AN EMPIRICAL STUDY INVESTIGATING THE POTENTIAL PROSPECTS & CHALLENGES OF GREEN MARKETING IN SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

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ABSTRACT

In the current state of globalization, small-scale businesses are confronted with the opportunities and difficulties that come with green marketing marketing. The small and medium-sized enterprises are aware of the strategy that may be used to overcome these opportunities and obstacles.

Objectives:

It is necessary for practically all businesses, particularly small and medium-sized enterprises (SMEs), to employ green marketing principles. In order to address the obstacles that are associated with green marketing, small and medium-sized enterprises (SMEs) are looking for innovative strategies and approaches. The focus of this research is on overcoming obstacles and achieving improved levels of productivity among small and medium-sized enterprises (SMEs) in Tamil Nadu, India.

Purpose:

The purpose of this research is to provide small and medium-sized enterprises (SMEs) in Tamil Nadu with novel ideas that may help them increase their productivity via green marketing. Green marketing is a relatively new idea that is gaining popularity and might be of assistance in protecting the environment.

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Methodology:

This research makes use of a tool in order to identify the opportunities and difficulties associated with green marketing in small and medium-sized enterprises (SMEs). For the purpose of doing data analysis, the research makes use of SPSS version 23.0 and AMOS. The workers of small and medium-sized enterprises (SMEs) and customers of environmentally conscious products in Tamil Nadu are the key sources of data.

Findings:

In order to investigate the growth of small and medium-sized enterprises (SMEs) and green marketing in Tamil Nadu, the researchers have sought to find answers to any problems that may arise. The findings center on the crucial role that must be played in order to overcome the obstacles in green marketing.

Limitations

Small and medium-sized enterprises (SMEs) have not yet been exposed to the views of green marketing. There are just a handful of the identified industries in Tamil Nadu that are included in the research.

Practical Implications:

People all throughout the globe have chosen to purchase environmentally friendly items. In light of the fact that green marketing is a relatively recent trend that is gradually making its way into the minds of customers and small and medium-sized enterprises (SMEs), this article makes an effort to overcome the challenges that are associated with its implementation. This would be accomplished via small and medium-sized enterprises (SMEs) through green marketing.

INTRODUCTION

When compared to other companies, green marketing items are environmentally friendly and reach a consistent level of sales. SMEs are able to fulfill their organizational goals with the assistance of green marketing, which helps them sell their products and services.Almost all small and medium-sized enterprises (SMEs) engage in green marketing initiatives in response to both internal and external demands. Consumers all across the world have developed an awareness of environmental issues. According to Edeh., 2020, customers are key players in the process of saving the environment by purchasing items that are sustainable in terms of marketing. Most of the time, they are devoted to their goods. According to Sanker and Janani's research from 2020, customers are being inspired via a variety of awareness campaigns addressing green marketing through the development of environmentally friendly labeling and packaging. According to Polonsky (1994), "green marketing" refers to all of the many efforts that are undertaken to fulfill human wants in a manner that has a less impact on the natural environment. Additionally, it is a holistic management method that is accountable for determining the needs of the consumers in order to maximize profits (Peattie, 1995).

According to Pride and Ferrell (1993), green marketing refers to the efforts that an organization does in the process of creating, promoting, selling, and even distributing items that are not harmful to the environment. According to Murphy (2005), sustainable marketing is a method that addresses the matter of the natural environment in a good manner for the benefit of future generations. According to Nupur (2011), green marketing items are emphasized to give buyers the impression that they are safe for the environment. Green marketing items are those that do not contain phosphate, are recyclable, can be refilled, are kind to the environment, and are ozone friendly. The performance of businesses is a direct result of the effective implementation of new ideas (Cao et al., 2017). Sustainable marketing helps small and medium-sized enterprises (SMEs) produce more creative concepts. Green marketing is a method that is environmentally responsible and protects the environment. When it comes to green marketing goods, small and medium-sized enterprises (SMEs) confront a variety of benefits and drawbacks in the context of competitive marketing everywhere. These days, customers in India are receiving a wide range of information and becoming more aware of the characteristics and benefits of environmentally friendly goods.

A significant number of the small and medium-sized enterprises (SMEs) have the objective of transitioning to green marketing companies. Eco-friendly marketing provides sustained development while maintaining a high level of efficiency. Although it has a high initial cost, it will save a significant amount of money in the long term. The use of green marketing helps small and medium-sized businesses compete on a global scale. Small and medium-sized enterprises (SMEs) may readily reach new markets by engage in green marketing. The sustainability of the firm is improved as a result. According to Tanwari (2020), there is a disconnect between marketing and environmental concerns since customers do not really believe that the things they purchase are environmentally beneficial. According to Burhan and 2020, green marketing has an effect on customer behavior. According to Ganimetes and Fatos (2019), consumer perceptions are occasionally investigated as a potential source of misinformation in advertising. In the sphere of green goods, green marketing products helps small and medium-sized enterprises (SMEs) identify their strengths and weaknesses. According to Szabo and Webster's research from 2020, green marketing strategies have a favorable impact on the way consumers perceive products.

4 P's of Green Marketing

There are two components that make up the process of green marketing: the internal and the external people. Every small and medium-sized enterprise (SME) has its own unique marketing mix. Green Products, Green Price, Green Place, and Green Promotion are the four pillars that small and medium-sized enterprises (SMEs) often adhere to.

Green Products: The demands of the customers are identified by Green goods, and the company then produces green goods based on the desires and expectations of the consumers. The production of organic goods is underway. In order to manufacture environmentally friendly items, eco-friendly raw materials are used. As a result of the fact that the items' packaging may be recycled or reused, the products are environmentally friendly.

Green Price: Both the operational expenses and the manufacturing costs are optimized in order to provide clients with a product or service that is within their price range in a market that is highly competitive. There is an increased awareness among customers of the benefits of environmentally friendly items.

Green Place: When promoting and delivering environmentally friendly items to environmentally conscious customers, proper distribution methods are given a lot of attention. When selling environmentally friendly items, beautiful displays are used. SME is able to persuade people to purchase environmentally friendly items via the use of visual displays.

Green Promotion: SMEs place a strong emphasis on green advertising in order to market their environmentally friendly goods and services to end users. They use a variety of advertising strategies in order to get customers who are not environmentally conscious to buy their environmentally friendly goods and make use of their services. It is important to strengthen the appropriate communication interfaces in order to enhance sales. Small and medium-sized businesses steer clear of promotions that are unrealistic.

PROBLEM STATEMENT

The implementation of green marketing in small and medium-sized enterprises is a challenging undertaking. SMEs are confronted with a number of challenges in the field of green marketing. Few challenges of green marketing in small and medium-sized enterprises (SMEs) include the green manufacturing process, packaging, and advertising. SMEs are not going to have an easy time with this challenge (Akter, 2012). Small and medium-sized enterprises (SMEs) have the greatest number of obstacles when it comes to developing an environmentally friendly marketing environment. Word of mouth on green marketing aspects such as quality, packaging, and labeling is the primary source of information for consumers as they hunt for new environmentally friendly goods. (Ganimete and Fatos, 2019) Performance, durability, service, and other aspects have to be considered. The purpose of this research is to raise awareness among customers about the opportunities and constraints that small and medium-sized enterprises (SMEs) have in relation to green marketing.

OBJECTIVES OF THE STUDY

- To determine the prospects and challenges faced by Green marketing in SMEs
- To evaluate the opinion of Green Consumers regarding 4 P's in Green marketing
- To evaluate the reliability and validity of Green marketing instrument
- To provide valuable suggestions in improving the Green marketing in SMEs.

HYPOTHESES

Hypothesis I: There is no significant relationship among 4 P's of Green Marketing

Hypothesis II: There is no significant difference between 4 P's of Green Marketing with respect to Green Marketing Performance

METHODOLOGY OF THE STUDY

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The proposed paper is empirical. SMEs and environmentally conscious customers are the sources of first-hand information. Secondary data are gathered from a wide variety of sources, including published books, references, websites, journals, and articles that are centered on green marketing. Consequently, in order to gather the necessary information for the research, both primary and secondary sources of information are used. When it comes to the descriptive research, these data are advantageous. The findings of a number of earlier studies that the authors of this paper conducted on green marketing in the Indian state of Tamil Nadu are incorporated into this specific piece of writing. A sample of 364 environmentally conscious customers and 200 small and medium-sized enterprises (SMEs) from the state indicated above are selected for the research and questioned utilizing an interview schedule. A total of four hundred surveys were sent out to environmentally conscious customers. Out of the total number of questionnaires that were returned, 364 (91.0%) were completed, while the remaining 36 (9.0%) were incomplete. The major data collection method that is used is the random sampling approach. It is a descriptive research design that is used in this study.

PILOT STUDY

A pilot study was conducted in Tamil Nadu with fifty green customers and fifty small and medium-sized enterprises (SMEs). The pilot test was conducted, and the green customers were provided with a concise explanation of the goal of the study. The collection of all of the questions for the pilot research was carried out successfully. The results of the pilot research indicate that all of the variables (Opinion of Green Consumers on the 4 P's of Green Marketing and Prospects and Challenges of Green Marketing in SMEs) have a value that is more than 0.80, which is considered to be a satisfactory level. There were no changes made to the surveys, and all of the questions were implemented in the same manner as they were originally conceived.

Table:1 Overall Cronbach's Alpha for Opinion of Green Consumers on the 4 P's of Green Marketing

Cronbach's Alpha	N of Items
0.864	8

Source: Statistically analysed data

In order to determine whether or not the data are reliable, Cronbach's Alpha is used. The alpha value of the properties of the variable titled "Opinion of Green Consumers on the 4 P's of Green Marketing" is shown in Table 1. The variables' values may be relied upon to be accurate.

Table:2 Summary table of Reliability results of Opinion of Green Consumers on the 4 P's of Green Marketing

Opinion of Green Consumers on the 4 P's of Green Marketing	Items	Cronbach's Alpha

Green Product		
Organic goods are produced	GPRO1	0.950
Eco-friendly packaging is followed	GPRO2	0.873
Green Price		
Green products and services are affordable	GPRI1	0.913
Environmental value of products is provided	GPRI2	0.833
Green Place		
Proper channels of distribution are adopted	GPLA1	0.988
Availability of products in market is feasible	GPLA2	0.950
Green Promotion		
Green advertisement is focussed	GPRM1	0.917
Awareness programs are being conducted by SMEs	GPRM2	0.961

Source: Statistically analysed data

As shown in table:2, the results of Cronbach's Alpha for dependability items are shown (if the item is removed). Using the ALPHA technique in SPSS, it was shown that there is an internal homogeneity between the seven questions that were included in the questionnaire that was connected to the Opinion of Green Consumers on the Four P's of Green Marketing. A purification procedure that is based on the coefficient alpha, which is a measure of the dependability of measuring equipment, is applied to the instrument in order to do the analysis.

Table:2 enumerates the values of reliability assessment of Green Product questionnaire item wise. The reliability values of Organic goods are produced ($\alpha = 0.950$), Eco-friendly packaging is followed ($\alpha = 0.873$) are retrieved from the analysis. The values of reliability assessment of Green Price questionnaire item wise. The reliability values of Green products and services are affordable ($\alpha = 0.913$), Environmental value of products is provided ($\alpha = 0.833$) are retrieved from the analysis.

The values of reliability assessment of Green Place questionnaire item wise. The reliability values of Proper channels of distribution are adopted ($\alpha = 0.988$), Availability of products in market is feasible ($\alpha = 0.950$) are retrieved from the analysis. The values of reliability assessment of Green Promotion questionnaire item wise. The reliability values of Green advertisement is focussed ($\alpha = 0.917$), Awareness programs are being conducted by SMEs ($\alpha = 0.961$) are retrieved from the analysis.

HYPOTHESIS I

Null Hypothesis: There is no significant relationship among 4 P's of Green Marketing

Table:3 Inter Correlation Matrix on 4 P's of Green Marketing

4 P's of Green Marketing		Green Product	Green Price	Green Place	Green Promotion
Green Product	Pearson Correlation	1	0.833*	0.954**	0.870**
	Sig. (2-tailed)		0.011 Significant	0.000 Significant	0.001 Significant
Green Price	Pearson Correlation		1	0.830**	0.763*
	Sig. (2-tailed)			0.002 Significant	0.030 Significant
Green Place	Pearson Correlation			1	0.865**
	Sig. (2-tailed)				0.002 Significant
Green Promotion	Pearson Correlation				1
	Sig. (2-tailed)				

Source: Statistically analysed data

Note: * Correlation is significant at the 0.05 level (2-tailed).

    ** Correlation is significant at the 0.01 level (2-tailed).

It is shown in Table 3 that the correlation coefficient between Green Product and Green Price is 0.833, which in turn suggests that there is an 83% strong positive association between Green Product and Green Price. Additionally, the null hypothesis is rejected since the link proves to be significant at a level of one percent. The coefficient of correlation between Green Product and Green Place is 0.954, which shows that there is a strong positive association between Green Product and Green Place and that this relation is 95 percent positive. Additionally, the null hypothesis is rejected since the link proves to be significant at a level of one percent. The coefficient of correlation between green product and green promotion is 0.870, which suggests that there is a substantial positive association between green product and green promotion that is 87 percent. Additionally, the null hypothesis is rejected since the link proves to be significant at a level of one percent.

The coefficient of correlation between Green Price and Green Place is 0.830, which suggests that there is a substantial positive association between Green Price and Green Place that is 83 percent. Additionally, the null hypothesis is rejected since the link proves to be significant at a level of one percent. The coefficient of correlation between green price and green promotion is 0.763, which suggests that there is a substantial positive association between green price and green promotion that is 76% strong. Additionally, the null hypothesis is rejected since the relationship is significant at a level of five percent. The coefficient of correlation between Green Place and Green Promotion is 0.865, which suggests that there is a strong positive association between Green Place and Green

Promotion that can be attributed to 86% of the instances. At a significance level of one percent, the relationship is also significant, and the null hypothesis is rejected.

Table:4 Overall Cronbach's Alpha for Prospects and Challenges of Green Marketing in SMEs

Particulars	Cronbach's Alpha	N of Items
Prospects in Green Marketing	0.910	5
Challenges in Green Marketing	0.982	5

Source: Statistically analysed data

Cronbach's Alpha is used to assess the dependability of the data. Table 4 provides the alpha value for the characteristics of the variable 'Prospects and Challenges of Green Marketing in SMEs'. The variables' values are dependable.

Table:5 Summary table of Reliability results of Prospects and Challenges of Green Marketing in SMEs

Green Marketing	Items	Cronbach's Alpha	Cronbach α (Dimension wise)
Prospects in Green Marketing			
Benefits of Green products is high	GMP1	0.888	
Availability of Green products	GMP2	0.884	
Green marketing reaches the minds of consumers easily	GMP3	0.883	**0.920**
High profitability	GMP4	0.984	
Long-term investment opportunity	GMP5	0.931	
Challenges in Green Marketing			
Awareness is lacking among all the consumers	GMC1	0.967	
Necessity on Promotion as Green marketing is a new concept	GMC2	0.935	
Price of Green products is high	GMC3	0.904	**0.905**
Non- Green consumers have to be attracted	GMC4	0.869	
Initial investment is high	GMC5	0.851	

Source: Statistically analysed data

The table displays the results of Cronbach's Alpha for dependability items when each item is eliminated. Utilizing the ALPHA technique in SPSS, it was shown that there is internal consistency among the 10 questions in the questionnaire pertaining to the Prospects and Challenges of Green Marketing in SMEs. The instrument undergoes a purification procedure that relies on the coefficient alpha to assess the reliability of measuring instrument.

Table:5 enumerates the values of reliability assessment of Prospects in Green Marketing questionnaire item wise. The reliability values of Benefits of Green products is high ($\alpha = 0.888$), Availability of Green products ($\alpha = 0.884$), Green marketing reaches the minds of consumers easily ($\alpha = 0.883$), High profitability ($\alpha = 0.984$), Long-term investment opportunity ($\alpha = 0.931$) are retrieved from the analysis.

The values of reliability assessment of Challenges in Green Marketing questionnaire item wise. The reliability values of Awareness is lacking among all the consumers ($\alpha = 0.967$), Necessity on Promotion as Green marketing is a new concept ($\alpha = 0.935$), Price of Green products is high ($\alpha = 0.904$), Non- Green consumers have to be attracted ($\alpha = 0.869$), Initial investment is high ($\alpha = 0.851$) are retrieved from the analysis.

REGRESSION ANALYSIS OF ADJUSTMENT ON GREEN MARKETING PERFORMANCE

In this study, the dependent variable is Green marketing performance in SMEs and the analysis are discussed as follows:

Dependent variable: Green Marketing Performance (Y)

Independent Variables:

1. Green Product – GMPRO (X_1)
2. Green Price – GMPRI (X_2)
3. Green Place – GMPLA (X_3)
4. Green Promotion -GMPRM (X_4)

- **Method:** Stepwise Method
- **Multiple R value:** 0.870[a]
- **R square value:** 0.837
- **Adjusted R square value:** 0.833
- **F value:** 31.437
- **P value:** 0.000**

Table:6. Model Summary for Green Marketing Performance

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.870^a	0.837	0.833	1.120

Source: Statistically analysed data
a. Predictors: (Constant), GMPRO
b. Dependent Variable: GMPERF

During the analysis, a procedure that is step-by-step is used. Table 6 illustrates that the dependent variable is Green Marketing Performance (GMPERF), which displays the data. According to estimates, the value of multiple R is 0.870. It has been determined that the value of R square is 0.837, and the value of R square after adjustment is 0.833. There is a perfect match for regression shown by the values.

HYPOTHESIS II
Null Hypothesis: There is no significant difference between 4 P's of Green Marketing with respect to Green Marketing Performance

Table:7. ANOVA for Green Marketing Performance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.461	1	39.461	31.437	0.000^{**} Significant
	Residual	248.539	198	1.255		
	Total	288.000	199			

Source: Statistically analysed data
a. Dependent Variable: GMPERF
b. Predictors: (Constant), GMPRO

The rejection of the null hypothesis is shown by the fact that the P value is lower than 0.01, as shown in table 7. Therefore, there is a substantial disparity between the four P's of green marketing in terms of the performance of green marketing.

Table:8. Variables in Multiple Regression Analysis of Green Marketing Performance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.085	0.508	-	2.135	0.034* Significant
	GMPRO (X₁)	0.148	0.026	0.370	5.607	0.000** Significant

Source: Statistically analysed data
a. Dependent Variable: GMPERF

This coefficient, which assesses the degree of link between the actual values and the expected values of the adjustment, has a value of 0.870 and is referred to as the multiple correlation coefficient. The coefficient value of 0.870 shows that the association between adjustment and the four independent variables is strong and positive. This is due to the fact that the projected values are derived by a linear combination of 'Green Product – GMPRO (X1)'.

The multiple regression equation of Green Marketing Performance is

$$Y = 1.085 + 0.148 \ X_1$$

This particular instance has a coefficient of X1 that is 0.148, which illustrates the partial influence that Green Product has on Adjustment. The projected positive sign indicates that such an impact is positive, and that the adjustment score would improve by 0.148 for every unit increase in Green Marketing Performance. Furthermore, this coefficient value is significant at the 1% level.

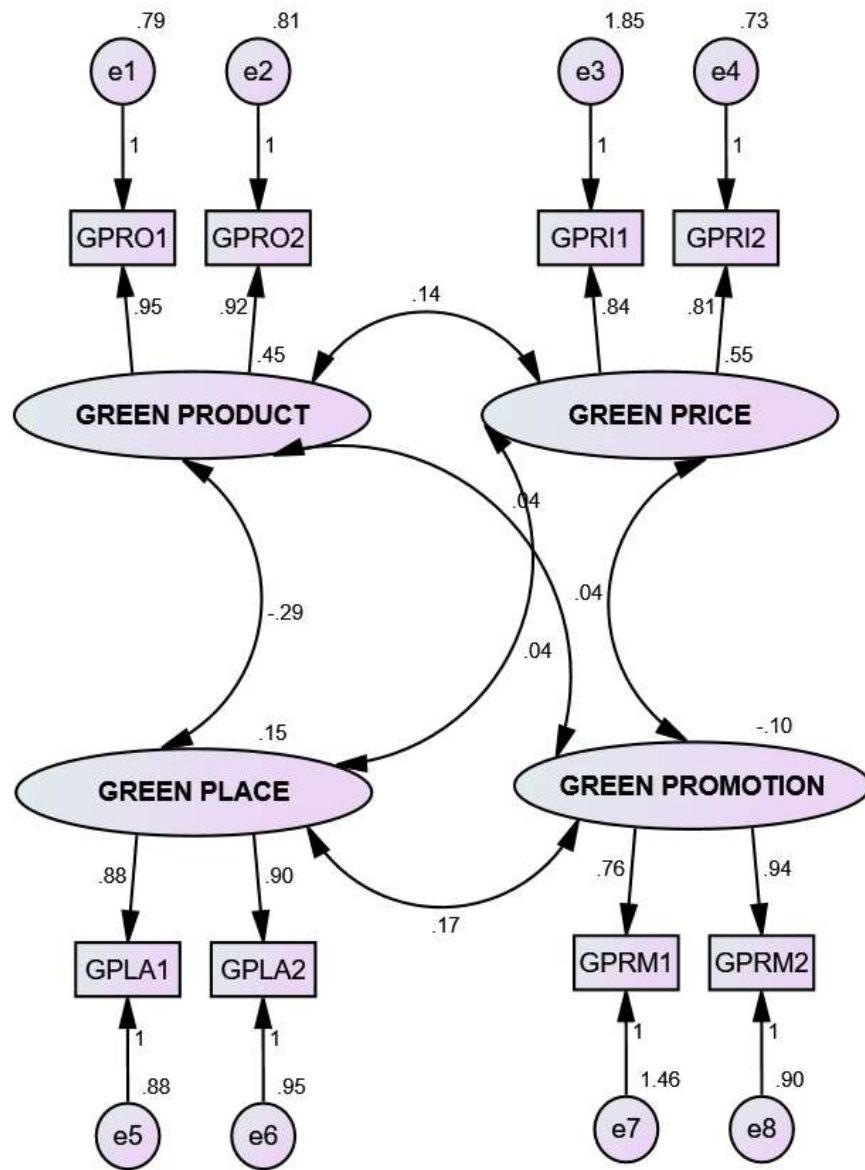**Figure:1. Measurement Model of 4 P's of Green Marketing Instrument**

Table:9. Summary table of Validity results of 4 P's of Green Marketing Instrument

Item(s) of 4 P's of Green Marketing Instrument	Factor Item	CFA loading
Green Product		
Organic goods are produced	**GPRO1**	0.950
Eco-friendly packaging is followed	**GPRO2**	0.920
Green Price		
Green products and services are affordable	**GPRI1**	0.840
Environmental value of products is provided	**GPRI2**	0.810
Green Place		

Proper channels of distribution are adopted	**GPLA1**	0.880
Availability of products in market is feasible	**GPLA2**	0.900
Green Promotion		
Green advertisement is focussed	**GPRM1**	0.760
Awareness programs are being conducted by SMEs	**GPRM2**	0.940

Source: Statistically analyzed data

In Table:9, the values of validity evaluation of the questionnaire item-wise for the 4 P's of Green Marketing Instrument are listed. On the other hand, the CFA value of 'Green Product' falls between 0.920 and 0.950, and there are no items that have been eliminated since the values have satisfied the condition of being more than 0.40. The internal consistency of all variables demonstrated that all items persisted well, with an internal consistency of 0.920. The variables with the highest validity include "Organic goods are produced," which is the variable that has the highest internal consistency.

Due to the fact that the values have satisfied the condition of being more than 0.40, there are no items that have been eliminated from the CFA value of 'Green Price', which falls between 0.810 and 0.840. 'Green goods and services are inexpensive' is the variable that has the highest validity, according to the internal consistency of all variables, which showed that all things withstood well. The internal consistency of all variables was 0.810, which indicated that all items endured well.

Due to the fact that the values have satisfied the condition of being more than 0.40, there are no items that have been eliminated from the 'Green Place' CFA value, which falls between 0.880 and 0.900. 'Availability of goods in market is practicable' is the variable that has the highest validity, according to the internal consistency of all variables, which showed that all items withstood well. The internal consistency of all variables was 0.880.

"Green Promotion" has a CFA value that ranges from 0.760 to 0.940, and there are no items that have been removed from the list because the values have satisfied the condition of being more than 0.40. The internal consistency of all variables revealed that all items lasted well, with an internal consistency of 0.760. The variables with the highest validity include "Awareness programs are being conducted by SMEs," which is the variable that has the highest internal consistency percentage.

Figure:2. Measurement Model of Prospects and Challenges of Green Marketing in SMEs Instrument
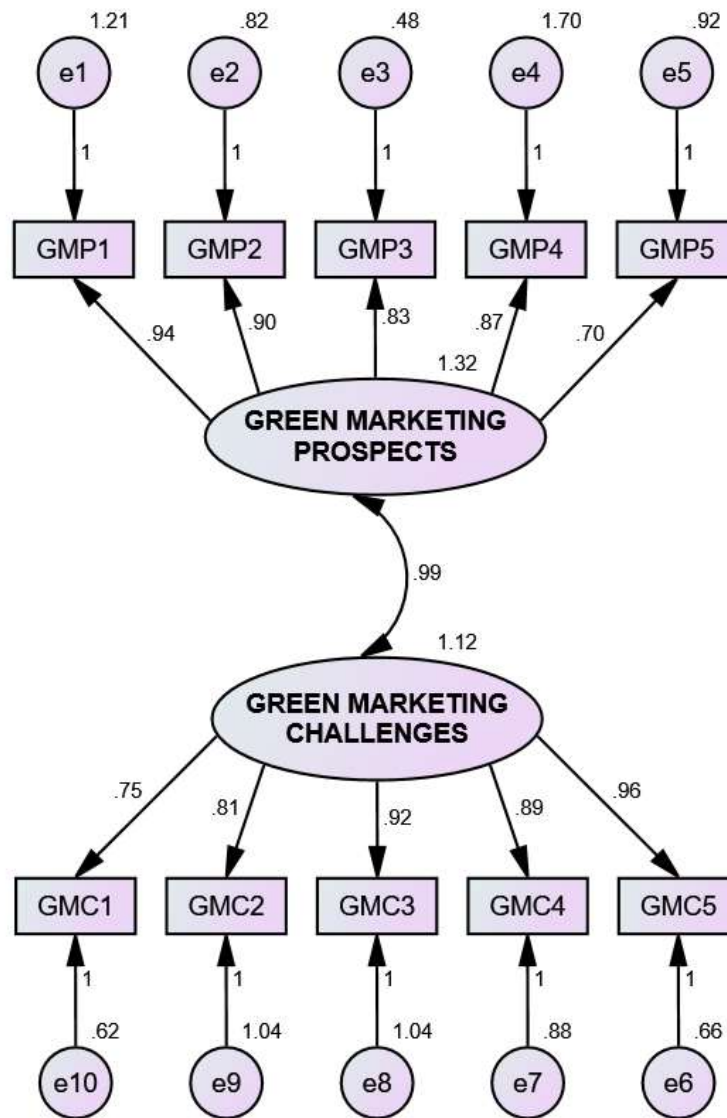
Table:10. Summary table of Validity results of Prospects and Challenges of Green Marketing in SMEs Instrument

Item(s) of Prospects and Challenges of Green Marketing in SMEs Instrument	Factor Item	CFA loading
Prospects		
Benefits of Green products is high	GMP1	0.940
Availability of Green products	GMP2	0.900
Green marketing reaches the minds of consumers easily	GMP3	0.830
High profitability	GMP4	0.870
Long-term investment opportunity	GMP5	0.700

Challenges		
Awareness is lacking among all the consumers	GMC1	0.750
Necessity on Promotion as Green marketing is a new concept	GMC2	0.810
Price of Green products is high	GMC3	0.920
Non- Green consumers have to be attracted	GMC4	0.890
Initial investment is high	GMC5	0.960

Source: Statistically analyzed data

This table provides an item-by-item listing of the values of validity evaluation for the Prospects and Challenges of Green Marketing in Small and Medium-Sized Enterprises Instrument questionnaire. As a result of the fact that the CFA value for "Prospects of Green Marketing in SMEs" falls between 0.700 and 0.940, there are no items that have been removed from the list since the values have satisfied the condition of being greater than 0.40. The internal consistency of all variables demonstrated that all items lasted well, with an internal consistency of 0.700. It is important to note that the variables with the highest validity are those that state that "Benefits of Green products is high."

There are no items that have been removed from the list because the CFA value for the topic "Challenges of Green Marketing in SMEs" falls between 0.750 and 0.960. This is because the values have satisfied the condition of being greater than 0.40. The internal consistency of all variables revealed that all items persisted well, with the internal consistency of 0.750. The variables with the highest validity include "Initial investment is high," which is the variable that has the highest internal consistency.

DISCUSSIONS AND CONCLUSION

The eco-value of items is increased when they are in accordance with environmental standards. When an organization is dealing with rivals, one of the most important factors to consider is how the demands of the consumers are changing (Kohli et al., 1990). According to Carbonell and Escudero (2009), the influence of organizational performance has a positive way of increasing the invention of new goods. Green marketing is a strategy that tries to supply customers with an environment that meets their needs. Additionally, it creates a marketing approach that is both efficient and successful (Sharma et al. 13). When it comes to the production of green goods, small and medium-sized enterprises (SMEs) in Tamil Nadu have found that the initial investment required is high. On the other hand, the advantages that are acquired from green products are both valued and substantial.

According to Mukonza and Swarts (2019), retail formats are grabbing the attention of customers by promoting environmentally friendly items in an effort to improve their organization's image and boost their performance. The research investigates the fact that small and medium-sized enterprises (SMEs) that create organic and environmentally friendly products are located in the state of Tamil Nadu. Small and medium-sized businesses (SMEs) provide economically viable

green goods and services. In every market, environmentally friendly items are readily available to consumers. In the state of Tamil Nadu, small and medium-sized enterprises (SMEs) are running a number of awareness initiatives with the goal of fostering a positive understanding about environmentally friendly goods and services in the minds of both green customers and non-green consumers.

An attitude toward environmentally responsible marketing is a key component of consumer competitive advantage. As a result, the purpose of this research is to raise awareness among customers about the advantages and advantages of environmentally friendly goods (Papadas et al., 2019). Numerous small and medium-sized enterprises (SMEs) who have adopted green marketing are experiencing a great deal of difficulty. It is discovered that only a small percentage of individuals are aware of the problems they are experiencing and are able to determine the consequences of those problems. They take use of a relatively limited number of possibilities to overcome these challenges. It takes a great deal of perseverance to confront the repercussions of one's actions.

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