

The apparent incongruity identified in the article "Green Marketing and Socio-Environmental Practices in Paraná Industries" lies in the fact that, although a large majority of companies (77.1%) show concern about the environmental impact caused by their actions, a much smaller portion (only 20.8%) actually establishes green marketing actions or maintains a specific budget policy for this purpose.

This disparity can be explained by several factors highlighted in the study:

- **Environmental concern does not necessarily translate into structured green marketing practices:** Companies recognize the importance of sustainability and environmental impact, but many still do not formalize this concern in their strategic marketing planning or allocate specific financial resources for it.
- **Challenges in implementing green marketing:** According to the article, adopting green marketing strategies demands detailed planning, integration with socio-environmental management practices, and possibly a cultural change within organizations, which can be a slow and complex process.
- **Lack of clear communication and investment in green marketing:** The low percentage of companies that have a dedicated budget policy and planned actions shows that green marketing may not be seen as a strategic priority or that there is a shortage of resources allocated for this area, even when socio-environmental projects are underway.
- **Moderate use of green marketing practices:** The article concludes that despite the presence of advanced socio-environmental management practices, green marketing activities are used moderately, suggesting that companies focus more on internal actions than on communication or market strategies aimed at the green segment.

Therefore, the incongruity highlights a gap between the environmental awareness expressed by companies and the effective incorporation of green marketing as an active strategic tool to promote their environmental and socio-environmental values in the market. This indicates an opportunity to deepen the development and application of green marketing, aligning planning, budgeting, and communication to strengthen the companies' socio-environmental competitive advantage.