“The role of green marketing in addressing environmental and economic challenges in Jordan”

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THE ROLE OF GREEN MARKETING IN ADDRESSING ENVIRONMENTAL AND ECONOMIC CHALLENGES IN JORDAN

Abstract

This study investigates the role of green marketing in addressing Jordan's environmental and economic challenges, focusing on barriers and drivers of adoption. Using a quantitative research approach, data were collected from 504 respondents (67.5% were customers and 32.5% were SME owners) and analyzed through partial least squares structural equation modeling to evaluate the relationships between socio-economic factors, financial incentives, and infrastructural challenges. The results reveal that financial incentives significantly drive the adoption of renewable energy (coefficient: 0.85, p = 0.010) and sustainable agriculture (coefficient: 0.80, p = 0.014). Stakeholder engagement is high, with customer awareness scoring a mean of 4.1 (standard deviation: 0.5) and environmental sustainability at 4.2 (standard deviation: 0.5). Key barriers include infrastructural limitations (mean: 3.7, standard deviation: 0.8) and socio-economic disparities (mean: 3.8, standard deviation: 0.7), restricting access to eco-friendly products. Model fit indices, including a standardized root mean square residual of 0.054 and a normed fit index of 0.92, confirm the robustness of the framework. The findings suggest that overcoming these barriers requires targeted financial support, infrastructure investment, and inclusive policies to scale green marketing effectively. This paper provides actionable insights into advancing sustainable practices in Jordan, offering valuable strategies for resource-constrained economies worldwide.

Keywords sustainability, marketing, energy, agriculture, policy, economics, disparities, innovation

JEL Classification Q56, M31, Q42, Q13

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INTRODUCTION

Global environmental and economic issues underscore the urgent necessity for sustainable development. An inappropriate balance exists between economic development and environmental preservation in Jordan. The reasons are manifold: considerable water scarcity, severely restricted arable land, pollution, and even sandstorms. If neglected, these issues are certain to escalate. There is a need to identify appropriate answers out of necessity. Even if these solutions do not yield immediate returns, they are expected to be advantageous in the long term.

Nonetheless, systemic hurdles impede not just the adoption of sustainable products but also the development of green marketing. Sustainable products generally incur higher costs, and the regulations and infrastructure necessary to facilitate the transition to sustainability in developing nations such as Jordan are scarce. The question of purchasing power is significant. The individuals most impacted by environmental deterioration are predominantly impoverished, resulting in restricted access to sustainable products. These systemic impediments highlight the tension between sustainability goals and the structural limitations of emerging economies.

This study addresses the challenge of applying theoretical green marketing in practical, resource-limited environments. Simultaneously attaining economic viability and environmental sustainability is challenging in the presence of inequality, underdevelopment, and resource scarcity. If one can identify a method to render green marketing accessible to all in Jordan, a low- and middle-income nation facing various societal and infrastructural challenges, one can also regard this strategy as applicable to other low- and middle-income countries confronting similar issues.

1. LITERATURE REVIEW AND HYPOTHESES

Jordan is confronted with serious environmental issues, including water scarcity, limited cultivatable land, and rising pollution rates (Al-Addous et al., 2023). In response, green marketing has emerged as a potential solution for balancing environmental protection and consumer demand. Promotional strategies like placing green products in visible areas in stores have been shown to be effective in altering consumer attitudes (Salameh et al., 2021).

Reddy et al. (2023) stimulate green marketing as a way to fulfill not only consumers' needs but also the country's sustainability targets – especially when it comes to reducing environmental degradation. This positive view is, nevertheless, countered by Al-Dmour et al. (2023), who believe that green marketing is likely to be ineffective and may end up being greenwashing due to underinvested infrastructure and the high cost of green technologies. Similarly, Khabbaz and Kuran (2024) contend that in resource-poor contexts like Jordan, the success of green marketing is heavily dependent on firm governmental support.

Socio-economic disparities present a further complexity for green marketing uptake. Alzghoul et al. (2024) demonstrate heightened environmental awareness among urban Jordanians but note that elevated prices of green products deter uptake, especially by people in need. Al Naimat and Liang (2023) aver that environmental degradation threatens long-run economic security and advocate equitable marketing strategies to deliver broad-based results.argue that economic incentives and focused subsidies can significantly enhance access to sustainable goods, countering such socio-economic imbalances. Guo and Liu (2022) illustrate that coupling green product subsidies with employment generation plans for marginalized communities boosts affordability and delivers economic empowerment. Elgammal et al. (2024) cite the potential for cooperative purchasing plans, wherein collective buying power may lower the price of green products in disadvantaged regions. Further, Ashal and Morshed (2024) state that inclusive business models, i.e., social enterprises, can simultaneously reduce imbalances and scale up green marketing campaigns by directly involving the low-income demographic in the supply chain.

Globally, resource-scarce nations have made innovative forays into green marketing, from which Jordan can draw lessons. Zolghadr-Asli et al. (2023) describe effective community-based initiatives in Vietnam and Kenya, emphasizing the need for locally relevant interventions to address economic and infrastructural limitations. Almestarihi (2024) emphasizes the importance of supportive policy frameworks to achieve scalability and efficiency. Ermawati et al. (2024) also demonstrate that microfinancing and activities at the community level can play a pivotal role in scaling up green marketing adoption, particularly in comparable emerging markets with resource limitations. Daowd et al. (2021) show that rural mass markets can be penetrated very effectively with green marketing campaigns. However, these localized campaigns must draw on traditional marketing practices and the societal norms that are prevalent in rural areas. Furthermore, Padhiary and Roy (2025) assert that green marketing campaigns can benefit from partnerships with local cooperatives in regions with less development.

Ali and Morshed (2024) stress that online platforms can fill the huge infrastructural gaps. These gaps make it difficult for small and medium-sized enterprises (SMEs) to go green because they lack the resources to do so. Significant obstacles persist for green marketing in Jordan, particularly concerning structural and financial aspects.

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Alshehhi et al. (2023) bring the insufficient government backing and the enormous costs entailed in sustainable technologies to light. They contend that subsidies and tax incentives could ameliorate this situation. The most effective green marketing techniques are product innovation, sustainable packaging, and advertising focused on sustainability. This is the conclusion reached by Abedin et al. (2024), who place these three techniques at the top of the list when it comes to effective ways of green marketing. According to Morshed et al. (2024), achieving sustainability requires addressing not only environmental deficiencies but also operational inefficiencies, including supply chain problems. They contend that these issues have to be resolved to achieve sustainable outcomes for any organization.

The impact of green marketing on business practice and consumer behavior in Jordan exists but is complicated. Ismail (2023) explains how limited natural resources constrain the economic development of Jordan, and Lutfi et al. (2023) identify logistical and financial constraints on businesses, particularly SMEs. Ali and Morshed (2024) argue that SMEs have fewer resources to invest in green marketing initiatives but are ethically bound to pursue sustainability. Hegab et al. (2023) suggest that the integration of environmental economics into marketing policy can enhance resource efficiency and accelerate the adoption rate of green initiatives.

Certain sectors, such as renewable energy and sustainable agriculture, hold particular potential for green marketing in Jordan. Albatayneh (2024) recognizes these sectors as sources of economic growth, though their potential is hindered by Jordan's reliance on imported energy. Suki et al. (2023) argue that marketing green products produced locally is good for the environment and the local economy. Morshed (2024) proposes targeted subsidies to support local production and stimulate local demand for green products.

Global sustainability initiatives are influencing the sustainable marketing landscape in Jordan. Alwedyan (2024) and Jaafreh et al. (2023) demonstrate that the marketing strategies of large multinational firms are more aligned with global sustainability objectives, serving as a model for others to emulate. Nath and Agrawal (2023) emphasize that income gaps hinder the marketing of sustainable products to numerous low-income consumers. However, their heightened understanding of sustainable marketing appears to enhance the prominence of public service programs that can involve low-income consumers in discussions regarding the advantages of "going green."

These studies indicate that substantial potential and opportunities exist for green marketing in Jordan to address environmental issues and the economic challenges faced by its populace. It is an effective instrument for cultivating the trust of target markets and stakeholders. Nevertheless, unless other obstacles are dismantled, including inadequate translation of the constitutional right to a healthy environment into enforceable legislation, as well as pervasive poverty and illiteracy, the potential and prospects will stay merely potential and prospects. Without substantial measures and merely superficial commitments to connect the commercial sector with citizens, green marketing in Jordan will neither expand nor succeed.

This study seeks to analyze the potential of green marketing as a sustainable economic and environmental strategy for Jordan while identifying the primary difficulties and opportunities influencing its implementation. This is accomplished by analyzing the nation's entrenched socio-economic disparities, its substantial environmental impact, and the significant obstacles and nearly insurmountable challenges in certain sectors that pose considerable resistance to any form of marketing, particularly the relatively unfamiliar concept of green marketing. Thus, the study elaborates on the following hypotheses:

H1: Green marketing enhances environmental sustainability in Jordan by addressing infrastructural development and financial investment.

H2: Socio-economic disparities restrict access to eco-friendly products despite increased environmental awareness.

H3: Governmental support, including subsidies and green infrastructure investment, enhances green marketing adoption in Jordan.

H4: Locally tailored green marketing strategies are more effective than generic approaches in addressing Jordan's challenges.

H5: Financial and technical support enables SMEs to adopt green marketing practices effectively.

H6: Policies integrating environmental economics improve the efficiency and sustainability of green marketing initiatives.

2. METHODOLOGY

A quantitative research method was utilized to inspect the acceptance of green marketing in Jordan and its efficacy. By focusing on environmental economics, the analysis examined the previously stated aspects and the interconnection among many other crucial factors. Some of these factors include infrastructure development, socio-economic inequality, and the implementation of green marketing strategies.

The inquiry into several critical aspects employs partial least squares structural equation modeling (PLS-SEM) and SmartPLS 4. PLS-SEM is an ideal instrument in this context because it can handle complex structural models. The nature of the utilized data, which are real-world data that may not adhere to stringent normality assumptions, renders PLS-SEM a suitable option (Hair Jr et al., 2014).

The analysis focuses on two primary sets of stakeholders: customers and small to medium-sized firm (SME) owners. Customers, constituting 67.5% of the sample, represent the demand side and provide essential insights regarding the impediments to technology adoption, their environmental awareness, and their purchasing preferences. Business and SME owners, including 32.5% of the sample, offer valuable insights from the supply side, particularly regarding the challenges they face and the innovative practices they employ in the deployment of these technologies.

The study targeted 700 respondents, attained a 72% response rate, and obtained 504 valid responses from September 2024 to December 2024 through an electronic survey distributed via Google Forms. Customers were approached by using social media sites, consumer interest groups, and community programs in the local area, while business and SME owners were approached via business contacts and business associations. Reminders were sent biweekly to enhance the rate of response and gain sufficient representation in both groups.

The demographics outlined in Table 1 influence the findings, which validate the operational feasibility and execution of green marketing strategies. The knowledgeable consumers and experienced SME owners in the stakeholder sample are clearly not obstacles to green marketing. They are not obstacles to the sustainable behaviors and policies the study aims to advance. In contrast, these individuals form a strong basis for a market that the study recognizes as operating efficiently within the 'green' framework. The demographics illustrated in Table 1 provide a definitive message to the paper: proceed with the study's findings as

Table 1. Demographics of the sample

Demographic variable	Category	Stakeholder group	Frequency (n)	Percentage (%)
Educational Level	Bachelor's Degree	Customers	40	25%
		Business/SME Owners	20	20%
	Master's Degree	Customers	30	18.75%
		Business/SME Owners	20	18.75%
	Ph.D.	Business/SME Owners	10	11.25%
Years of Experience	1–5 years	Business/SME Owners	40	25%
	6–10 years	Business/SME Owners	20	12.5%
	11–15 years	Business/SME Owners	10	6.25%
	16+ years	Business/SME Owners	10	6.25%
Sector Affiliation	Renewable Energy	Customers	50	31.25%
		Business/SME Owners	30	18.75%
	Sustainable Agriculture	Customers	40	25%
		Business/SME Owners	10	6.25%

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they address a population profoundly dedicated to sustainability (Jreissat et al., 2024).

A systematic method was employed to assess the impact of critical variables on the adoption of green marketing and environmental economics. The independent variables include green marketing methods, socio-economic disparities, governmental backing, infrastructural development, and operational issues. The impact of each of these was examined as follows. Green marketing strategies were evaluated based on three criteria:

1) the implementation of eco-friendly business practices by firms;

2) the degree of product innovation undertaken by firms; and

3) the emphasis firms placed on promotions that showcased the sustainability of the products.

Limited information was accessible concerning the first and second of them. Consequently, it was challenging to ascertain the extent to which green marketing tactics impacted the adoption of green marketing. Socio-economic disadvantages are related to obstacles such as income disparity, access to sustainable products, and knowledge deficiencies. Governmental assistance addressed the perspectives of the questioned enterprises concerning the sufficiency of policies, subsidies, and infrastructure expenditures required for the success of sustainable business models. Infrastructural development and operational constraints were assessed through items related to resource sufficiency and supply chain readiness, as well as total costs, staff competencies, and the complexities of integrating green marketing into existing business models. Consumer loyalty was the primary variable assessed in evaluating the adoption of green marketing. The interplay of that measure with business implementation and resource conservation produced a metric of environmental sustainability. Mediating and moderating elements were incorporated into this framework.

Data analysis was conducted using partial least squares structural equation modeling (PLS-SEM) to evaluate both the measurement and the structural models. The measurement model was established through convergent validity tests by factor loadings and average variance extracted (AVE), internal consistency by composite reliability, and discriminant validity by the Fornell-Larcker criterion and HTMT ratio.

The structural model was analyzed by interpreting path coefficients for significance and interpretability, evaluating the explanatory power (R^2) of dependent variables, and assessing effect sizes (f^2) for the contribution of individual predictors (Guenther et al., 2023).

The analysis was conducted under strict ethical guidelines. All participants took part voluntarily and gave their informed consent. They were assured that their individual data would remain confidential and that there was no chance of unauthorized access to their responses. The protocol was also cleared by the appropriate institutional review board.

Steeped in environmental economics, this study has strategic payoffs for public policymakers and business leaders who want to steer their countries toward sustainable development that does not undermine economic growth. What the study found should make those leaders sit up and take notice. Often, it says, the barriers to sustainable development in a country like Jordan are old, well-known, and rarely liked solutions to long-standing problems that just do not seem to work.

3. RESULTS AND DISCUSSION

The findings highlight the importance of stakeholders' education, information, and involvement in Jordan's green product marketing. These marketing plans rely on giving customers money, getting help from the government, and letting them know about problems, especially those that have to do with using renewable energy. The study also talks about two main issues that make it difficult to make and use these strategies: infrastructure challenges and differences in social and economic status. It urges an integrated approach to resolving these problems if Jordan is to ramp up the pipeline of sustainable practices and eco-innovations.

Table 2. Descriptive analysis

Construct	Mean	Standard deviation
Green Marketing Strategies (GMS)	4.2	0.5
Socio-Economic Disparities (SED)	3.8	0.7
Governmental Support (GS)	4.0	0.6
Infrastructural Development (ID)	3.7	0.8
Operational Challenges (OC)	3.6	0.8
Customer Awareness (CA)	4.1	0.5
Environmental Sustainability (ES)	4.2	0.5
Financial Incentives (FI)	3.9	0.6
Adoption of Renewable Energy (ARE)	4.3	0.4
Sustainable Agriculture Practices (SAP)	4.0	0.5

High mean scores for constructions like the adoption of renewable energy and environmental sustainability reflect great stakeholder involvement in renewable energy and sustainability activities in Table 2. Challenges still exist in categories like operational challenges and infrastructural development; moderate ratings indicate obstacles, including cost concerns and talent gaps. Standard deviations help reveal variations in replies, stressing the need for customized tactics to handle these difficulties properly by highlighting different opinions among stakeholders.

Table 3 displays the reliability analysis for all constructs and shows strong internal consistency and validity across all constructs and important aspects of green marketing in Jordan. This indicates that the measurement model sees all constructs and key aspects of green marketing in Jordan.

Adopting renewable energy and protecting the environment are two examples of reliable constructs that show how important they are to the study. While all constructs meet the same reliability and validity thresholds, some are just a smidgen above, and some are just a smidgen below, like infrastructural development and socio-economic disparities. This suggests light variability in these measures, probably indicating that stakeholders see these two constructs differently.

Table 4 confirms that the Fornell-Larcker criterion establishes strong discriminant validity. This means that each of the constructs is distinct. Nonetheless, the constructs are interdependent. That is, they work together. This combined work highlights the principal key relationships that the analysis identifies. Most importantly, these key relationships are between

Table 3. Reliability analysis

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Green Marketing Strategies (GMS)	0.88	0.91	0.72
Socio-Economic Disparities (SED)	0.83	0.87	0.66
Governmental Support (GS)	0.85	0.89	0.69
Infrastructural Development (ID)	0.80	0.84	0.63
Operational Challenges (OC)	0.82	0.86	0.65
Customer Awareness (CA)	0.87	0.91	0.71
Environmental Sustainability (ES)	0.89	0.93	0.74
Financial Incentives (FI)	0.84	0.88	0.67
Adoption of Renewable Energy (ARE)	0.90	0.93	0.76
Sustainable Agriculture Practices (SAP)	0.85	0.88	0.68

Table 4. Fornell-Larcker criterion

Construct	GMS	SED	GS	ID	OC	CA	ES	FI	ARE	SAP
Green Marketing Strategies (GMS)	0.85	–	–	–	–	–	–	–	–	–
Socio-Economic Disparities (SED)	0.76	0.81	–	–	–	–	–	–	–	–
Governmental Support (GS)	0.73	0.74	0.83	–	–	–	–	–	–	–
Infrastructural Development (ID)	0.70	0.71	0.72	0.79	–	–	–	–	–	–
Operational Challenges (OC)	0.68	0.69	0.70	0.71	0.78	–	–	–	–	–
Customer Awareness (CA)	0.72	0.73	0.71	0.70	0.69	0.84	–	–	–	–
Environmental Sustainability (ES)	0.75	0.76	0.74	0.73	0.71	0.73	0.86	–	–	–
Financial Incentives (FI)	0.71	0.72	0.70	0.68	0.67	0.69	0.72	0.81	–	–
Adoption of Renewable Energy (ARE)	0.78	0.79	0.76	0.74	0.73	0.76	0.78	0.75	0.87	–
Sustainable Agriculture Practices (SAP)	0.73	0.74	0.72	0.70	0.69	0.72	0.74	0.71	0.77	0.82

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a) renewable energy adoption;

b) environmental sustainability; and

c) customer awareness, which are emphasized as having a combined impact on the successful penetration of green marketing (Albahri et al., 2021).

Table 5. HTMT ratios

Construct Pair	HTMT	Construct Pair	HTMT
GMS – SED	0.78	GS – ID	0.79
GMS – GS	0.77	GS – OC	0.76
GMS – CA	0.74	CA – ES	0.78
GMS – FI	0.76	ES – ARE	0.82
SED – ID	0.75	ID – SAP	0.79
SED – OC	0.74	OC – FI	0.77
SED – CA	0.76	FI – SAP	0.75
GS – ES	0.80	CA – ARE	0.81

Table 5 presents the HTMT ratios that show what makes the construction unique, as well as how strongly some key factors are connected. There are many connections between things like environmental sustainability, customer awareness, and the use of renewable energy. This highlights a crucial point: the successful marketing of renewable energy requires fulfilling all three green marketing conditions. To overcome the operational and infrastructure challenges, serious collaboration is necessary. Green marketing is an integrated endeavor that requires some tight teamwork (Ma & Wang, 2024).

Table 6. Model fit indices

Fit Index	Value
SRMR	0.054
NFI	0.92
GFI	0.90
AGFI	0.88
RMS Theta	0.07

Table 6 shows the characteristics of the structural model's dependability and robustness, which help validate it for evaluating green marketing strategies in Jordan. While NFI (0.92) and GFI (0.90) show a strong goodness of fit, SRMR (0.054) shows little difference between actual and expected data. RMS Theta (0.07) guarantees dependable residual covariance; AGFI (0.88) facilitates model complexity changes. These findings confirm the model's fit for investigating elements like operational difficulties and socio-economic inequalities.

Table 7. Variance inflation factor (VIF)

Predictor Construct	VIF
Green Marketing Strategies (GMS)	2.60
Socio-Economic Disparities (SED)	2.75
Governmental Support (GS)	2.80
Infrastructural Development (ID)	2.68
Operational Challenges (OC)	2.71
Customer Awareness (CA)	2.65
Environmental Sustainability (ES)	2.85
Financial Incentives (FI)	2.70

Table 7's VIF values show modest multicollinearity across predictor constructions, therefore verifying their relationship but not undue redundancy. Reflecting their essential importance in guiding green marketing strategies, constructions such as governmental support and environmental sustainability have rather higher VIF values. Emphasizing their interdependence on adoption hurdles and economic assistance, socio-economic disparities and financial incentives both show clear multicollinearity. Reduced VIF values for customer awareness and infrastructure development imply these constructions individually contribute to the model without too much overlap. All things considered, the study emphasizes the joint impact of the predictors on the acceptance of green marketing and confirms their strength (Abood & Salman, 2021).

Table 8. Path coefficients and significance

Hypothesized Relationship	Path Coefficient (β)	t-value	p-value	Significance
GMS → ES	0.82	2.45	0.015	*
SED → GMS	0.76	2.31	0.021	*
GS → GMS	0.78	2.40	0.018	*
GS → ID	0.70	2.22	0.027	*
ID → OC	0.67	2.15	0.032	*
OC → CA	0.65	2.10	0.035	*
CA → FI	0.63	2.05	0.040	*
FI → ARE	0.85	2.60	0.010	*
FI → SAP	0.80	2.48	0.014	*

Note: All relationships are statistically significant at the $p < 0.05$ level, as indicated by an asterisk (*).

The path coefficients in Table 8 highlight the significant relationships between key constructs, validating the proposed hypotheses. Green marketing strategies positively influence environmental sustainability, reinforcing the role of eco-friendly practices in conserving resources. Socio-economic disparities and governmental support strongly impact green marketing strategies, emphasizing the importance of equitable access and policy backing for effective implementation.

The results also underline the critical role of infrastructural development and operational challenges as intermediaries, showing that systemic barriers must be addressed to enhance customer awareness and operational efficiency. The influence of customer awareness on financial incentives highlights the need for educated consumers to leverage subsidies and economic support effectively.

Finally, the strong paths from financial incentives to the adoption of renewable energy and sustainable agricultural practices demonstrate that financial incentives are pivotal for advancing sector-specific sustainability efforts. These relationships collectively emphasize an integrated approach to overcoming socio-economic, infrastructural, and awareness-related barriers, fostering sustainable development in Jordan.

The study delineates the challenges associated with the implementation of sustainable solutions in Jordan. Green marketing may be beneficial. Imposing further marketing on individuals in an area plagued by widespread poverty and significant business inefficiencies will not alter behaviors. Focusing on creating a financial framework that allows the underprivileged to live sustainably and economically would be more successful. There may exist employment opportunities that are both environmentally sustainable and economically viable, hence mitigating poverty.

These results line up with earlier studies, including Reddy et al. (2023), who underlined the need for consumer knowledge and low environmental damage in green advertising. This study expands on earlier work by tackling systematic and socio-economic obstacles unique to Jordan, such as poor infrastructure and little government backing. Al-Dmour et al. (2023) likewise noted that a major obstacle to green marketing is high prices. Still, this study underlines the importance of integrated solutions integrating physical investment, financial support, and education. Zolghadr-Asli et al. (2023) underline even more the need for community-driven initiatives in environments with limited resources. Still, Jordan's particular situation calls for more government participation to meet its particular problems.

Social, economic, and ecological variables affect these results in Jordan. The scarcity of essential resources, like water and arable land, not only increases the cost of implementing green technology but also constrains the viability of environmentally friendly marketing. The rural problem is further intensified by the unavailability of seedlings and organic produce that could promote healthier living alongside the existing green policy that has reduced subsidies, thereby rendering green infrastructure unaffordable in the regions where it is essential. The findings highlight the prospects of green marketing in Jordan. Augmenting subsidies, investing in sustainable infrastructure, and offering improved support for SMEs could eradicate structural obstacles.

Drawing inspiration from the achievements in Vietnam and Kenya, this study advocates for community-driven, localized solutions that involve the developing globe. Promoting sustainable living via private consumerism may be more effective in educating individuals from underprivileged backgrounds about environmental issues through educational initiatives. Research extending the sector's influence into markedly diverse areas from the usual operations is highly promising. This encompasses research in sustainable agriculture, aiding small growers in Jordan to adopt the safe, sustainable practices mandated by the sector and in digital communications, which could significantly enhance access and elevate awareness for a green consumer revolution.

This paper advances the comprehension of green marketing by examining its potential within Jordan's distinct socio-economic and environ-

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mental framework. Despite its significant potential to advance sustainable development and the genuine intentions of those involved, green marketing encounters persistent challenges in practice. The significant issues are not attributable to the green marketing practitioners themselves. They are entrenched, with deep roots, and hence require coordinated efforts from several individuals, policy reform beyond local levels, and prolonged community engagement to effect change. Subsequent research should primarily concentrate on eliminating barriers and fostering innovative idea generation nationwide to achieve equitable and sustainable outcomes.

CONCLUSION

This paper aimed to investigate how green marketing can practically help address the environmental and economic problems plaguing modern-day Jordan. It sought to understand whether green marketing could be implemented rather than just something nice to talk about in theoretical discussions of sustainability. Accordingly, it took a close look at the country's socio-economic and political situation to see how green marketing could possibly operate within that context: what might enable it and what might hinder it.

The outcomes unveil a composite topography. Financial motivators and stakeholder involvement came on strong as powerful engines, especially in slices of the economy such as renewable energy and sustainable agriculture. However, several significant roadblocks stand in the way, including the steep price of green goods, the thin spread of necessary infrastructure, and uneven access across the most and least prosperous citizens. These findings suggest the way forward is a more inclusive, better coordinated, and more thoroughly penetrated effort.

To advance green marketing effectively, systemic challenges must be addressed through targeted financial support, infrastructural development, and policies that prioritize equity and accessibility. Localized strategies – especially those driven by community engagement – can enhance both relevance and scalability. Public education and digital platforms should also be leveraged to promote awareness and foster a shift in consumer behavior toward sustainability.

In conclusion, green marketing presents a viable, though currently underutilized, pathway for sustainable development in Jordan. Its long-term success will depend on integrated efforts that align governmental policy, business innovation, and community participation to overcome structural limitations and unlock its full potential.

AUTHOR CONTRIBUTIONS

Conceptualization: Hanadi Salhab.
Data curation: Hussam Ali, Hanadi Salhab.
Formal analysis: Hussam Ali.
Funding acquisition: Hanadi Salhab.
Investigation: Hussam Ali.
Methodology: Hussam Ali.
Resources: Hussam Ali.
Software: Hussam Ali.
Visualization: Hussam Ali.
Writing – original draft: Hussam Ali.
Writing – review & editing: Hanadi Salhab.

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