

INTRODUCTION

What is green marketing?

- recyclable, compostable, green, sustainable
- ‘the marketing of products that are not harmful to the natural environment’ (ADA).

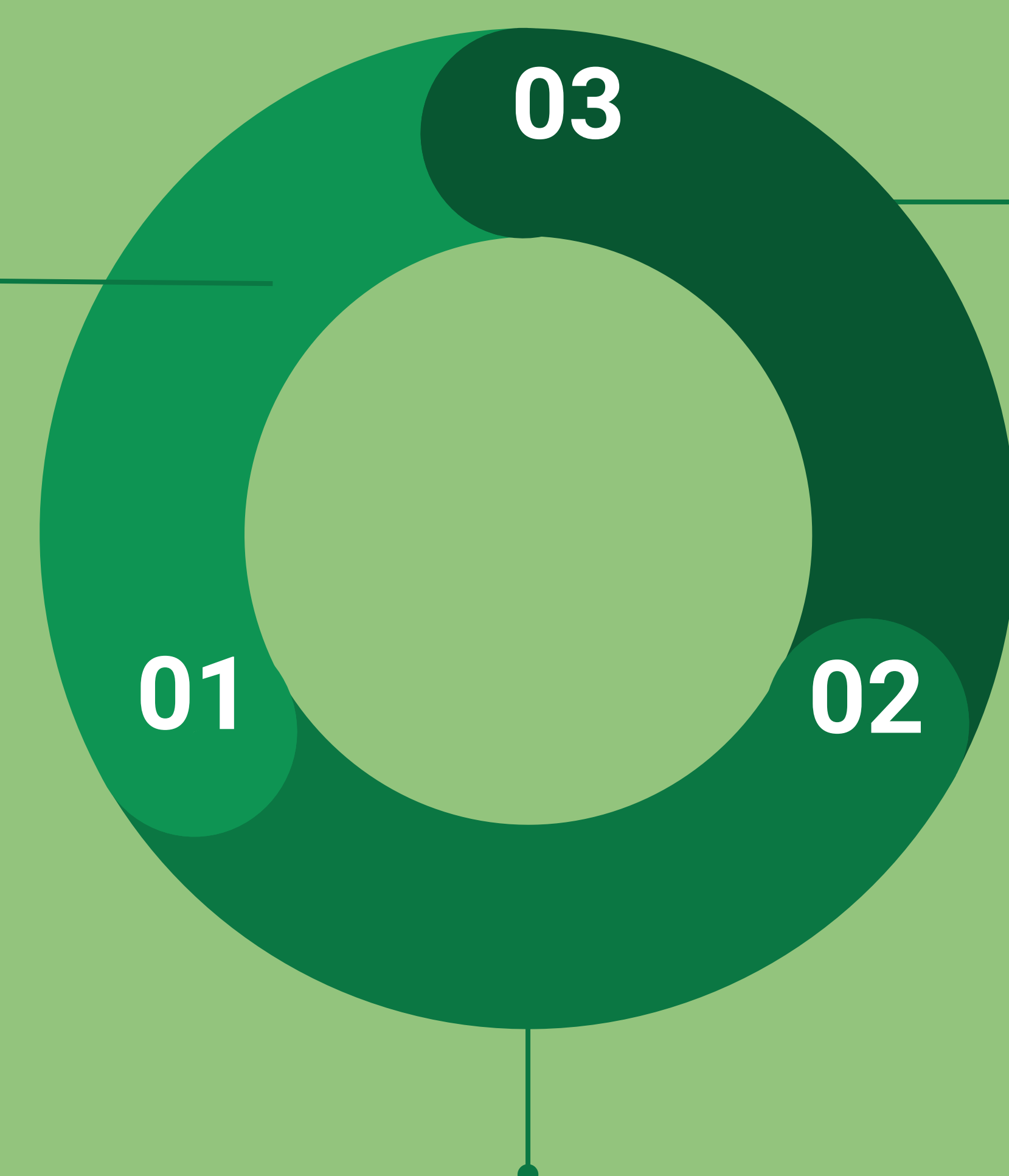
Does green marketing make money?

- consumers care about environmentally friendly products and could be drawn to them



RESEARCH METHODOLOGIES

Analyze data
Attempt to find relationships.

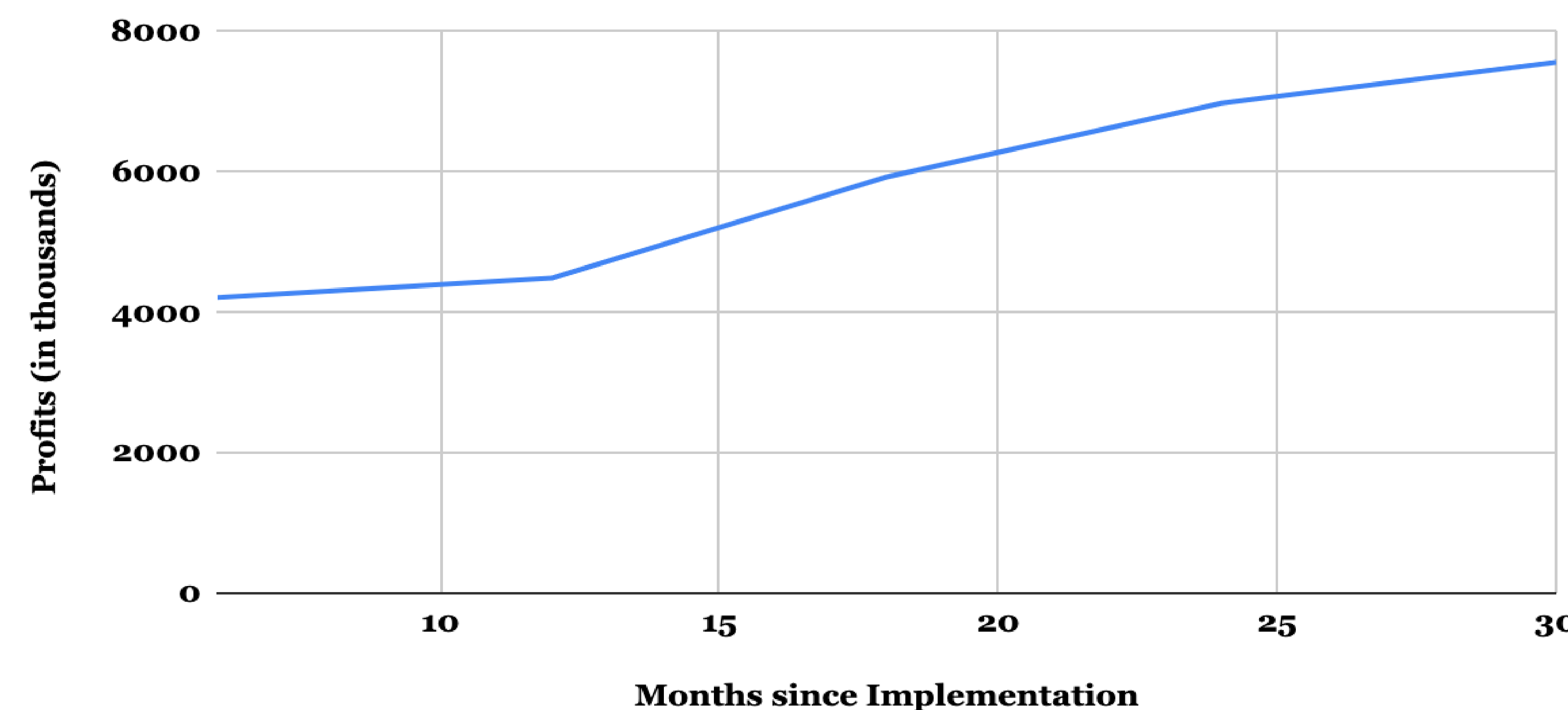


Compile profit data
It examined and analyzed existing numerical data,

Examine yearly reports
This project uses yearly reports of marketing profits

DATA AND FINDINGS

Profits (in thousands) vs. Months since Implementation

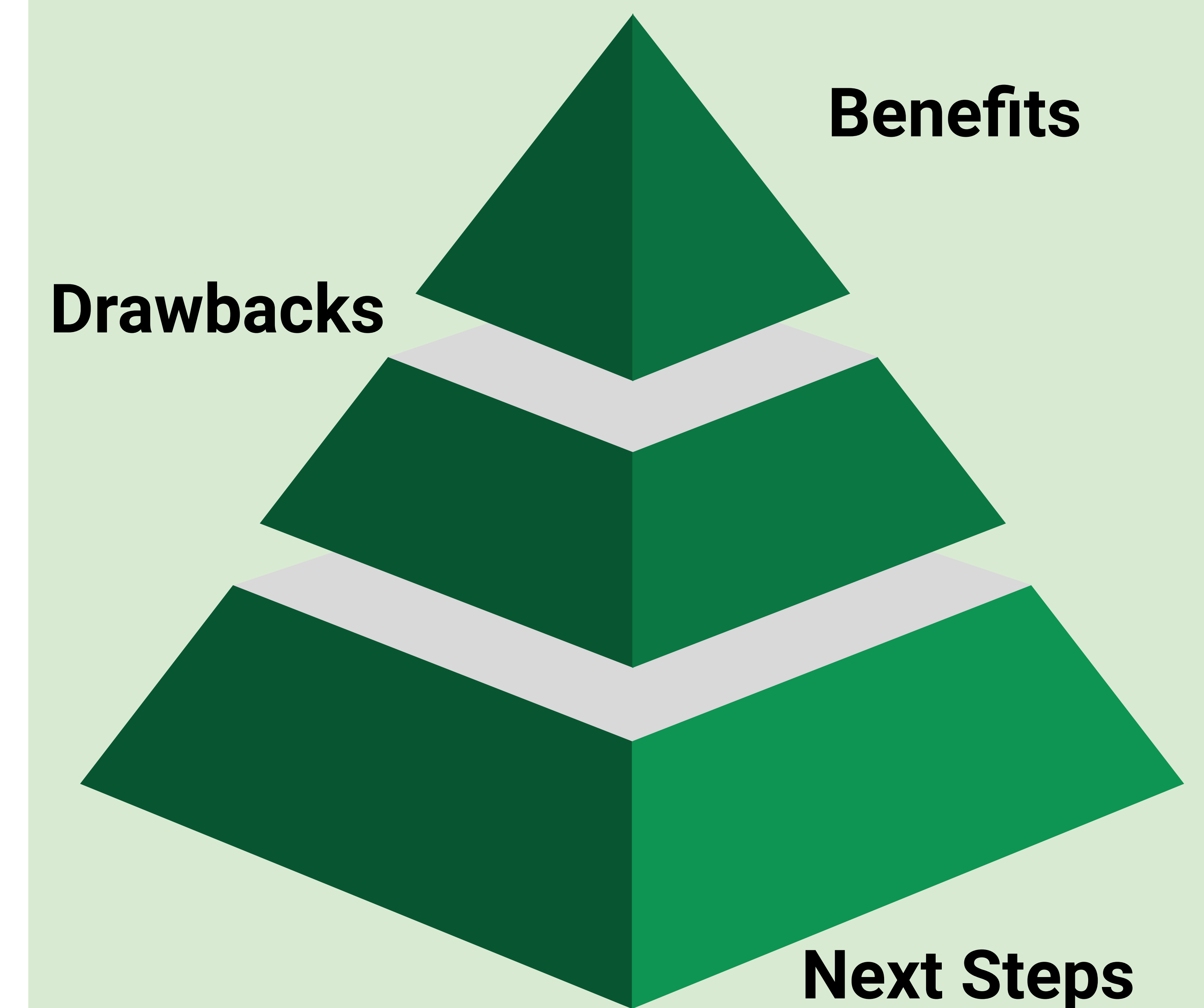


- In companies that implemented green marketing strategies, an overall increase in business profits was seen.
- By analyzing the quantitative findings from financial reports of the companies, I was able to see a holistic view of how all financial measures were affected.
- Additionally, qualitative research showed me that products explicitly labeled **sustainable, green, or environmentally friendly** were more likely to be purchased

CONCLUSIONS AND ANALYSIS

By understanding both the quantitative and qualitative data, I was able to distinguish how different approaches of green marketing affected profits, and how they could be implemented for businesses in the future. The conclusion was made that consumers are more likely to buy something if the label screams ‘green’ at them - based on my research.

IMPLICATIONS AND NEXT STEPS



- 1 Some of the benefits of this research is that businesses can now know to use green marketing to increase profits
- 2 A drawback is that the market may become overcrowded with such products/services, making it hard for customers to distinguish what is authentic
- 3 A next step would be to study the effects of greenwashing on consumer behavior and the prevalence of it in businesses

ACKNOWLEDGEMENTS / REFERENCES

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