Development and Planning, 18(9), 2703–2712. doi:10.18280/ijsdp.180909

These references provide a foundation for understanding various aspects of green marketing, including its evolution, consumer behaviour, product positioning, effectiveness, and real-world applications through case studies and examples.

2.1 **Methodology**

This research adopts a qualitative approach, drawing insights from existing literature, empirical studies, and case analyses related to green marketing strategies, eco-friendly product positioning, and messaging effectiveness. Through a systematic review of scholarly articles, industry reports, and consumer surveys, this study synthesizes key findings and identifies recurring themes and trends in the field.

2.**2 Evolution of Green Marketing**:

This subsection provides an overview of the historical development and evolution of green marketing. It traces the origins of green marketing initiatives, highlighting key milestones and shifts in consumer attitudes towards environmental sustainability. By examining the evolution of green marketing, researchers can gain insights into the changing dynamics of consumer behaviour and the motivations driving businesses to adopt environmentally friendly practices.

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2.3 **Consumer Behaviour and Green Purchasing:**
This part of the review focuses on understanding consumer behaviour concerning green purchasing decisions. It explores the factors that influence consumers' attitudes and intentions towards eco-friendly products, such as environmental awareness, personal values, social norms, and perceived product attributes. By analyzing consumer behaviour, researchers can identify opportunities and challenges for businesses seeking to market sustainable products effectively.

2.4 **Eco-Friendly Product Positioning and Messaging**:
This subsection delves into the strategies and tactics employed by businesses to position and message eco-friendly products to consumers. It examines various approaches to communicating environmental benefits, such as emphasizing product attributes, highlighting corporate sustainability initiatives, and leveraging eco-labels and certifications. Understanding effective product positioning and messaging is crucial for marketers to convey the value proposition of green products convincingly.

2.5 **Factors Influencing Effectiveness**:
Here, the review discusses the factors that influence the effectiveness of green marketing strategies, with a focus on eco-friendly product positioning and messaging. It considers variables such as consumer trust, perceived credibility of environmental claims, transparency in communication, and the presence of greenwashing practices. Identifying these factors helps researchers and practitioners understand the nuances of consumer perceptions and behaviour towards green marketing efforts.

2.6 **Measurement of Effectiveness**:
This part addresses methodologies and metrics used to measure the effectiveness of green marketing strategies. It discusses both quantitative and qualitative approaches, including consumer surveys, experimental studies, and content analysis of marketing communications. By assessing the impact of eco-friendly product positioning and messaging on consumer attitudes and behaviour, researchers can evaluate the success of green marketing campaigns and identify areas for improvement.

2.7 **Case Studies and Examples**:
In this subsection, the review presents case studies and real-world examples of successful green marketing campaigns. These cases illustrate best practices in eco-friendly product positioning and messaging across various industries, highlighting strategies that resonate with consumers and drive sustainable purchasing behaviour. Analyzing case studies provides valuable insights and practical implications for businesses seeking to implement effective green marketing strategies.

III. IMPACTS

3.1 **Consumer Perception and Behaviour**
Eco-friendly product positioning and messaging influence consumer perceptions of brands and their willingness to purchase environmentally sustainable products.
Eco-friendly product positioning and messaging raise awareness among consumers about environmental issues and the importance of sustainable consumption. Consumers perceive eco-friendly products as having higher value due to their environmental benefits, leading to a willingness to pay a premium price. Effective messaging can influence consumer behaviour, encouraging them to adopt eco-friendly habits and prioritize environmentally sustainable products in their purchasing decisions. Companies that consistently communicate their commitment to sustainability through product positioning build trust and loyalty among environmentally conscious consumers.

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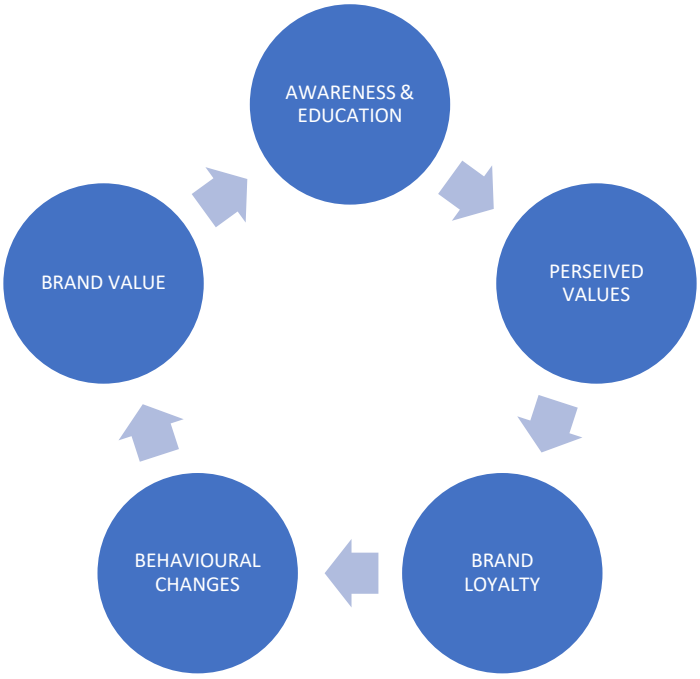

Fig.1

3.2 **Brand Image and Reputation**

Effective green marketing strategies contribute to the enhancement of brand image and reputation, positioning companies as socially responsible entities committed to environmental conservation**.**

i.Trust and Credibility: Green marketing strategies enhance brand trust and credibility by demonstrating a genuine commitment to environmental stewardship, which resonates positively with consumers.

ii. Differentiation: Brands that prioritize eco-friendly product positioning stand out in the market, distinguishing themselves from competitors and appealing to consumers seeking socially responsible alternatives.

iii. Long-Term Value: A positive brand image cultivated through sustainability initiatives fosters long-term relationships with consumers, leading to repeat purchases and advocacy.

iv. Corporate Social Responsibility (CSR): Effective green marketing reinforces a company's CSR efforts, positioning it as a responsible corporate citizen dedicated to making a positive impact on society and the environment.

3.**3 Competitive Advantage**

Communication tactics should emphasize the environmental benefits, social impact, and personal relevance of eco-friendly products.

i.Market Differentiation: Eco-friendly product positioning allows companies to differentiate their offerings in a crowded marketplace, attracting environmentally conscious consumers who prioritize sustainability.

ii. Innovation Leadership: Companies that invest in eco-friendly product development and messaging showcase their innovation prowess, positioning themselves as industry leaders committed to driving positive change.

iii. First-Mover Advantage: Early adopters of green marketing strategies can establish a strong foothold in the market, gaining a competitive advantage over competitors who are slower to embrace sustainability.

iv. Market Expansion: By appealing to a broader audience of environmentally conscious consumers, businesses can expand their market reach and tap into new segments previously untapped by traditional marketing approaches.

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3.4 **Environmental Sustainability**

By promoting eco-friendly products and communicating their environmental benefits, companies contribute to broader sustainability initiatives and help mitigate environmental impact**.**

i.Resource Conservation: Eco-friendly products often use renewable or recycled materials and employ sustainable production processes, leading to reduced resource consumption and waste generation.

ii. Carbon Footprint Reduction: By promoting products with lower carbon footprints, companies helping to mitigate climate change and decrease greenhouse gas emissions which is essential for fostering a sustainable future.

iii. Ecosystem Preservation: Sustainable sourcing practices and eco-friendly product positioning support biodiversity conservation and protect fragile ecosystems from degradation.

iv. Circular Economy Promotion: Green marketing encourages the adoption of circular economy principles, promoting product reuse, recycling, and resource recovery to minimize environmental impact throughout the product lifecycle.

IV. START-UP IDEA

Packaging made out of toadstool:

4.1 Concept:

The market for mushroom packaging has grown as a sustainable substitute for conventional packaging materials as a result of legislative efforts to limit plastic waste and rising environmental consciousness. Mycelium, the root structure of mushrooms, is used to make mushroom packaging, which is a preferred option in a variety of industries due to its biodegradability, compostability, and adaptability. The market has expanded significantly as a result of growing consumer demand, especially in industries like electronics, food and beverage, cosmetics, and e-commerce, for eco-friendly packaging solutions. Because it can be tailored to meet a variety of packaging requirements, mushroom packaging has become widely used and is meeting a wide range of industry requirements. The necessity for mushroom packaging has increased due to the way the cosmetic and personal care industries have changed throughout the pandemic.

4.2 Key Challenges points:

1. Scaling Production:
   Raw material availability
   Infrastructure limitations
   Manufacturing capacity constraints

2. Consumer Education:
   Benefits of mushroom-based packaging
   Overcoming unfamiliarity
   Addressing skepticism

3. Supply Chain Management:
   Mycelium sourcing
   Cultivation complexities
   Processing challenges
   Quality control
   Traceability assurance

4. Regulatory Compliance:
   Evolving regulations
   Industry standards adherence
   Compliance monitoring.

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4.3 Types of toadstool :
Honey mushroom, oyster mushroom, and stems of button mushroom are the primary varieties of toadstools utilized in packaging production. These fungi not only provide structural integrity but also contribute to sustainable practices within the industry. Additionally, algae or seaweeds are incorporated into the process to add coloration while enriching the packaging with substantial amounts of mycelium. This innovative approach underscores a commitment to both environmental responsibility and product functionality, highlighting the versatility and potential of natural materials in packaging solutions.

4.4 Accumulation Process:
The accumulation process begins with cultivating specific types of mushrooms, such as honey mushroom, oyster mushroom, and button mushroom, in controlled environments like mushroom farms. Each variety is carefully nurtured to optimize yield and quality. Once matured, these mushrooms produce a significant quantity of mycelium, the thread-like network that forms the main body of the fungus. The mycelium and mushroom bodies are harvested and processed for packaging material production.

After harvesting, the mycelium and mushroom bodies undergo drying processes to remove excess moisture, enhancing their durability and shelf life. During this stage, the mycelium maintains its integrity and strength, while the mushroom bodies retain their structural properties. Post-drying, the stems of the mushrooms are compressed and ground into a fine powder, ensuring uniformity and maximizing their utility in packaging production.

The compression process results in a dense and sturdy material, ideal for providing structural support and protection for packaged goods. This compressed mushroom stem powder is then combined with the dried mushroom bodies, creating a composite material that boasts both strength and sustainability. The resulting packaging material offers comparable protective qualities to traditional options like thermocol while significantly reducing environmental impact.

Regarding cost, the accumulation process involves several steps, including cultivation, harvesting, drying, and compression, each requiring resources and labor. However, the overall cost is offset by factors such as the use of renewable resources like mushrooms, reduced waste through repurposing mushroom components, and potential savings from eco-friendly practices. While initial investment in infrastructure and equipment may be required, the long-term benefits of sustainable packaging solutions often outweigh the initial expenses, making it a financially viable and environmentally responsible choice for businesses.

4.5 Process of packaging:
The process of packaging growth of mushrooms, as described, involves several distinct steps to transform these natural materials into functional packaging solutions. Initially, the stems are separated from the mushroom bodies. This is followed by a drying process, which involves removing moisture from both the bodies and stems to enhance their durability and longevity. The stems undergo further treatment, where they are compressed and ground into a fine powder, maximizing their utility. Subsequently, the powdered stems are combined with the dried mushroom bodies. This amalgamation not only utilizes the entirety of the mushroom but also enhances the structural integrity of the packaging material. Finally, the combined mixture is fed into a molding machine, where it is shaped into the desired packaging forms. This innovative process not only utilizes sustainable materials but also reduces waste by repurposing mushroom components that are typically discarded. The resulting packaging demonstrates a harmonious blend of natural resources and advanced manufacturing techniques, showcasing the potential for eco-friendly solutions in the packaging industry.

4.6 Product Design:
In designing mushroom-based packaging, several factors must be considered to create a functional, sustainable, and visually appealing product. Firstly, the packaging should be environmentally friendly, utilizing biodegradable materials derived from mushroom components. Design elements such as shape, size, and texture should align with the intended use and aesthetic preferences of consumers. Incorporating innovative features such as customizable branding options, ergonomic shapes, and practical closures can enhance market appeal and user experience. Collaboration with packaging experts and designers can ensure that the final product meets industry standards and

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regulatory requirements. By prioritizing sustainability, functionality, and aesthetics, entrepreneurs can differentiate their mushroom-based packaging in the market and attract environmentally conscious consumers.

4.7 Types of products:

The range of products offered by our packaging solutions provides eco-friendly alternatives to non-biodegradable items, addressing a variety of packaging needs across industries. For instance, consider the outer packaging of a popular confectionery like Kit Kat, typically encased in a red wrapper. Our packaging materials offer a sustainable substitute for such wrappers, contributing to a reduction in plastic waste. Moreover, our solutions extend beyond confectionery, offering protective packaging options for fragile items such as wine bottles and perfumes. These alternatives ensure that delicate products are safeguarded during transit while promoting environmental sustainability.

Additionally, our packaging materials serve as replacements for traditional thermocol products, which are commonly used in various applications such as insulation, cushioning, and packaging. For example, thermocol packaging often accompanies electronics, appliances, and fragile goods during shipping. By leveraging our eco-friendly alternatives, businesses can reduce their reliance on thermocol, a non-biodegradable material notorious for its environmental impact. Our materials not only offer comparable protective qualities but also prioritize sustainability, aligning with modern consumer preferences for environmentally responsible products.

In essence, our diverse product range caters to the evolving demands of industries seeking sustainable packaging solutions. From replacing everyday wrappers like those on Kit Kat bars to offering substitutes for thermocol in various applications, our offerings exemplify a commitment to both product functionality and environmental stewardship.

4.8 B**udgeting, cost analysis, and profit percentage:**

Budgeting, cost analysis and profit percentage are given below.

1. Growing Raw Material (Flat Mushrooms):
   Spawn (seeds): ₹20,000
   Substrate materials (sawdust, straw): ₹50,000
   Infrastructure setup (growing rooms, shelves): ₹1,00,000
   Labor and operational costs (for 4 months): ₹1,00,000
   Total Cost for Growing Raw Material: ₹2,70,000

2. Processing Equipment for Mycelium Extraction:
   Grinder or chopper: ₹30,000
   Drying equipment (dehydrator): ₹40,000
   Compression machine: ₹1,00,000
   Miscellaneous equipment: ₹20,000
   Total Cost for Processing Equipment: ₹1,90,000

3. Manufacturing the Final Product (Packaging):
   Packaging molds or extrusion equipment: ₹2,00,000
   Additional machinery (mixers, presses): ₹1,50,000
   Labor for production (including packaging design): ₹1,50,000
   Raw materials for packaging production: ₹1,00,000
   Utilities (electricity, water): ₹30,000
   Total Cost for Manufacturing Final Product: ₹7,30,000

4. Additional Expenses:
   Research and development: ₹50,000
   Quality control and testing: ₹20,000
   Marketing and branding: ₹1,00,000

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Legal and regulatory compliance: ₹30,000
Contingency fund (10% of total): ₹1,95,000
Total Additional Expenses: ₹3,95,000

Cost Analysis:
Total Cost: ₹15,85,000

Profit Calculation:
Expected Selling Price of Product: ₹20,00,000 (estimated)
Profit: Selling Price - Total Cost = ₹20,00,000 - ₹15,85,000 = ₹4,15,000

Profit Percentage:
Profit Percentage = (Profit / Total Cost) * 100
Profit Percentage = (₹4,15,000 / ₹15,85,000) * 100 ≈ 26.2%

This comprehensive budgeting plan outlines all expenses involved in the mushroom-based packaging production process. It includes costs for growing raw materials, processing equipment, manufacturing the final product, and additional expenses such as research, marketing, and legal compliance. The profit percentage indicates the potential profitability of the venture, giving a clear understanding of the financial viability of the business. Adjustments can be made based on specific requirements, market conditions, and available resources.

4.9 Additional Research on the Product:

To further enhance the product offering and market competitiveness of mushroom-based packaging, additional research can be conducted to explore various aspects of the product, including:

i. Advanced materials development: Investigate innovative techniques for enhancing the properties and performance of mushroom-based packaging materials, such as improving strength, flexibility, and moisture resistance.

ii. Sustainability impact assessment: Conduct lifecycle assessments and environmental impact studies to quantify the environmental benefits of mushroom-based packaging compared to traditional materials and identify opportunities for further optimization.

iii. Consumer preferences and behaviour: Conduct market research and consumer surveys to gain insights into consumer perceptions, preferences, and purchasing behaviour related to sustainable packaging solutions, and use this information to inform product development and marketing strategies.

iv. Packaging applications and innovations: Explore new and creative ways to utilize mushroom-based packaging materials in various industries and applications, such as food packaging, cosmetics packaging, and protective packaging for electronics and fragile goods.

v. Collaborative partnerships and industry collaborations: Foster collaborations with research institutions, universities, and industry partners to share knowledge, resources, and expertise and drive innovation in mushroom-based packaging technology and applications.

Therefore, by delving into each of these topics in detail, entrepreneurs can gain a comprehensive understanding of the various aspects involved in establishing a successful venture focused on mushroom-based packaging. From selecting the appropriate mushroom variety and accumulation site to designing innovative packaging solutions and conducting thorough research, careful planning and strategic decision-making are essential for driving growth and sustainability in this emerging industry.

4.10 Conclusion:

In conclusion, the exploration of mushroom-based packaging presents a compelling narrative for sustainable innovation in the packaging industry. From cultivating flat mushrooms as raw materials to processing them into eco-friendly packaging solutions, the journey underscores a commitment to environmental responsibility and innovation. The budgeting breakdown showcases the financial considerations involved in launching such a venture, emphasizing the need for strategic planning and investment. Moreover, discussions on accumulation locations, product design considerations, and startup initiatives highlight the multifaceted nature of the endeavour. As sustainability becomes

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increasingly important in consumer preferences and corporate agendas, mushroom-based packaging stands out as a promising solution, offering biodegradability, functionality, and market appeal. Through continued research, collaboration, and investment, mushroom-based packaging has the potential to revolutionize the industry, paving the way for a greener, more sustainable future.

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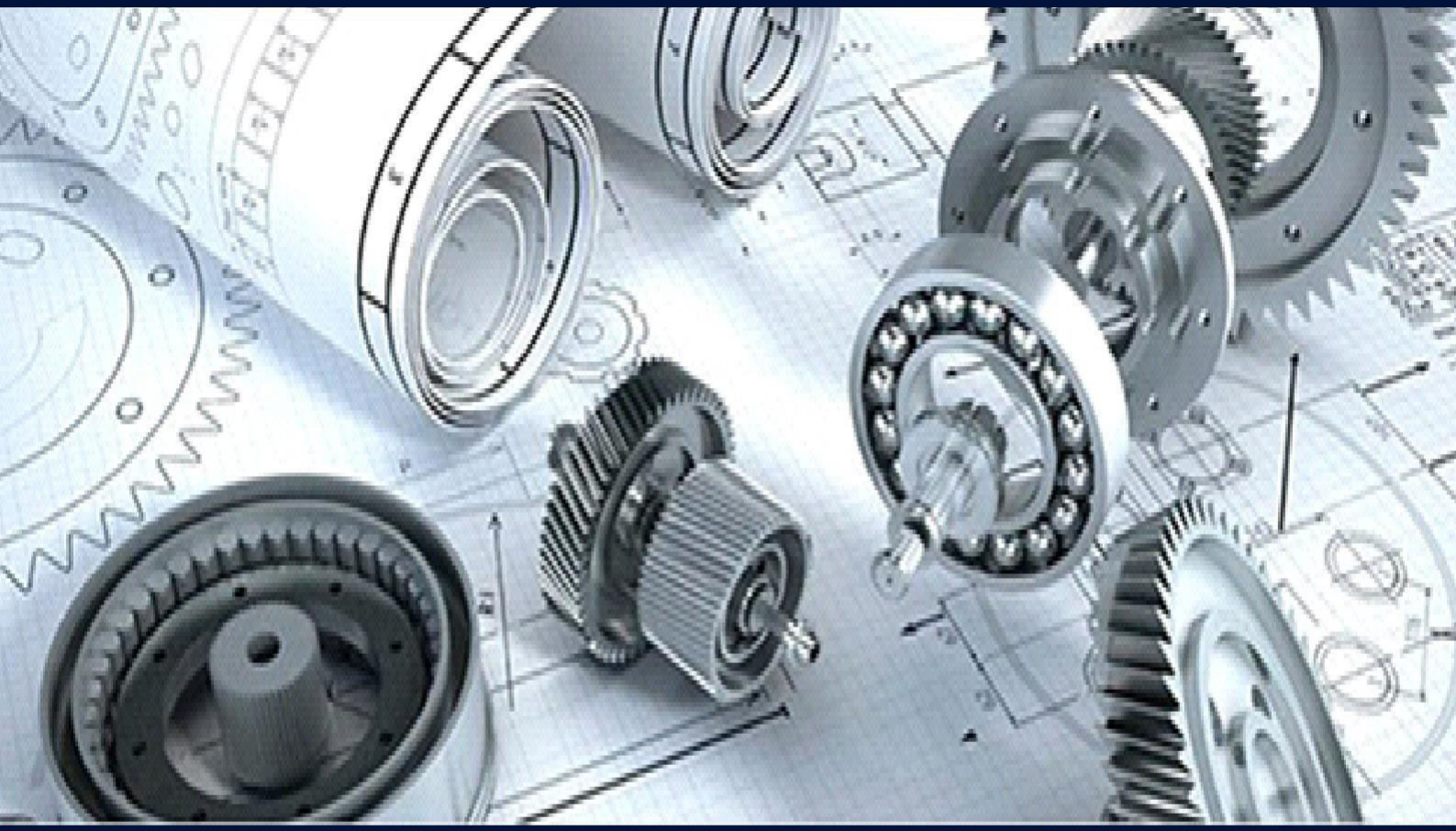

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