

**Barriers and opportunities for implementing Green Marketing strategies in Industrial Companies: An Analytical Study**

عوائق وفرص تطبيق استراتيجيات التسويق البيئي في المؤسسات الصناعية: دراسة تحليلية

**Fryiha Selmane**

Laboratory of Development Policies and Foresight Studies, University of Bouira (Algeria).

[f.selmane@univ-bouira.dz](mailto:f.selmane@univ-bouira.dz)

**Nawel Forkoche**

Laboratory of Territory, Entrepreneurship, and Innovation, University of Bouira (Algeria)

[n.forkoche@univ-bouira.dz](mailto:n.forkoche@univ-bouira.dz)

Received : 13.06.2025

Accepted: 25.06.2025

Published : 21.07.2025

**Abstract:** This study aims to analyze the barriers and opportunities associated with implementing green marketing strategies in industrial companies. The findings indicate that adopting green marketing can significantly enhance an organization's corporate image and boost its market competitiveness. Key opportunities include strengthening relationships with environmentally conscious consumers, increasing brand loyalty, and complying with growing environmental regulations. However, industrial companies face notable barriers, primarily the high financial costs required for eco-friendly technologies and the lack of appropriate technological infrastructure. Additionally, low levels of consumer awareness regarding environmental issues reduce the effectiveness of green marketing campaigns and limit their expected return. The study recommends greater investment in environmental awareness initiatives, fostering technological innovation, and providing government incentives to support the transition toward more sustainable marketing practices in the industrial sector.

**Keywords:** Green marketing, industrial companies, environmental challenges, environmental awareness, government incentives.

**JEL Classification Codes :** M31, Q56, L60, O13

Corresponding author: Selmane Fryiha, [f.selmane@univ-bouira.dz](mailto:f.selmane@univ-bouira.dz)

## 1. Introduction

In recent decades, growing global concerns about climate change, environmental degradation, and resource depletion have led to a shift in both consumer expectations and corporate responsibilities. Within this context, green marketing has emerged as a strategic approach that promotes environmentally friendly products and practices while aligning business objectives with principles of sustainability. Industrial companies, in particular, are under increasing pressure to adopt such strategies due to their significant environmental impact and the rising demand for eco-conscious practices.

Despite its potential, the implementation of green marketing in industrial companies faces numerous barriers. These include high financial costs, lack of consumer awareness, and the difficulty of integrating sustainability into existing production and marketing systems. Nevertheless, green marketing presents valuable opportunities for industrial companies to improve their brand image, comply with environmental regulations, and enhance their market competitiveness. This analytical study aims to investigate the main barriers and opportunities associated with adopting green marketing strategies in the industrial sector and to provide recommendations to facilitate their effective implementation. This study seeks to address the central question:

### **What are the main barriers and opportunities associated with implementing green marketing strategies in industrial companies?**

In order to address the main research problem, the following hypotheses have been proposed:

- Implementing green marketing strategies offers opportunities for industrial institutions to enhance their corporate image and increase their market competitiveness.
- Financial and technological challenges constitute the most significant barriers to the adoption of green marketing strategies in industrial companies.
- Increased consumer awareness of environmental issues contributes to encouraging industrial institutions to implement green marketing strategies.

The objective of this study is to analyze the key barriers and opportunities that affect the implementation of green marketing strategies in industrial companies. It focuses on identifying key challenges and highlighting the potential benefits to help guide companies in adopting more sustainable marketing practices.

To answer the main research problem, the descriptive-analytical approach has been adopted, this involved presenting various concepts related to green marketing, its strategies and their role in industrial companies, as well as examining the challenges and opportunities faced by industrial companies when adopting this modern approach. The study relies on the description and analysis of the most relevant research and articles that have addressed this topic.

Several studies have explored green marketing in industrial companies, examining both its benefits and challenges. Key themes include financial barriers and the role of sustainability in improving brand image. This research builds on prior work to identify knowledge gaps and offer a comprehensive analysis. The most relevant studies:

- Jaber, Abedin & Gabor (2024), **Designing a Mixed Method Study in the Field of Green Marketing Strategy: Evidence from Iraq Oil and Gas Industry**, The objective of this study is to identify and prioritize the factors influencing the implementation of green marketing strategies among Iraqi managers in the oil and gas sector. this study highlights

that economic and political factors are the main barriers to adopting green marketing in Iraq's oil and gas sector. Internal issues like weak environmental culture and limited managerial support also play a role. However, the study identifies opportunities such as improved brand image and regulatory readiness.

- Nohekhan, M. & Barzegar, R. (2024). **Impact of Green Marketing Strategy on Brand Awareness: Business, Management, and Human Resources Aspects**, the objective of this study is to explain the impact of green marketing strategies on brand awareness within Iran's food-exporting industry. Using a quantitative approach, they surveyed 182 employees and managers from major companies such as Kalleh and Solico. The results reveal that each component of the green marketing mix—green product, green promotion, green pricing, and green distribution—has a significant positive effect on brand awareness. The study concludes that companies that actively implement environmentally friendly marketing practices tend to achieve higher brand visibility, better customer perception, and a stronger competitive position in the market.
- Bisht & Pande, (2024). **Adoption of Green Marketing Strategies and Challenges in Sustainable Business Practices: Insights from Indian Companies**, This study examines how Indian companies adopt green marketing strategies and the main obstacles they face in applying sustainable business practices. It finds that, despite recognizing benefits like enhanced brand image and customer loyalty, adoption is limited by factors such as high costs, lack of awareness of long-term gains, and weak regulatory frameworks. A shortage of skilled personnel also hinders implementation. The authors stress the need for stronger government incentives and clearer environmental policies. Greater consumer education is also highlighted as key to accelerating adoption across industries.

## 2. The concept of green marketing and its importance

Green marketing refers to the practice of developing and promoting products or services with a focus on their environmental benefits and sustainability. It involves integrating eco-friendly principles into various aspects of marketing, from product design and packaging to advertising and messaging.

### 2.1. Definition of green marketing

Please The American Marketing Association defined green marketing as the marketing of products that are presumed to be environmentally safe (American Marketing Association, 1975). The green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment (Polonsky, 1994, pp. 2–3).

Green marketing is also a holistic and responsible management process that identifies, anticipates, and satisfies the requirements of customers and society in a profitable and sustainable way (Peattie, 1995, p. 45).

Based on the previous definitions, we can conclude that green marketing is the promotion of products and practices that are environmentally safe. It involves all activities aimed at satisfying consumer needs while minimizing harm to the environment. It is also a responsible and strategic management approach that balances profitability with sustainability and social responsibility.

Green marketing principles focus on promoting products and practices that protect the environment while meeting consumer needs. These principles include environmental sustainability, transparency, delivering real customer value, long-term orientation, eco-innovation, consumer education, and ethical sourcing. Together, they help businesses build trust, enhance their reputation, and contribute to sustainable development. The fundamental principles of green marketing can be illustrated in the figure below.

**Figure 1 : Principales of green marketing**



Source : Kotler, Kartajaya, & Setiawan, 2017, p. 62.

This diagram presents the five core principles of green marketing as follows (Cue for Good, n.d.):

- **Consumer-Oriented Marketing** : Focuses on understanding and satisfying the needs of environmentally conscious consumers.
- **Customer Value Marketing** : Ensures that marketing strategies deliver genuine value while supporting sustainability.
- **Innovative Marketing** : Encourages the development of eco-friendly products and creative green solutions.
- **Mission Marketing** : Aligns the company's mission and values with environmental and social responsibility.
- **Societal Marketing** : Balances company goals, consumer needs, and societal welfare, prioritizing long-term environmental well-being.

## 2.2. The Importance of green marketing

The importance of green marketing can be summarized as follows:

- Green marketing plays a critical role in modern business by helping companies align their operations with growing environmental concerns and consumer demand for sustainable products.
- It enhances brand reputation, opens access to new eco-conscious market segments, and fosters customer loyalty by demonstrating corporate responsibility (Ottman, 2011, pp. 20-30).
- Moreover, green marketing supports compliance with environmental regulations, reduces operational costs through eco-efficiency, and contributes to long-term competitive advantage (Peattie & Crane, 2005, pp. 360–361).

- It also plays a vital role in shaping consumer behavior toward more responsible consumption patterns, which is essential for promoting environmental sustainability at a societal level (Polonsky, 1994, pp. 4–7).

Green marketing is essential for businesses aiming to align with growing environmental concerns and consumer demand for sustainable products. It helps enhance brand reputation, attract eco-conscious customers, and ensure compliance with environmental regulations. Additionally, it supports cost reduction through efficient resource use and offers a long-term competitive advantage. Ultimately, green marketing contributes to both business success and environmental sustainability.

### 3. Implementation of Green Marketing

Implementing green marketing involves a strategic, multi-step process that integrates environmental sustainability into every aspect of a company's marketing and operations.

#### 3.1. The 4 P's of Green Marketing

Green marketing applies the traditional marketing mix : Product, Price, Place, and Promotion, through an environmental lens. Each element is adapted to promote sustainability and minimize ecological harm.

**3.1.1. Green Product :** A green product is designed with environmental sustainability in mind, using eco-friendly materials, being recyclable, biodegradable, or energy-efficient. Life-cycle thinking is crucial considering the product's impact from production to disposal (Biodegradable packaging, organic food, solar-powered devices, Recycling...) (Peattie, 1995, pp. 20–40) .

Product Recycling refers to the process of collecting and processing used products or materials so they can be reused in the manufacturing of new products, reducing waste and conserving natural resources.

**3.1.2. Green Pricing :** Green pricing reflects both the ecological cost and value. While green products may be priced higher due to sustainable materials or processes, many consumers are willing to pay more for eco-friendly benefits (Ottman, 2011, p. 35) .

Green marketing strategies can include :

**Premium pricing :** setting a higher price for the product due to its added environmental value ;

**Cost-efficiency through waste reduction :** reducing production and distribution costs by minimizing waste, which can lead to more efficient operations and long-term savings ;

**Ethical pricing :** Pricing that reflects the company's commitment to social and environmental justice, ensuring fair compensation and sustainable practices.

**3.1.3. Green promotion :** Promotion involves raising awareness of the environmental benefits of a product while avoiding greenwashing. Effective green promotion highlights certifications, environmental efforts, and encourages responsible consumption (Peattie & Crane, 2005, pp. 360–361).

**3.1.4. Green place :** Green place refers to reducing the environmental impact in the supply and distribution chain. This includes local sourcing, reducing transport emissions, using renewable energy in logistics, and digital distribution channels (Polonsky, 1994, p. 8) .

The aim green place is to minimize the carbon footprint while ensuring product accessibility.

### **3.2. The Three C's in Green Marketing**

The Three C's in green marketing refer to (Ottman, 2011, p. 48):

**Consumer** : Environmentally conscious consumers are at the core of green marketing. Understanding their values, preferences, and willingness to support sustainable products is essential for crafting effective green strategies.

**Company** : The company's commitment to sustainability, innovation, and ethical practices shapes the success of green marketing. This includes eco-friendly product design, responsible sourcing, and transparent communication.

**Competition** : Competitive advantage in green marketing is gained when companies outperform rivals in offering sustainable solutions, branding green values, and aligning with global environmental trends.

Together, these three components help companies develop effective, credible, and competitive green marketing strategies that meet both environmental and business goals.

### **4. Green marketing strategies and their role in industrial companies**

Green marketing strategies play a vital role in guiding industrial companies toward more sustainable practices. By integrating environmental concerns into their marketing efforts, these strategies contribute to both competitive advantage and long-term industrial sustainability.

According to Ginsberg and Bloom, green marketing strategies in industrial institutions are (Ginsberg & Bloom, 2004, pp. 81–83):

#### **4.1. Lean green**

A Lean green company tries to be responsible, without focusing on publicizing or marketing their green initiatives. It focuses on reducing costs and increasing efficiency through environmental activities and thus builds a competitive cost advantage. It operates in accordance with the regulations, but does not see significant profits that would be connected to the green segment of consumers. It does not promote their green activities or properties of green products because of concerns that it would be considered a higher standard that it might not always be able to comply and thus differentiate from the competition.

#### **4.2. Defensive green**

A defensive green company uses green marketing as prevention in times of crisis or defence against competition. It tries to build an image and is aware that the green market segments are important and profitable. Environmental activities are honest and sustainable, but the pursuit of their promotion is sporadic and temporary, because its intention is not to distinguish itself from the competition through green activities. It supports and sponsors small green events.

#### **4.3. Shaded green**

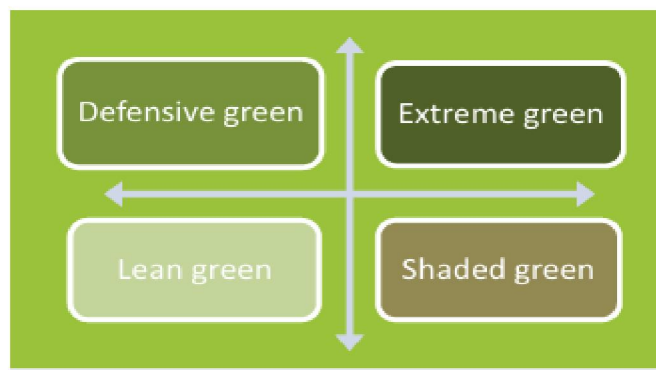
A shaded green company invests in long-term and systematic processes that are environmentally friendly. It requires substantial financial and non-financial resources. The company sees green marketing as an opportunity to build innovative products and technologies that meet customer needs, seen as a competitive advantage. It could be distinguished on the basis of green marketing, but it does not do so because they can profit more by emphasizing other

attributes. It promotes primarily direct and tangible benefits to the consumers and sells products through normal distribution channels. Environmental benefits are promoted secondarily

#### 4.4. Extreme green :

An extreme green company integrates the environmental issue into the processes and life-cycles of products. The company often uses special markets (market gaps) through specialized retail and distribution channels. The strategies proposed by Ginsberg and Bloom can be summarized in the following figure :

**Figure 2 :** Green marketing strategies



Source : Ginsberg & Bloom, 2004, p. 82.

## 5. Barriers and opportunities for implementing Green Marketing

Green marketing has become increasingly important as businesses respond to growing environmental concerns and consumer demand for sustainable products. Industrial companies, in particular, face unique challenges and opportunities when adopting green marketing strategies. While these strategies can enhance competitiveness and improve brand image, various barriers, such as high costs, limited awareness, and operational constraints, may hinder their success.

### 5.1. Opportunities for implementing Green Marketing

The adoption of green marketing by industrial companies offers numerous advantages, including the following (Peattie & Crane, 2005, pp. 360–361):

- **Gaining Competitive Advantage :** Firms that adopt eco-friendly strategies early can differentiate themselves in the marketplace and attract environmentally conscious consumers.
- **Enhancing Brand Image and Reputation :** Green marketing helps companies build a positive brand image by demonstrating environmental responsibility, which increases consumer trust and loyalty (Ottman, 2011, p. 144).
- **Access to New Markets :** Green marketing enables firms to enter niche markets and expand into regions where sustainable practices are prioritized (Polonsky, 1994, p. 3).
- **Compliance with Environmental Regulations :** Implementing green marketing supports regulatory compliance, reducing legal risks and enhancing long-term sustainability.
- **Cost Savings through Eco-Efficiency :** Green initiatives such as energy-efficient technologies and waste reduction can lead to significant cost savings.
- **Improving Employee Engagement and Morale :** Companies with strong sustainability values often experience greater employee satisfaction and engagement (Kotler, Kartajaya, & Setiawan, 2017, p. 63).

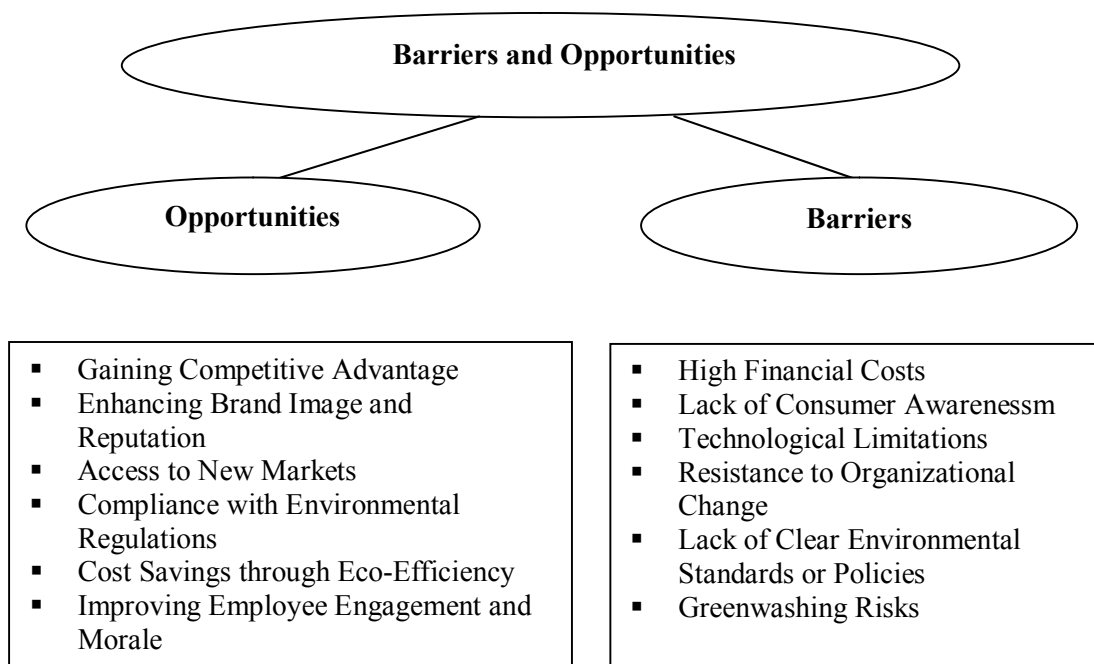
## 5.2. Barriers for implementing Green Marketing

On the other hand, the adoption of green marketing by industrial companies also involves several disadvantages, including the following:

- **High Financial Costs** : Implementing green technologies and sustainable practices often requires significant initial investment, which may deter many industrial firms (Peattie, 1995, p. 280) .
- **Lack of Consumer Awarenesssm** Many consumers are still unaware of the importance of environmental issues, reducing the effectiveness and profitability of green marketing efforts (Polonsky, 1994, pp. 2–3).
- **Technological Limitations** : Some industrial sectors may lack access to advanced eco-friendly technologies necessary to produce sustainable products or reduce emissions (Peattie & Crane, 2005, pp. 365–366).
- **Resistance to Organizational Change** : Employees and management may resist shifting away from traditional practices due to unfamiliarity or skepticism about sustainability’s benefits (Ottman, 2011, p. 165).
- **Lack of Clear Environmental Standards or Policies** : The absence of unified regulations and standards can lead to confusion and inconsistency in implementing green marketing (Kotler, Kartajaya, & Setiawan, 2017, p. 43).
- **Greenwashing Risks** : Some firms may engage in superficial green practices, risking damage to credibility if consumers perceive marketing efforts as insincere or deceptive (Delmas & Burbano, 2011, p. 65).

The foregoing can be summarized in the following diagram :

**Figure 3 : Barriers and opportunities for implementing Green Marketing**



**Source** : Developed by the two researchers based on the preceding discussion

Thus, green marketing presents a valuable opportunity for companies to align their strategies with environmental sustainability, enhance brand reputation, and meet the growing expectations of eco-conscious consumers. Industrial firms can leverage green marketing to improve operational efficiency, gain competitive advantage, and comply with environmental regulations. However, despite these benefits, several barriers hinder its effective implementation. Among the most prominent obstacles are the high initial financial investment, technological constraints, and the lack of infrastructure for sustainable practices. Furthermore, consumer skepticism and low awareness about green products limit market responsiveness, which discourages firms from fully committing to green initiatives. Additionally, integrating sustainability into existing business models often requires cultural and organizational change, which can be met with resistance. Nevertheless, with proper education, policy incentives, and strategic planning, these barriers can be gradually overcome, enabling industrial companies to capitalize on the long-term benefits of green marketing (Bhardwaj et al., 2023, 15(4), 2988).

## **5. Conclusion**

The Based on our study, the adoption of green marketing strategies contributes significantly to improving corporate reputation, gaining competitive advantage, and complying with environmental regulations. Companies that embrace sustainability initiatives are more likely to access eco-conscious markets and build stronger brand loyalty. However financial and Technological Barriers Remain Major Obstacles, High initial investment costs, limited access to green technologies, and the need for infrastructure adaptation are among the most significant barriers preventing widespread implementation in industrial firms.

Moreover, many consumers have limited understanding of green products and their environmental benefits, which weakens overall demand and discourages firms from investing in sustainable marketing efforts. This lack of awareness contributes to a broader issue whereby low levels of consumer consciousness regarding environmental issues reduce the effectiveness of green marketing campaigns and limit their expected return. As a result, companies may hesitate to adopt green strategies, fearing inadequate market response and insufficient financial incentives.

Thus, integrating green practices often requires cultural shifts within organizations, including employee training, strategic realignment, and changes in operational procedures, factors that may face resistance. Also government incentives, regulatory support, and environmental education programs can play a crucial role in overcoming barriers and encouraging industrial firms to adopt green marketing strategies.

In light of the above findings, the following recommendations are suggested:

- ✓ Launch educational campaigns to improve public understanding of green products and their benefits and increase consumer awareness, thereby boosting market demand ;
- ✓ Enhance Government Support to provide financial incentives, subsidies, and regulatory frameworks that facilitate green marketing adoption ;
- ✓ Promote investment in eco-friendly technologies and infrastructure to reduce implementation costs and technological barriers ;
- ✓ Integrate Sustainability into Corporate Culture and foster organizational change through employee training and leadership commitment to embed sustainability values ;

- ✓ Encourage partnerships and collaboration between industrial firms, and research institutions to share best practices and innovate green marketing strategies ;
- ✓ Industrial companies should integrate technological innovation into their marketing strategies by investing in eco-friendly technologies.

### 6. Bibliography List:

- American Marketing Association. (1975). *AMA dictionary of marketing terms*. American Marketing Association.
- Bhardwaj, S., Nair, K., Tariq, M. U., Ahmad, A., & Chitnis, A. (2023). *The State of Research in Green Marketing: A Bibliometric Review from 2005 to 2022*. *Sustainability*, 15(4), Article 2988. <https://doi.org/10.3390/su15042988>
- Cue for Good. (n.d.). *Sustainable marketing principles and strategies for ethical growth*. Retrieved June 2025, from <https://www.cueforgood.com/blog/sustainable-marketing-principles/>
- Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing. *California Management Review*, 54(1), 64–87.
- Ginsberg, J. M., & Bloom, P. N. (2004). Choosing the right green marketing strategy. *MIT Sloan Management Review*, 46(1), 79–84.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.
- Ottman, J. A. (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Berrett-Koehler Publishers.
- Peattie, K. (1995). *Environmental marketing management: Meeting the green challenge*. Pitman Publishing.
- Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2), 1–12. <https://escholarship.org/uc/item/49n325b7>

#### To cite this article according to (APA):

Fryiha Selmane et Nawel Forkoche. (2025). Barriers and opportunities for implementing Green Marketing strategies in Industrial Companies: An Analytical Study. *Journal of New Economy*, Vol 16 / (Issue 02-2025).