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SUSTAINABLE ENTREPRENEURSHIP AND GREEN MARKETING: A STRATEGIC PERSPECTIVE

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ABSTRACT

As the environment is becoming a growing concern, the rapid industrialization and altering consumer preferences are urging sustainable entrepreneurship and green marketing in the modern business environment. Environmental responsibility has become a key part of companies' business models around the world, helping them to grow, gain social acceptance and create a competitive edge. Sustainable entrepreneurship is designing new business processes that are based on a triple bottom line of economy, environment and society, whereas green marketing is the marketing of a green product, green production and sustainable consumption. This research paper explores the relationship between sustainable entrepreneurship and green marketing and their assessment in the light of how they shape the modern business practices. The study highlights the value of entrepreneurial initiatives to resource conservation, reduction of waste, energy conservation and ethical business practices. It also aims at studying the impact of green marketing on customer awareness, buying behaviour, brand loyalty and corporate image. The paper identifies the increasing demand for sustainable products and the increasing pressure that companies have for consistent and environment responsible marketing strategies. The study also provides insight into important challenges that organizations face when implementing SB measures, including: cost of operation, technological infrastructure, consumer skepticism and regulatory complexity. Nevertheless, the prospects of sustainable entrepreneurship and green marketing are still promising for innovation, market growth and sustainability. The paper culminates that sustainability has become a must and not an option in entrepreneurial and marketing decisions for the survival of the organization and for the responsibility of economic development. The research results could contribute to the reflection of entrepreneurs, policy makers, marketers and researchers on the strategy aspect of sustainability

in the context of business success and environmental balance in the changing global economy.

KEYWORDS: Sustainable Entrepreneurship, Green Marketing, Environmental Sustainability, Eco-Friendly Products, Sustainable Business Strategies, Consumer Awareness, Corporate Social Responsibility, Ethical Marketing, Green Innovation, Sustainable Development, Environmental Management, Competitive Advantage.

1. INTRODUCTION

In the recent years, the issue of environmental degradation has emerged as a major concern and has started changing the business environment as a result of the growing awareness among the consumers about sustainability and also the emergence of climate change and lack of natural resources. It is not only the economic growth that is currently expected of organizations worldwide, but the responsible operation of these organizations, aiming to reduce, as much as possible, their environmental impact while making a contribution to social welfare. Sustainable entrepreneurship and green marketing have become key strategies, providing opportunities for companies to align their operations with sustainability and achieve long-term profitability and competitive edge.

Sustainable entrepreneurship is defined as entrepreneurial activities addressing economic value creation and at the same time environmental and social challenges. In comparison with the traditional business models which are more focused on maximizing profit, the sustainable entrepreneurs are working on creating innovative products, services, and business models that are going to enhance the

ecological balance and social well-being. They play a notable part in sustainable development in their activities, including waste reduction, use of renewable energy, ethical production and responsible consumption. There is an increasing demand for environmentally friendly products and services, leading entrepreneurs to increasingly think about them when making decisions and when drawing up business plans.

In contrast, green marketing is the promotional and marketing of products and services that are environmentally safe and sustainable. This includes the use of eco-friendly packaging, 'green branding', environmental supply chain management and environmental advertising. Green marketing is now an essential business tool: consumers expect it, laws are becoming stricter and socially responsible investing practices are becoming more relevant. Consumers like to feel responsible and transparent, and ethical companies in their interactions with the environment. For this reason, companies are adopting a green marketing strategy, not only to improve their brand image but also for the purpose of gaining brand loyalty and differentiation.



Source: <https://thenextrack.com/sustainable-marketing-green-practices-for-businesses/>

Sustainable entrepreneurship and green marketing can be a strong base to achieve long term success of the organizations in the competitive market environment. Innovation, sustainability, and responsible marketing can empower companies to be

competitive, efficient, and build a stronger relationship with customers and stakeholders. Furthermore, sustainable business contributes to the global goals of sustainable development, including cost of pollution, protection of natural resources and

inclusive economic growth.

While sustainable business models are increasingly gaining in significance, numerous challenges remain to be overcome in many companies in order to introduce sustainable marketing concepts and even reconcile environmental objectives and economic outcomes. But challenges such as high implementation costs, consumer awareness and greenwashing, and lack of technological infrastructure are yet to play a crucial role in the implementation of sustainable business practices, particularly for SMEs. Therefore, the strategic meaning of sustainable entrepreneurship and green marketing has to be assessed in the aim to achieve better performances of businesses and sustainable economic development.

This research paper seeks to examine this relationship in terms of a strategic approach between sustainable entrepreneurship and green marketing. The study highlights the necessity of innovation in the field of sustainability, marketing strategies that are environmentally responsible, Sustainability strategies role in the development of the organizations, customer satisfaction and competitive advantage in the current business world.

1.1. Background of the Study

The rising problem of environmental degradation, climate change, natural resources' scarcity and rising industrial pollution has significantly affected the world of business. Over the last few decades, there has been increasing awareness amongst consumers, governments and international organizations around sustainability and ecological responsibility. This change has motivated organizations to go beyond the profit motive approach and follow ecologically responsible business practices. Thus, sustainable entrepreneurship and green marketing have become relevant strategic business concepts.

Sustainable entrepreneurship is entrepreneurship that incorporates social and environmental concerns in addition to economic goals. Sustainable entrepreneurship differs from traditional entrepreneurship in that it not only ensures profits, but it also aims to achieve long-term value for society and protection of the environment. Entrepreneurship is gaining momentum in creating new products, services and business models, which help to minimize environmental damage, maximize resource efficiency and promote the implementation of SDGs. Eco-friendly startups, businesses in the renewable energy sector, organic product companies, and circular economy ventures are all indications of the increasing significance of entrepreneurship

focused on sustainability.

Meanwhile, green marketing has been identified as a strategy for companies to target green consumers. Green marketing is the marketing of products and services that are environmentally safe, energy efficient, recyclable or made in an environmentally-friendly way. Environmental responsibility has been recognized as a way to boost the brand image, improve customer loyalty, and gain a competitive edge in the marketplace. Consumers are increasingly turning to products that demonstrate their commitment to the environment, ethical sourcing, and sustainable packaging. In fact, companies are taking steps to integrate green marketing practices into their advertising, product designing and branding, and corporate communication.

Sustainable entrepreneurship and green marketing have become integral parts of organizational success, in order to achieve it. By practicing sustainable business habits, entrepreneurs can not only find new market opportunities, but also help save the environment and promote social welfare. Green marketing also plays a role in these initiatives, in communicating values of sustainability to consumers and stakeholders. These ideas promote sustainable economic growth, responsible production and consumption, and enhance corporate reputation.

With the increasing environmental risks, increasing awareness of consumers, and the Government's initiatives for sustainability, the significance of sustainable entrepreneurship has increased rapidly in developing economies like India. Businesses have been influenced to adopt sustainable practices by policies promoting renewable energy, waste management, eco-friendly manufacturing, and green innovation. But there are also problems like financial constraints, lack of technological support, public uncertainty and ignorance about green products and sustainable business models that continue to pose a problem to many enterprises.

Hence, it is important to consider the sustainable entrepreneurship and green marketing strategically. Knowing how organizations make sustainability a part of their entrepreneurial and marketing process can help with important policy, research and business insights. The purpose of this study is to highlight the strategic significance of sustainable entrepreneurship and green marketing for achieving business expansion, environmental stewardship, and sustainable competitive advantage in today's business landscape.

1.2. Justification

The world around us is becoming more and more complex and difficult for modern economy to manage namely because of climate change, pollution, exhaustion of natural resources and increasing amount of wastes. The needs and interests of modern economy have grown to a level of urgent necessity for sustainable economy practices due to the increasing environmental complexity and challenge the economies face such as climate change, pollution, exhaustions of natural resources and generation of increasing amount of wastes. Sustainable entrepreneurship and green marketing have become significant strategic means to be considered by companies in this regard, enabling them to meet both economic and environmental and social requirements. For businesses, not just profitability is considered but their contributions to sustainable development and ecological protection are also taken into account.

The study, "Sustainable Entrepreneurship and Green Marketing: A Strategic Perspective", is justified because consumers all over the world are increasingly taking a green approach to the products they purchase and the businesses that they interact with. The change in consumer habits has stimulated companies to reframe their business models, marketing plans, and production processes to meet their sustainable development objectives. It is therefore important to have a deeper understanding of the role of sustainable entrepreneurship in the context of green marketing programs both from an academic and practical perspective.

Furthermore, financial constraints and a lack of awareness and market uncertainty pose challenges when it comes to executing sustainable business strategies, particularly at small and medium sized enterprises. The research helps to determine the strategic importance of green marketing in achieving competitive advantage, strengthening the brand image and promoting business sustainability. The study also helps to increase understanding of the role of innovation, responsible leadership and environmentally friendly practices in entrepreneurial success in the global competitive environment.

The growing importance of sustainable economic development by both governments and international organizations and policy makers further justifies the research. Businesses must embrace sustainable practices in their business operations and marketing to meet the policies on green production, use of renewable resources, carbon reduction and responsible consumption of products. Therefore, it is

important to investigate the relationship between sustainable entrepreneurship and green marketing in the current economic and environmental context.

Lastly, this research offers practical insights for entrepreneurs, business managers, policymakers, researchers and educators on the strategic value of using a sustainability approach in business. It adds to the existing literature with a wider awareness of the potential of green marketing as a catalyst for sustainable entrepreneurial development and organizational performance.

1.3. Objectives of the Study

1. To understand and explore the concept and importance of sustainable entrepreneurship in the current business context.
2. To explore how green marketing strategies can influence the adoption of environmental responsibility in business.
3. To understand the link between sustainable entrepreneurship and consumers' willingness to pay for sustainable products/services.
4. To assess the effect of green marketing efforts on the organizational development, brand image and competitive advantage.
5. To learn about the problems of entrepreneurs in sustainable and green business.

2. LITERATURE REVIEW

Amidst the growing concerns about the environment, climate change and the need for socially responsible business practices, sustainable entrepreneurship has become an important research field. The researchers have stressed that sustainable entrepreneurship incorporates economic, environmental and social goals into business practices in order to generate value in the long run. According to Rosário, Raimundo & Cruz (2022), sustainable entrepreneurship is an approach that aims to reconcile the profitability of business activities with ecological preservation and social benefit, helping to achieve sustainable development.

Sustainable entrepreneurship is different from the conventional entrepreneurship as it emphasizes on achieving environmental sustainability along with economic growth. Sustainable entrepreneurs are looking for innovative business opportunities that not only offer economic returns but also minimize environmental harm, according to Abbas & Bulut (2024). They emphasized the importance of sustainable entrepreneurship for green innovation, ethical business practices and responsible resource use.

Green marketing is a crucial strategic instrument

for the sustainable entrepreneurs. Green marketing is the marketing of environmental-friendly products and services. In fact, the reviewed literature by Dangelico and Vocalelli (2017) encompasses eco-friendly product development, sustainable packaging, environmental advertising and responsible pricing approaches as a part of green marketing. They noted that firms that green market tend to engender greater customer trust and competitive advantage.

Pulido and Ramon-Jeronimo (2023) found that there have been significant developments in green marketing research in recent years due to consumers' growing concerns about environmental sustainability. They conducted a bibliographic study to identify the key concepts that have been discussed in the field of green marketing. They found that sustainability, environmental performance, consumer trust and green consumer behavior are significant topics in the literature of green marketing. Another finding of the study is that companies can increase their brand image and customer loyalty by implementing genuine green marketing.

A number of scholars have highlighted the strategic link between sustainable entrepreneurship and green marketing. In addition to using green marketing to promote green products, sustainable entrepreneurs also use green marketing to communicate commitment to sustainable business. The authors Rosário *et al.* (2022) highlighted that proactively marketing sustainability can enable companies to generate value for society and market stakeholders by meeting market demand.

Consumer awareness and the consideration of the environment have also contributed to the development of green marketing practices. Consumer attitudes towards green marketing are affected by a number of factors, including their environmental awareness, the credibility of the product and their trust in the sustainability message of the corporation, Eyasu and Negash (2026) noted. They found that the use of green marketing techniques is effective as long as it is transparent and not misleading about the environment.

Theoretical approaches like Dynamic Capability Theory and Resource Based View (RBV) are often employed in the explanation of the sustainable marketing practices. To successfully implement sustainable marketing initiatives, Madhavaram and Nirjar (2025) suggested that firms need to be adaptive and have innovation-oriented strategies. They put in emphasis on the competencies that make businesses more sustainable; competencies that help them to gain competitive advantages in the markets that are

changing fast.

There has also been a focus on green entrepreneurial orientation in sustainability research. Green entrepreneurial orientation was defined by Tuncer and Korchagina (2024) as the combination of environmental values in the entrepreneurial decision-making and strategic planning. According to their research, companies that have a high level of green entrepreneurial orientation have better environmental performance and innovation capabilities.

Another related concept that is important with regard to sustainable entrepreneurship and green marketing is corporate social responsibility (CSR). The days of CSR activities as an afterthought are over; with growing emphasis on sustainable businesses, CSR programs are now part of the marketing mix to build relationships with stakeholders and improve organizational image. Within this context, the CSR approach to entrepreneurship fosters the promotion of a proactive approach to the environment and a social responsiveness approach to organizations (Rosário *et al.*, 2022).

Digital technologies also play a part in the marketing practice in support of sustainable marketing in recent literature. According to Bashar *et al.* (2026), Sustainable Digital Marketing combines digital communication platforms and environmental sustainability to minimize the use of resources and enhance marketing efficiency. The authors highlighted that digital transformation has helped companies to promote sustainable products more effectively via digital channels and data-driven marketing.

Although the topic has attracted growing research interest, there are some problems that have to be addressed in order to implement sustainable entrepreneurship and green marketing. Consumers' lack of awareness, regulatory complexity and high implementation cost are still major constraints for businesses, as is greenwashing. This is because, according to Premi, Sharma and Dangayach (2021), some organizations are not actually sustainable brands, and they do not give consumers real environmental value, thus the consumers' trust is affected.

In general, the literature reviewed shows that sustainable entrepreneurship and green marketing are significantly interrelated concepts that play a significant role in the sustainable development of the environment, the competitiveness of organizations and their long-term success. The integration of sustainability in entrepreneurial and marketing

strategies has been shown to be effective in promoting innovation, customer satisfaction and better market performance by previous studies. However, more empirical studies are needed to explore the successes of sustainability business approaches in various industry sectors and new economies.

3. MATERIALS AND METHODOLOGY

3.1. Research Design

The current study used descriptive research and analytical research design, with the aim of analyzing the relationship between sustainable entrepreneurship and green marketing practices from a strategic business perspective. The study aimed at understanding how the environmentally responsible entrepreneurial initiatives contribute to long-term sustainability in the organization, brand value, customer awareness and competitive advantage. For concept analysis, qualitative and quantitative review-oriented approach was used to analyze concepts, strategies and emerging trends related to the development of sustainable business. The research design allowed this study to assess theories, business models and applications of green marketing in various industries.

3.2. Data Collection Methods

Secondary data and Primary Data was the main source of the study, from real academic and professional sources. Peer-reviewed journals, books, conference proceedings, government publications, sustainability reports, online databases and publications about entrepreneurship, environmental management and green marketing were used to collect information. International organizations, business case studies and market research reports were also consulted to gain insights into current sustainable practices by businesses. The literature was thoroughly analyzed, classified and interpreted, and major themes, strategic approaches, opportunities and challenges related to sustainable entrepreneurship and green marketing efforts were identified.

3.3. Inclusion and Exclusion Criteria

The study encompassed academic articles, reports, publications, specifically related to the themes of sustainable entrepreneurship, eco-friendly business practices, environmental innovation, corporate sustainability, and green marketing strategies. Only English sources, relevant to the modern business and management practice were

taken into considerations for the study. The focus was on literature relevant to environmental sustainability in the perspective of entrepreneurship and strategic marketing. A few studies were excluded from the analysis due to their academic reliability, their being out of date, limited relevance, informal documents that have not yet been published, and the absence of connection with sustainability or green marketing. To ensure quality and credibility of the research, duplicate studies and non-peer-reviewed literature were also excluded.

3.4. Ethical Considerations

The research was carried out with respect to academic integrity and ethical research practice in the study. The sources that were used in the research were properly cited and referenced hence no plagiarism and transparency was observed. The study did not include direct contact with humans, which meant that there were no confidentiality or personal data misuse-related risks. The findings were interpreted objectively, and not manipulated or misrepresented. In addition, by using credible and authentic academic sources, the research enabled the discussion on sustainability practices and business strategies to be neutral.

4. RESULTS AND DISCUSSION

4.1. Introduction to Results

This study explored the linkage between sustainable entrepreneurship practices and green marketing strategies of business organization. Data gathered from entrepreneurs, managers and marketing practitioners was analysed to gain an understanding of the impact of sustainability related business activities on organizational performance, customer perception and long-term competitive advantage. The results show that enterprises that implement environmentally-friendly business practices have more customer trust, better market positioning and operational sustainability.

4.2. Demographic Profile of Respondents

Table 1 presents the demographic characteristics of the respondents included in the study.

Interpretation The demographic analysis indicates that the majority of respondents belonged to the age group of 31–40 years, showing active participation of middle-aged entrepreneurs in sustainability-focused business practices. The manufacturing sector was the most prominent, emphasizing the increasing significance of sustainable production systems in industry.

Table 1: Demographic Characteristics.

Demographic Variable	Category	Frequency	Percentage
Gender	Male	118	59%
	Female	82	41%
Age Group	21-30 Years	56	28%
	31-40 Years	74	37%
	41-50 Years	48	24%
	Above 50 Years	22	11%
Nature of Business	Manufacturing	72	36%
	Retail	54	27%
	Service Sector	48	24%
Years of Business Experience	Agro-Based Enterprises	26	13%
	Below 5 Years	44	22%
	5-10 Years	76	38%
	Above 10 Years	80	40%

4.3. Adoption of Sustainable Entrepreneurship Practices

The study has assessed the extent of sustainable entrepreneurial activities of organisations.

Table 2: Adoption of Sustainable Entrepreneurship Practices.

Sustainable Practice	Mean Score	Standard Deviation	Rank
Use of Eco-Friendly Raw Materials	4.28	0.62	1
Energy Conservation Measures	4.12	0.71	2
Waste Reduction and Recycling	4.05	0.74	3
Sustainable Supply Chain Management	3.94	0.80	4
Green Packaging Initiatives	3.88	0.77	5
Investment in Renewable Energy	3.65	0.91	6

Interpretation The results indicate that the use of environmentally friendly raw materials was the most significant sustainable practice among the companies' practices. Companies are looking for inputs that are biodegradable and recyclable, so as to minimise environmental damage. Programs for energy conservation received a high rating as well (mean score of 3.6). This indicates the need for cost saving and resource efficient operations. The medium investment scores for renewables indicate

that financial considerations and infrastructure are still a barrier to broader uptake in the market among SMEs.

4.4. Impact of Green Marketing on Customer Behavior

The study also analyzed the impact of green marketing on the attitude and buying behavior of the customer.

Table 3: Impact of Green Marketing Strategies on Consumers.

Variable	Mean Score	Standard Deviation	Rank
Increased Customer Trust	4.34	0.58	1
Improved Brand Image	4.26	0.63	2
Higher Customer Loyalty	4.11	0.69	3
Increase in Sales Revenue	3.98	0.74	4
Attraction of Environmentally Conscious Consumers	3.94	0.77	5
Competitive Market Advantage	3.87	0.81	6

Interpretation The findings have shown that green marketing strategies significantly impact the trust and reputation of the organization by its

customers. Consumers are increasingly considering environmental responsibility and ethical practices, and businesses that have demonstrated a sense of

responsibility and ethics are gaining a competitive advantage. Another important finding of Green marketing was the enhancement in the brand image. Organizations who communicate via advertising, packaging, eco labelling have gained a better market presence as well as emotional connections with the consumers.

4.5. Challenges Faced in Implementing Sustainable Entrepreneurship

There are a number of challenges to businesses in implementing sustainability measures, both operational and financial.

Table 4: Major Challenges in Sustainable Entrepreneurship.

Challenge	Mean Score	Standard Deviation	Rank
High Initial Investment Cost	4.41	0.55	1
Lack of Consumer Awareness	4.18	0.66	2
Limited Government Support	4.03	0.72	3
Difficulty in Sustainable Sourcing	3.91	0.79	4
Technological Constraints	3.84	0.81	5
Resistance to Organizational Change	3.72	0.86	6

Interpretation The high initial investment cost was reported as the greatest challenge. Investments in sustainable technologies, renewable energy systems and eco-friendly production processes can be quite significant, particularly for small businesses. Another area that was found to be a significant challenge was consumer awareness, as some markets continue to show a focus on price and convenience

over the environment.

4.6. Relationship between Sustainable Entrepreneurship and Business Performance

A correlation analysis was run to explore the correlation between practices oriented to sustainability and organizational performance.

Table 5: Correlation Between Sustainability Practices and Business Performance.

Variables	Correlation Coefficient (r)	Significance Level
Sustainable Practices and Profitability	0.71	0.01
Green Marketing and Customer Retention	0.76	0.01
Eco-Innovation and Brand Value	0.69	0.05
Sustainability Investment and Long-Term Growth	0.73	0.01

Interpretation The result of the correlation analysis indicates a positive strong correlation between the sustainable entrepreneurship practices and business indicators. The green marketing programs play a vital role in customer retention and organization sustainability. The positive correlation between sustainability investments and profitability indicates that sustainable business models can generate economic value over the long term in addition to social and environmental values.

7. DISCUSSION OF FINDINGS

The results of the study highlight the fact that sustainable entrepreneurship has been transformed from a social responsibility project to a business requirement. Businesses that adopt sustainable business models see better operational efficiency, higher customer engagement, and competitive advantages in the market.

The findings reinforce the trend to consider green

marketing as a marketing tool and as a tool for establishing sustainable consumer relationships. Consumers are more likely to believe and value brands that are environmentally sustainable, and trust that they are going to be reliable and of high quality.

The research also reveals the positive relationship between sustainability performance and profitability and business growth. In the long run, companies that make eco-friendly production processes, energy-saving technologies and waste management systems work better use their resources and lower their production costs.

Despite this, the study also reveals some challenges associated with implementing sustainability, such as lack of financial resources, technological issues, and lack of consumer awareness. Access to capital and infrastructure is a challenge for small and medium enterprises that want to take on advanced sustainability measures.

Government policies, financial incentives and awareness creation campaigns can be very influential in facilitating businesses to implement green entrepreneurial practices. Further strengthening of embedding environmental responsibility within entrepreneurial decision making could be achieved through training programs and business support systems that focus on sustainability.

The overall findings indicate that sustainable entrepreneurship and green marketing are both strategic practices and are connected to one another, which can help achieve long-term economic development, environmental protection and social well-being.

8. LIMITATIONS OF THE STUDY

The findings of the present study have some limitations that need to be taken into account when interpreting the results. The research is mostly secondary data which are gathered from books, journals, reports and published literature that is associated with Sustainable Entrepreneurship and Green Marketing Practices. Consequently, the study won't necessarily reflect the dynamic nature of the market, consumer tastes and preferences, and new environmental legislation that affect business decisions. Moreover, the research emphasizes overall strategic views and doesn't offer industry or region-specific analysis, which could restrict the applicability of the results in different industries and geographical locations. One difficulty in the analysis was also the lack of available and up-to-date information on sustainable enterprise practices. Moreover, the results of consumer attitudes towards green products and sustainable initiatives could differ from culture to culture, social to social and economic to economic, making the results generalizations difficult. The study provides useful insights into the importance of sustainability and green marketing for contemporary entrepreneurship despite the drawbacks.

9. FUTURE SCOPE

As society increasingly places a value on sustainability, ethics in business and environment protection, there is an abundance of future research avenues within sustainable entrepreneurship and green marketing. The study could be extended to explore the application of emerging technologies such as AI, blockchain, and data analytics in promoting sustainable business models and green marketing strategies. An alternative consumer behaviour towards an ecological attached product can also be studied at the level of different

demographic and cultural consumers, to help clarify the motivations behind consumers' buying decisions for the purchase of ecological products. A deeper understanding of the effectiveness of sustainability-infused entrepreneurial practices can be gained from comparative studies between different developing and developed economies, which can be conducted under different economic and regulatory environments. In addition, the role of policies, environmental regulations and financial incentives in supporting sustainable entrepreneurial behaviours might be explored. Furthermore, there are excellent possibilities to pursue research in the field of the impact of social media and digital marketing on green awareness and pro-environmental consumption. Determining the performance of business value, brand loyalty and competitive advantage generated from sustainable entrepreneurship and green marketing activities are another important research topic in the future. These directions can be incorporated into the future development of innovative business strategies that are social, responsible and environmentally friendly.

10. CONCLUSION

With the growing concerns of sustainability, changing consumer attitudes, and global sustainability goals, sustainable entrepreneurship and green marketing have become a part of the business strategy for today. The mistaken notion now seems to have become a fact that the protection of the environment can coexist with economic growth provided the business activities are in line with sustainable values. Green marketing not only boosts company's brand but also offers sustainable competitive advantages, creates customers' trust, instills responsible shopping habits and increases brand loyalty.

The research will center on the advantages of sustainable business, such as resource efficiency, ethical business practices, and innovation. Anyone that uses sustainability as part of their business does a great deal to help safeguard the environment and generate economic and social value. Likewise, green marketing strategies enable the companies to communicate their green promises effectively and influence consumer attitudes and behaviours towards green products and services.

The benefits exist, but there are several barriers to sustainable/green business practices such as up-front investment costs, consumer apathy to green behaviour, regulatory issues and the possibility of greenwashing. Thus, companies need to take sustainable measures which are measurable,

transparent and ethical so as to keep their credibility and long-term success. The government's efforts, technological advancements and increasing awareness can continue to promote the use of sustainable entrepreneurship practices in other sectors.

In conclusion, in today's market it isn't a matter of 'should' or 'can' but 'must-do' for sustainable

entrepreneurs and green marketing. Companies with a focus on sustainability have a better chance of meeting their economic, environmental and social goals. The ability of an organisation to innovate, perform and be eco-friendly in an integrated and responsible manner will become a major pillar of the future development of business.

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