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RESEARCH ARTICLE 

Applying green marketing strategies to green promotion in order to achieve sustainable social performance for the economic organization

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Keywords

Green marketing; green marketing mix; green promotion; social performance.

Abstract

This study aims to examine the relationship between the application of green marketing strategies to the elements of the green marketing mix—particularly green promotion—and the achievement of social performance in economic organizations. This is done by identifying the extent to which institutions adopt green marketing strategies and apply them to the elements of the marketing mix through which they seek to achieve social performance and, consequently, sustainable performance. To achieve the objectives of the study, a sample of Algerian institutions was selected and surveyed through a questionnaire specifically designed for this purpose. The results indicate that Algerian institutions rely on green promotion to enhance the effecti

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Introduction:

The number of institutions integrating environmental considerations into their marketing strategies has increased, due to the positive expectations and impacts such integration has on organizational performance and sustainability. Institutions have become responsible for fulfilling their ethical, economic, and social obligations by providing environmentally safe products.

Through green marketing strategies, institutions seek to promote environmentally safe products using methods such as eco-labeling, environmentally friendly packaging, and sustainability advertising. Consumers increasingly tend to purchase environmentally friendly products, as well as products promoted as being environmentally responsible.

These strategies include marketing practices, policies, and procedures that align with and respond to the environmental concerns of consumers, society, and stakeholders. An organization cannot be separated from its social environment, and

its activities are subject to ethical judgment by stakeholders. Consequently, an organization's success lies in achieving its predefined social objectives through the realization of sustainable social performance.

Research Problem: Through this study, we attempt to answer the following question: Does the application of green marketing strategies to promotion contribute to the sustainability of an organization's social performance?

Main Hypothesis: The application of green marketing strategies to promotion by institutions leads to the sustainability of their social performance.

Importance of the Study: The importance of this study stems from the growing interest in environmental issues and the resulting increase in competition among institutions to improve their overall performance in general and their social performance in particular. This is achieved by integrating environmental considerations into organizational strategies and applying them to the elements of the promotional mix. Institutional commitment to environmental responsibility has become imperative for achieving sustainable social performance and, consequently, enhancing competitiveness.

Objectives of the Study: This study aims to:

- Provide an in-depth understanding of the concepts of green marketing mix elements and social performance;
- Identify the extent to which the institutions under study adopt elements of a green marketing mix;
- Examine the efforts of the institutions under study to improve their social performance and achieve sustainability through the application of green marketing strategies to marketing mix elements, particularly green promotion.

Methodology of the Study: This study adopts a descriptive-analytical approach in addressing the relevant concepts, relying on a set of references related to the research topic. It also employs a field survey through a questionnaire designed in Arabic and distributed to a sample of Algerian institutions, in order to assess the extent to which these institutions adopt a green promotional mix to achieve effective social performance.

1. Theoretical Framework

1.1. The Concept of Green Marketing

Green marketing is a highly comprehensive approach that encompasses manufacturing, marketing management, and the reuse of waste products. It is beneficial to both the environment and society due to its role in addressing global warming, promoting the use of waste products, reducing pollution, and other related aspects. Green marketing is discussed through three main stages: focusing on producing products based on environmental principles; shifting toward technologies that emphasize the use of green and environmentally safe technologies; and ensuring sustainability as a competitive advantage.

There are several concepts and approaches to defining green marketing. Peattie defines it as "a comprehensive management process responsible for identifying, anticipating, and satisfying the requirements of customers and society in a profitable and sustainable manner."

Peattie and Grance define it as "the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that is concerned with the following standards:

- meeting consumer needs;
- achieving organizational objectives;
- ensuring compatibility with ecological systems."

According to the American Marketing Association (AMA), green marketing is defined as “the marketing of products that are presumed to be environmentally safe. It includes a wide range of activities such as product modification, production processes, packaging, and advertising strategies.”

Khandelwal and Saxena view green marketing as “an attempt to position a product as environmentally friendly,” and they also refer to it as a holistic marketing concept in which production, consumption, marketing, and disposal of products and services take place in a manner that is less harmful to the environment.

Prakash defines green marketing as “the strategies used to promote products by employing environmental claims, whether related to product attributes or to the policy systems and operational processes of the organization that produces or sells them.”

1.2. Green Marketing Strategy

Green marketing strategy refers to the adoption of business practices that contribute to environmental protection, environmental responsiveness, and social responsibility. It includes marketing practices, policies, and procedures that align with and respond to the environmental concerns of consumers and society, while simultaneously seeking to achieve the objective of wealth creation for owners. Accordingly, green marketing strategy focuses on achieving organizational objectives in ways that reduce or eliminate negative impacts on the natural environment.

The adoption of a greening strategy leads to changes in material sourcing, design, production, logistics, distribution, and targeted marketing communication. Therefore, change must be deeply embedded across all organizational activities and flow strategically from top to bottom, ensuring effective allocation of resources.

In this context, Crane proposed four strategies: defensive greening (addressing environmental issues arising from stakeholder pressures such as customers, regulators, competitors, pressure groups, or the media); silent greening (product improvements aimed at making offerings greener); shaded or niche greening (targeting environmentally conscious consumers and positioning products as environmentally friendly alternatives to conventional offerings); and extreme or collaborative greening (joint efforts to mitigate environmental problems).

Stakeholders play an influential role in any organization and market, and they also affect all aspects of green strategy, including green product purchasing, product characteristics, packaging, advertising, promotion, and green awareness programs. When an organization seeks to adopt green practices, stakeholders are placed at the forefront of its green marketing strategy.

Green marketing strategies include the following:

- marketing audit (including internal and external situation analysis);
- development of a marketing plan specifying strategies related to the 4Ps;
- implementation of marketing strategies;
- results evaluation plan;
- adoption of appropriate control measures.

Green marketing is a strategic business philosophy with the following objectives:

- meeting consumer needs for environmentally friendly products and services and aligning corporate behavior with prevailing social and environmental values;

- achieving the economic objectives of the firm while recognizing that economic goals do not conflict with environmental objectives. Both objectives are achieved through the reduction of environmental harm.

1.3. Marketing Mix Strategies

The marketing mix is one of the most important tools used by marketers to achieve marketing objectives and strategies. Marketers must make decisions regarding the marketing mix based on environmental considerations, in line with the organization's environmental objectives and consumer needs and desires, by developing appropriate green marketing mix strategies.

Green marketing is a planning process for a marketing mix that capitalizes on changes in consumer awareness toward more environmentally friendly products and services. This is achieved by modifying products, processes, and packaging to be more environmentally compatible, thereby meeting consumer needs, reducing negative environmental impacts, and encouraging greater environmental concern.

Since green marketing requires an integrated set of activities, it is essential for companies to clearly understand what they want to do and why they are doing it. All corporate actions must support this consistent approach across the marketing mix (product, price, place, and promotion), as these elements collectively represent the value offered to the market. Reviewing and restructuring each element of the marketing mix in accordance with green marketing principles leads to the development of a coherent, credible, and meaningful green marketing mix.

1. Green Product

A green product is one that does not pollute the environment, does not waste resources, and is recyclable. Green products help conserve energy, preserve and enhance natural environmental resources, and reduce or eliminate the use of toxic materials, pollution, and waste.

Green products use environmentally friendly (biodegradable) materials and are monitored throughout their life cycle to ensure compliance with environmental standards. This includes avoiding harmful preservatives, reducing energy consumption, minimizing raw material use, avoiding toxic substances, and using recyclable or reusable packaging after consumption. Harmful product components can influence consumer purchasing decisions, prompting manufacturers to innovate environmentally friendly products to meet the needs of environmentally conscious consumers.

Organizations have adopted strategic orientations when offering products aligned with their green direction and environmental commitment, responding to consumer sensitivity toward environmental and health issues and to the preferences of new consumer segments. This is achieved through production processes or the products offered. Several green product strategies exist, including green product design, green product development, green product life cycle management, integration of environmental considerations into production functions, and green packaging.

2. Green Pricing

Pricing is a critical element of the marketing mix and represents the core challenge of green marketing. It is the only element capable of generating revenue and profit, while the other elements create costs. Most customers are willing to pay a premium when they perceive additional value in products. This value may enhance performance, functionality, design, appearance, or taste. Environmental benefits typically represent an added advantage, and green product pricing often reflects the additional costs borne by consumers as a form of premium pricing for high-quality, environmentally friendly products.

Green pricing refers to the added value charged to environmentally conscious consumers as a result of compliance with environmental requirements throughout the supply chain—from raw material extraction, manufacturing methods, and clean energy consumption, to product packaging, clean transportation, product design and presentation, and finally disposal or recycling.

3. Green Distribution

Green distribution is an important activity aimed at reducing costs, protecting the environment from pollutants, and conserving resources. Through green distribution, organizations should seek to use transportation methods that help protect the environment from pollution, in addition to avoiding excessive use of packaging materials, as this directly or indirectly leads to lower distribution costs.

Green distribution can be defined as the process of taking environmental considerations into account when moving products from the source to the consumer. These environmental considerations include reducing energy consumption and emissions in order to mitigate global warming.

Green distribution encompasses all aspects of transportation, storage, logistics services, and energy sources. It includes strategies for delivering green products to end consumers while taking into account the organization's environmental responsibility. It also involves managing distribution operations from production to consumption, including reverse logistics. Distribution systems and work environments should be environmentally friendly, easily accessible, and based on renewable energy sources. Organizations must place their products in strategic locations that are easily accessible to consumers in order to effectively influence purchasing decisions, thereby enabling marketers to successfully introduce new green products to the market.

The choice of place and timing for product display has a significant impact on attracting customers, as only a limited number of consumers are concerned with purchasing environmentally friendly products. The location must also be consistent with the image the company seeks to convey and should differentiate it from competitors. This can be achieved through in-store promotions and attractive visual displays, or by using recycled materials to emphasize environmental benefits and related aspects.

4. Green Promotion

Green products are characterized by their novelty in the marketplace and the limited level of consumer knowledge and awareness about them. This has compelled organizations that adopt green marketing to pursue an effective green promotional strategy, as green product strategies alone are insufficient to ensure success and continuity.

Green promotion is an integrated communication process through which organizations deliver valuable information to target audiences using a set of alternative communication tools (advertising, sales promotion, social media, personal selling, and public relations). A decisive aspect of green promotion is the presence of meaningful environmental content related to goods or services.

Green promotion is based on the following:

- **Educational focus:** Green promotion should include all advertising activities within an environmental framework, with an emphasis on guiding consumers through eco-labels and educational instructions related to the safe use of green products.
- **Selective advertising language:** Common phrases used in advertisements targeting environmentally conscious consumers include "this makes you environmentally friendly" and "this is the secret to your distinction in a clean environment." Since many environmentally conscious consumers seek cleanliness, nature, and distinction, such carefully selected expressions make them feel uniquely targeted.

4.1. The Green Promotional Mix

To adhere to an optimal promotional mix consistent with green marketing, environmentally oriented organizations undertake the following actions:

- linking promotional messages to environmental policies and corporate image;
- including environmental characteristics of the product in advertising messages without exaggeration;
- using eco-labels as guarantees for customers and indicators of environmental or social standards;
- increasing customer awareness of environmental issues;
- providing the necessary environmental information and data to the media;
- cooperating with environmental agencies, organizations, and associations;
- issuing newsletters and reports related to environmental activities;
- organizing discussion sessions on environmental issues with the participation of customers and relevant community stakeholders.

Advertising, public relations, personal selling, consumer and trade promotions, social media, digital marketing, and mobile marketing are all promotional marketing tools. When selecting media channels, marketers must consider marketing objectives, the effective reach of media to the defined target audience, and budget constraints. It is preferable to use a mix of promotional tools to reach the target market with maximum effectiveness and efficiency, while consistently applying branding and marketing messages to increase awareness. Marketing messages are most effective when they motivate consumers to take action—namely purchasing, engaging, and developing loyalty.

1. Advertising

Environmentally friendly products can be promoted through green advertising, which influences consumer purchasing decisions by increasing awareness of eco-friendly products.

The American Marketing Association defines advertising as “the placement of advertisements and persuasive messages at appropriate times—on television, radio, or purchased space,” referring to messages transmitted by companies through print media, radio, television, and the internet.

Advertising refers to marketing claims that a product is made from environmentally friendly materials or packaged in environmentally friendly packaging. As consumer awareness of environmental issues increases, companies adopt “green” strategies and begin making environmental claims in their advertising campaigns in an effort to outperform competitors. Environmental (or green) advertising refers to all promotional methods that involve environmental communication, environmental sustainability, or eco-friendly messaging, and that target the needs and desires of customers and stakeholders.

There are three types of green advertising:

- advertisements that address the relationship between the product/service and the natural physical environment;
- advertisements that promote a green lifestyle by highlighting the product or service;
- advertisements that present an image of organizations as environmentally responsible.

2. Public Relations

Publicity/public relations consists of unpaid activities that generate media coverage for a product and/or organization. Because they are unpaid, they cannot be controlled in terms of the amount or nature of media coverage, whether positive

or negative. Companies must invest in activities that are newsworthy, as well as in creating media content (such as press releases or product launches).

Public relations tools include press releases, press conferences, newsletters, editor letters, guest articles, appearances on radio and television talk shows, blogs, white paper publications, conference participation, trade exhibitions, and promotional activities.

Public relations in the industrial sector often reminds the public of its contribution to progress through material goods and of the potential economic disruptions that may result from hindering this progress due to environmental concerns. Green public relations represent a response to specific events, such as participation in environmental sponsorship activities and the implementation of environmental stewardship initiatives.

3. Personal Selling

Personal selling is direct interaction between the company or its representative and the customer. It is a highly adaptable form of promotion, as it allows information to be directed to a specific customer. It is particularly useful for conveying complex information that requires detailed explanation or when the seller needs to assist the consumer in installing or using the product. This includes salespeople explaining product features to consumers and potential customers (in person, by phone, or synchronously online).

According to *The Economic Times*, personal selling is defined as “face-to-face selling in which the seller attempts to persuade the customer to purchase a product.” It is a promotional method in which the seller uses skills and abilities to complete the sale.

Personal selling includes one-to-one selling, word-of-mouth marketing, cold calls, sales meetings, product presentations, and demonstrations.

4. Consumer Sales Promotion

Consumer sales promotion consists of programs that directly influence consumers to purchase products, usually by offering price incentives. In green marketing, these promotions often include incentives or donations that benefit people and the planet. Key consumer promotion techniques include point-of-purchase displays, “buy one get one free” offers, in-store product sampling, coupon usage, event marketing, lotteries, and other contests.

Sales promotion aims to increase product attractiveness and perceived value. Although many sales promotion alternatives exist, immediate price reductions are the most common. Properly implemented sales promotions can ensure increased sales over a short period, which has given sales promotion greater importance in green advertising. Sales promotions can be used to communicate cost-saving messages to consumers in exchange for participation in social and environmental behaviors, or at least the intention to act in an environmentally friendly manner.

5. Social Media

Social media is widely defined as “internet applications that enable the creation and exchange of user-generated content.”

Social media is somewhat uncontrollable, particularly when consumers are able to develop content or manage its sources. For example, there are many “anti-corporate” websites that discuss companies’ environmental issues (whether real or perceived) in a negative manner.

While companies may attempt to disseminate positive messages to consumers through social media, this cannot be guaranteed, as consumers can equally share negative opinions about corporate activities. This is especially important with respect to environmental or quality-related “issues” that may arise, since social media platforms spread information much faster than traditional media. As with all promotional tools, companies must allocate resources effectively to design and manage social media, which can be more challenging given its 24/7 availability.

Social media marketing can be leveraged to raise awareness about a product's environmental impact and to engage environmentally conscious customers, persuading them to purchase products carrying eco-labels. Social media relies on permission-based marketing, whereby consumers voluntarily engage and grant "permission" to marketers to interact with them (for example, by liking a product or service fan page on Facebook or watching a promotional video on YouTube).

6. Event Marketing

Event marketing involves either leveraging an existing event or creating an event to attract potential consumers, build awareness, and market a company's products and services. One of the simplest examples is the use of trade exhibitions. Other approaches include organizing pop-up shows, interactive exhibitions, temporary (pop-up) stores, or other event-format initiatives.

1.5. The Concept of Social Performance

Social performance refers to an organization's success in achieving its predetermined social objectives. In other words, social performance—or the social bottom line—is the translation of the organization's social mission into tangible reality.

Social performance is defined as "the effective translation of an institution's mission in line with recognized social values, relating to serving larger numbers of the poor and marginalized; improving the quality and suitability of financial services; achieving benefits for clients; and enhancing the social responsibility of microfinance institutions."

Social performance is a complex institutional matter concerned with managerial and corporate policies in alignment with societal objectives and values. While it was initially applied mainly in relation to shareholder and stakeholder affairs and the welfare of the state, there is growing interest in placing social performance within much broader contexts of innovation patterns and trajectories. These new research trajectories focus on community-driven social performance policies that interact with socially innovative forms of work organization and solidarity relationships between firms, citizens, and actors within and beyond regions.

Effective social performance yields numerous benefits for companies—not only improving organizational reputation (brand image and employer brand), but also strengthening relationships with stakeholders: customers, employees, suppliers, and investors.

Companies that embrace social performance are viewed as more efficient and ethical. They are better equipped to attract and retain customers who share their values. Moreover, investors and financial institutions may derive additional gains by incorporating social performance considerations into investment decisions. By improving social performance, companies can enhance their reputation, build customer loyalty, and gain access to new sources of capital.

Improving social performance offers several advantages. First, it enhances the company's reputation and brand image. Customers are increasingly aware of the social and environmental impacts of their decisions. By strengthening engagement in social performance, firms can attract and retain customers who share their values. In addition, improving social performance can increase customer satisfaction and contentment. Customers feel more connected to companies that prioritize social responsibility and are more likely to commit to these brands through engagement on social and environmental issues.

Social performance has become an increasingly important and expected criterion of performance in contemporary companies. Today's managers are driven to generate social value beyond regulatory requirements; therefore, they tend to pursue social performance alongside financial objectives. Although social performance is a critical standard for modern firms, evaluating social performance remains problematic due to the absence of clear, reliable, and easily accessible benchmarks.

2. Field Study

This section aims to examine the extent to which economic institutions achieve sustainable performance through the application of green marketing strategies to promotion, by discussing the findings obtained through statistical processing of collected opinions. These data were gathered through a survey of a sample of economic institutions, followed by a discussion of the results.

The results presented in the following table show the strategies applied by the economic institutions in the study sample to green promotion as one element of the green marketing mix.

Table (01): Descriptive statistics on the organization's reliance on green promotion in its marketing mix

Statement	Weighted Mean	Standard Deviation	Tendency
The organization communicates its environmental orientations in its advertisements and encourages consumers to shift to green products.	3.49	0.769	Agree
The organization uses the internet and e-mail as an environmentally friendly communication method.	3.93	0.954	Agree
The organization directs part of its promotional effort to educate consumers about the environmental problems solved by the green product.	3.39	1.015	Neutral
The organization strengthens its environmental credibility and its commitment to integrity and transparency in presenting environmental and health information through its advertising campaigns.	3.53	0.964	Agree
The organization uses green labels for environmental awareness and to confirm that its products are environmentally sound.	3.64	1.066	Agree
The organization communicates with environmental groups to discuss the environmental aspects of its activity and to try to gain their support.	3.33	0.949	Neutral
The organization issues annual reports on its environmental activities and presents them as part of achieving its green orientations.	3.31	1.016	Neutral
Overall average	3.51	0.770	Agree

Source: Prepared by the researcher based on SPSS outputs.

The table indicates that institutional opinions regarding reliance on green promotion in the marketing mix tend toward "Agree," with an overall mean of 3.51. This is supported by the weighted means of most statements. Based on percentages, all statements trend toward "Agree," yet according to the arithmetic means, opinions are ranked as follows: using the internet and e-mail in promotional activity (mean = 3.93), followed by using green labels for environmental awareness and confirming product environmental safety (mean = 3.64), then strengthening environmental credibility and commitment to integrity in presenting environmental information through advertising campaigns (mean = 3.53), and finally communicating environmental orientations and encouraging consumers to shift to green products through advertisements (mean = 3.49).

However, institutions did not firmly affirm the following statements, which (based on arithmetic means) fall under the "Neutral" level: educating consumers through part of the promotional effort, communicating with environmental groups to discuss environmental aspects and seek support, and issuing annual reports on environmental activities and presenting them as evidence of achieving green orientations.

Hypothesis Testing

There is a statistically significant effect between the elements of the green promotional mix and social performance.

Table (02): Results of multiple linear regression analysis to verify model validity for testing the hypothesis

Independent Variables	Regression Coefficients (B)	Equation	Standard Error	Standardized Coefficient (Beta)	T value	Sig.
Constant	1.867		0.310	—	6.028	0.000
Green promotion	0.293		0.103	0.388	2.841	0.006

Overall model significance: $F = 15.660$; $Sig = 0.000$

Explained variance: $R^2 = 0.483$; Multiple correlation coefficient (R) = 0.695

Source: Prepared by the researcher based on SPSS outputs.

The F-test result indicates that the model is significant and statistically meaningful, as the significance level is less than 0.05. Accordingly, the independent variable (green promotion) has a statistically significant effect on the dependent variable (sustainable social performance).

The coefficient of determination (R^2) reached 0.483, meaning that green promotion explains 48.3% of the variance in achieving sustainable social performance. The multiple correlation coefficient (R) is 0.695, indicating a moderate correlation between the independent variable (green promotion) and the dependent variable (achieving sustainable social performance).

Based on examining the T-test results, the following is observed: There is a significant relationship between the independent variable (green promotion) and the dependent variable (sustainable social performance), as the significance level for the T-test is below 0.05. The regression coefficient is 0.293, indicating a positive (direct) relationship between the two variables.

Based on the above results, the hypothesis was accepted: There is a statistically significant effect between green promotion elements and sustainable social performance.

Conclusion

Based on the field survey of the study sample and the results of testing the main hypothesis—which confirmed the validity of the effect of green marketing strategies, through their application to green promotion, on achieving sustainable performance—the following conclusions were reached:

The Algerian economic institutions examined in this study rely on applying green marketing strategies to green promotion to achieve sustainable social performance. This is done through the use of the internet and e-mail as environmentally friendly communication tools, the use of green labels for environmental awareness and to confirm that products are environmentally sound, and by strengthening environmental credibility and commitment to integrity and transparency in presenting environmental and health information through advertising campaigns. These efforts communicate the institutions' environmental orientations and encourage consumers to shift toward green products.

Ethical Considerations

This study was conducted in full compliance with recognized ethical standards for social science research. Participation in the survey was entirely voluntary, and all respondents were informed of the academic purpose of the study prior to data collection. Informed consent was obtained from all participants. The anonymity and confidentiality of respondents and their affiliated institutions were strictly maintained, and the collected data were used exclusively for scientific research purposes. No personal identifiers were recorded, and the study did not involve any form of physical, psychological, or

social harm. The research adhered to principles of integrity, transparency, and respect for participants throughout all stages of the research process.

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Conflict of Interest

The author declares no conflict of interest related to this study. There are no financial, professional, or personal relationships that could have influenced the research process, analysis, or interpretation of the findings.

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