

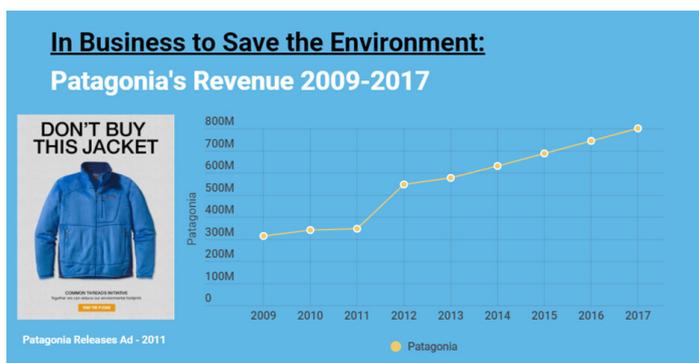
# Green Marketing - Effectiveness on Business

## Introduction

**Green Marketing** advertises products based off their environmental benefits. Whether they are environmentally friendly themselves or produced in a sustainable way. Patagonia leads the way in sustainability through business. Nike has begun to introduce sustainability into their business plans since 2012. The goal of this study is to find **how green marketing can increase customers/sales, in order to persuade companies to be more eco-friendly.**

## Literature Review - Methods

Market Pressure in addition with social media have forced companies to become more transparent. The environmental awareness of people has increased, leading to higher standards and selective purchasing. **Companies have been forced to adapt by offering sustainably sourced products.** The more positive perception around a brand, the more customers they will have.



01

### Survey

Two surveys were administered, discussing people's thoughts and knowledge on Patagonia, Nike, and sustainable products.

02

### Impact Report

Both companies were analyzed by their impact report in regards to the environment and all other business performed.

03

### Company Data

Patagonia and Nike were researched to determine their contribution to the environment on different scales.

04

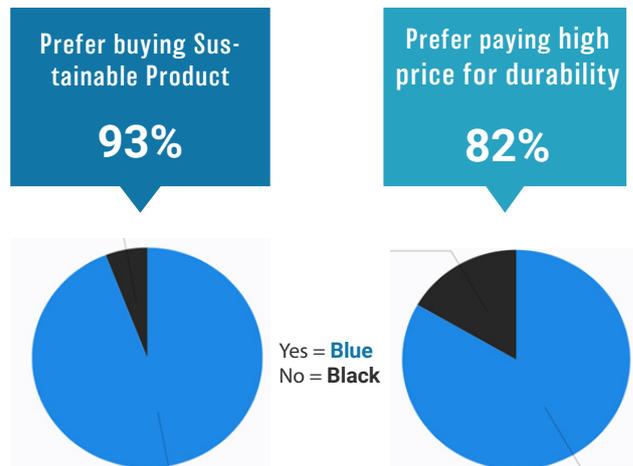
### Three Pillars

Each company was compared to each other by their Economic, Social, and Environmental impacts.



## Data & Results

All three companies take part in environmental sustainability. Survey Results suggest that most people prefer sustainable sourced products as well as paying a higher price for durability and longevity. Data found that 50% of people automatically think of sustainability when Patagonia is mentioned.



Market pressure is increasing the demand for sustainably sourced products. Consumers are specifically buying sustainable products. Large Corporations are being forced to change their ways to be more sustainable.

Sustainable material usage is increasing in products. Stronger materials are being used in order to cut down on waste. Companies offer repair and recycle options for their products.

## Conclusions

- Eco-friendly product demand is significantly increasing forcing corporate responsibility.
- Green marketing and sustainable business has a direct relation with sales volume.
- Consumer demand forces the market/business to be more eco-friendly in order to compete.

