

THE BRIGHT SIDE: AN EXAMINATION OF GREEN MARKETING PRODUCT STRATEGIES FOR SUSTAINABILITY WITH DIFFUSION OF INNOVATION CHARACTERISTICS

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ABSTRACT

Environmental concerns, stakeholder pressures, and market opportunities are generating increased momentum for companies to pursue green marketing strategies for sustainability as part of corporate social responsibility practices. Klein et al. (2006) recommended new research on companies that “take the high road.” With this goal in mind, our study examines the “bright side”™ with an analysis of business cases of top global companies that exemplify successful green marketing product strategies to provide guidance to firms striving to achieve more effective green marketing management. An interpretive, exploratory case method was utilized with a sample of 19 top global consumer companies. Findings from the analysis indicate socially responsible green marketing product strategies of successful top global firms can be associated with specific diffusion characteristics. Limitations and managerial implications are discussed and recommendations are provided for future research. The results can help companies design more effective socially responsible green marketing strategies that increase consumer adoption of green products, fulfill economic and societal objectives, and achieve environmental sustainability.

Keywords: *Green Marketing, Product Strategies, Corporate Social Responsibility, Environmental Concerns, Sustainability, Diffusion of Innovation Characteristics*