

# Green Marketing and Sustainability: Review Paper

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**Abstract:** *The main aim of this paper is to review the related work regarding the green marketing, green marketing mix and sustainability in developing countries. Green marketing could be used a new strategy to protect the environment and also to improve the overall firm performance. It is recommended by the previous studies that the implementation of green marketing strategy is a critical issue to protect the environment and provides clean and green products and services to the consumers.*

**Keywords:** Marketing, green marketing, green marketing mix, review paper.

## Introduction

In this century, earth's threats to the environment slipped so rapidly, natural resource availability decreasing, ozone depletion, and farmland narrowing (Eneizan et al, 2016a). As one of the remedies is that customers have begun to turn to environmentally friendly practices, for instance, by environmentally friendly transport and household products. Currently, green marketing strategy is the new spell for marketers to produce recycled products, non-toxic products and environmentally friendly products to meet customer needs, and to have this benefit on a large scale (Eneizan et al, 2015a).

The environment has become a vital and crucial issue in recent years, affecting all aspects of human life, leading to the emergence of the concept of the green market (Eneizan & Obaid, 2016). As a result, environmental issues have become one of the first concerns in developing countries. Environmental protection issues have therefore become one of the first priorities in developing countries. In this regard, the need to produce environmentally friendly and environmentally friendly products has forced companies in their businesses to focus more on environmental issues (Eneizan et al, 2016b). Environmental issues have made consumers think about the goods they buy (Eneizan et al, 2015c). Today, consumers around the world are very interested in protecting the environment; and consumer behavior is shifting towards environmentally friendly or green goods (Eneizan et al, 2018a). The emergence of the green market has created a competitive advantage between responsible and non-responsible firms, urging them to focus more on producing clean products (Eneizan & Abd Wahab, 2016).

## Green Marketing

Green marketing, which is a consistent marketing process, is characterized as the organization's push to configuration, advance, decide the value, appropriate and advance the items as far as ecological security measures (Polonsky, 2011; Alhamad et al, 2019). Green marketing has been depicted as all exercises intended to create and empower any trade planned for satisfying human needs or wishes with negligible unfriendly consequences for Polonsky's regular habitat so as to give fulfillment (2011).

Green marketing which is a continued marketing is characterized as an exertion by the organization to configuration, advance, decide the value, disperse and advance the items with respect to ecological assurance implies (Polonsky, 2011; Alhamad et al, 2019). Green marketing has been characterized as all exercises intended to create and encourage any trades expected to fulfill human needs or needs, so as to give fulfilment, with insignificant unfavorable effects on the indigenous habitat by Polonsky (2011). Saini (2013) clarified that green showcasing is the way toward selling merchandise or potentially benefits dependent on natural advantages, where the exclusively merchandise or administrations are earth neighbourly just as the made items as well as bundled in an ecologically inviting manner. From the mid of 1990s, shoppers began to turn out to be increasingly more naturally cordial and socially cognizant (Eneizan, 2019). During this period, basic buyers started to develop as another power green commercialization, they need the social duty from organizations (Gurau and Ranchhod, 2005). In the interim, green consumers are characterized as individuals who stay away from items that may imperil the soundness of buyers or the others; making huge harm nature during fabricate, transfer, expending a lopsided measure of vitality; causing pointless wastage, utilizing fixings got from jeopardized species or the earth (Alhamdi et al, 2019a). The green customer centres around the accompanying exercises: acquisition of items, for example, cleansers, which have a decreased natural effect; dodging the items with vaporized; obtaining reused paper items; purchasing natural items; purchasing privately delivered nourishment; purchasing from a nearby store; searching for items utilizing less bundling; and utilizing their very own packs as opposed to utilizing plastic gave by the store (Eneizan, 2017). In the interim, the advantages of green advertising that can be felt by the association/organization as the maker of items/administrations, among others: (1) to guarantee long haul reasonable development with benefit; (2) to set aside cash in the long haul, in spite of the fact that from the start it took a tremendous cost; (3) to help organizations to sell their items and administrations by remembering their natural angles; (4) to help with getting to new markets and appreciating an upper hand; (5) most of representatives likewise feel pleased and dependable to work for an earth capable organization (Saini, 2013). Green promoting is finished by the organization to build the degree of mindfulness

and to show that individuals are stressed over nature can plan something for tackle a few issues (Cherian and Jacob, 2012). In the meantime, Saini (2013) clarifies that an item can be guaranteed as a 'green' items on the off chance that they meet the accompanying criteria: (1) sparing water and vitality; (2) averting the contamination adds to air, water and soil; (3) securing the indoor air quality; (4) utilizing sustainable crude materials; (5) delivering minimal ecological effect; (6) being created by methods for naturally awareness; and (7) utilizing their very own sacks, rather than conveying a plastic gave by the store.

Green marketing mix consists the 4p product, price, distribution, and promotion. The 7p of marketing mix consists additional factors such as employees, process and physical evidence. Green items radiate from item related choices and activities that mean to save or profit the indigenous habitat through vitality or potentially asset protection just as contamination and waste decrease. The acts of green evaluating consider both the monetary and natural expenses of generation and advertising, while at the same time offering some benefit for clients and a reasonable benefit for business. For organizations, green advancement programs are a viable methods for illuminating partners about their ecological protection endeavors, responsibility, and accomplishments. Green dissemination indicates the determination of directs in a way that limits natural harm. Certain changes in accordance with inner procedures are expected of organizations that choose to receive green promoting as a business methodology. The absence of data makes most clients become ignorant of the hugeness of green items. Organizations can fill this void utilizing different green limited time techniques. Clients explicitly require solid data on the limit of green items to take care of and evade ecological issues (Eneizan BM and Wahab KA, 2016). The workers considered as a basic variables for the organizations because of its significance in giving the support of the clients vis-à-vis (Alsakarneh et al, 2019; Noman et al, 2019; Eneizan et al, 2018b; Abdelqader Alsakarneh et al, 2018) all together that the preparation is required by the organizations for representatives about the green practices or how to give a decent help to clients and how to make them fulfilled (Sharif et al, 2018; Obaid and Eneizan, 2016a, 2016b; Alshare, et al 2019).

### **Rationale for the Implementation of Green Marketing**

Firms and consumers must be oriented regarding the threats and opportunities in their environment (Al-Salaymeh, 2013). These threats and opportunities include the following key trends:

1. Contradiction of raw materials: The following three types of raw materials can be extracted from the environment:
  - a. An unlimited air and water supply
  - b. A limited supply of renewable resources, including forests and food
  - c. A limited supply of non-renewable resources, including coal and iron
2. Increasing cost of energy: The success of a business relies on the supply of energy, and products are priced based on the amount of energy that is used during their production. The energy prices have recently increased, which has seriously affected the processes of firms. Consequentially, the products in the market are given steeper prices, whereas other countries begin to suffer from increasingly severe economic problems. These problems have prompted different organizations to search for viable, inexpensive alternative sources of energy, such as coal, sun, and wind.
3. High pollution level: The term "pollution" usually refers to unclean or filthy things. However, several studies have begun to use this term to denote the detrimental effects of human activities, either direct or indirect, on the environment. For instance, using pesticides in farming and mixing phosphate in household chemicals are among the leading causes of water pollution.

### **Green marketing and overall firm performance**

Performance is a basic worry for organizations (Alhamdi et al, 2019b; Khan et al, 2019; Aymen et al, 2019; Al-Salaymeh, M. 2013; Eneizan, et al 2019). The marketing literature demonstrates the benefits of seeking after green activities, for example, bigger monetary profits and piece of the overall industry, elevated levels of worker duty, expanded firm execution, and upgraded capacities. Ecologically dependable activities in like manner increment consumer loyalty and firm esteem and decrease dangers to the organization, in this manner expanding firm valuations. Nonetheless, green special activities additionally yield negative stock returns. Simultaneously, cost reserve funds might be acquired from green practices. Firms that lessen contamination and sources of info that may cause waste would get cost sparing points of interest. Green firms, specifically, can in like manner quickly recoup their money related cost for green endeavors by accomplishing vitality productivity and waste decrease. For example, DuPont contributed \$50 million on vitality sparing endeavors in 2008 and effectively recouped this venture after just a single year, accordingly bringing future cost-sparing favorable circumstances to the firm. The advantages and constructive outcomes of green activities on firm execution are undeniable, yet a more inside and out comprehension of the effect of green advertising techniques on firm execution ought to be gotten (Cronin, 2011). Firms indicate an assortment of people; in numerous regards, firm experience the collection of individual issues at the corporate level. From a neoclassical financial point of view, firms are answerable for making an incentive for investors; by the by, progressively exhaustive kinds of execution are critical too. The basic standard is precisely characterizing the estimation of what is made. Marketing and the board scholars recommend the improvement of multidimensional proportions of significant worth, for example, the triple main concern (TBL) that incorporates social and ecological worth, notwithstanding monetary worth. The monetary exhibition of a firm remains the chief core interest. Concentrates that think about the exhibition of

customary and mindful firms keep on applying conventional monetary measures as opposed to multidimensional TBL-type measures. The idea of expanding the budgetary primary concern is accentuated, in this manner clarifying the escalating research enthusiasm for focusing on green buyers and removing more an incentive from them instead of exclusively concentrating on the effect of promoting on society. An elective view brings up the transformational job of green advertising and its commitment to purchasers, society, and the earth. For the earth, be that as it may, benefit, deals, and other budgetary or promoting measures need significance. Polonsky (2011) contended that nature isn't appropriately spoken to on corporate administration sheets nor is it figured into most corporate choices.

### Sustainable Development

Sustainable development, alongside economic growth and human advancement, in a general public is attempting to get constant advancement past monetary advancement. Supportable improvement is an arranging component that continues non-sustainable and restricted assets with the mean to protect them for the following ages. Maintainable improvement is a procedure that guarantees an alluring future for human social orders, where living conditions and utilization of assets will meet the human needs without harming the uprightness, excellence, and steadiness of essential frameworks (Abdulsahib et al, 2019). Reasonable advancement implies that accomplishing monetary and social improvement is done in a manner that doesn't misuse all the common assets of a nation, while keeping up and improving the personal satisfaction of individuals who utilize the limit of environments around them. One of the objectives of advancement, particularly supportable improvement, is to concentrate on ecological insurance; in this way, manageable advancement as a business challenge has consistently been at the cutting edge of approach making in the course of recent decades (Eneizan et al, 2015b). Sustainable development gives answers for basic, social, and financial human examples of advancement to avert issues, for example, the pulverization of regular assets, the debasement of natural frameworks, contamination, environmental change, the exorbitant populace increment, foul play, and the crumbling of the personal satisfaction both in the present and future. All in all, feasible advancement is the way toward utilizing assets, coordinating ventures, innovation improvement, and institutional changes that are perfect with the necessities of the present and future (Alnoor et al, 2018). Also, new innovation, for example, versatile advertising and web based showcasing considered as a piece of green promoting, where utilizing these advances by the purchasers and firms may add to manageability and greening the economy and market (Mostafa and Eneizan, 2018; Eneizan and Wahab, 2016).

### Conclusion

To guarantee that development is manageable over the long haul, marketers need to stand up to and execute answers for rising ecological difficulties. The basic topic all through the system of sustainable development is the need to incorporate economic and natural contemplations in basic leadership by making arrangements that monitor the nature of farming advancement and ecological insurance. This is the thing that the finished result of green showcasing is, natural security for the present and the group of people yet to come. The advancement of vitality proficient activities, better contamination controls, recyclable and biodegradable bundling, and biologically safe items are all piece of green advertising, prompting supportable improvement. Along these lines, green marketing is a methods towards the more extensive objective of reasonable advancement. It infers a medium to long haul arrangement system that comprehends and addresses potential destitution and asset shortage holes; gives chances to encouraging exchange monetary, creation and work models; and plans to secure advancement and development possibilities, just as the effects of ecological corruption. The way to effective green promoting is believability. Never exaggerate natural cases or set up unreasonable desires, and convey basically and through sources that individuals trust. Seeing the ongoing patterns in green advertising and getting its significance around the world, it very well may be asserted that in the event that supportable advancement is the need of time, at that point green promoting can satisfy this need and can get implies for feasible improvement as green showcasing fuses individuals, benefit and planet all together.

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