

OVERVIEW OF THE APPLICATION OF THE CONCEPT OF GREEN MARKETING IN ENVIRONMENT CONSERVATION

by Kadar Nurjaman

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Oleh :

Kadar Nurjaman

UIN Sunan Gunung Djati Bandung

Email: kadamurjaman@uinsgd.ac.id

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Abstract

The concept of a green marketing mix is similar to that of a standard marketing mix in that both aim to satisfy customer needs, wants, and preferences while also contributing to environmental protection and upkeep. The environmental consciousness of consumers gives chances for businesses to implement green marketing and enhance sales. Green marketing becomes an alternative technique that not only improves the company's image, but also adds value to the company's business; consumers even want green options and are willing to pay a premium for them. The marketing strategy comprises of the company's external and internal components, whereas the marketing mix strategy is the fundamental concept and generic function of marketing, comprising product, price, place, and promotion elements that influence the occurrence of sales. Developing the green marketing mix (green marketing mix) is detachable from the classic 4P concept (product, pricing, location, promotion), with the inclusion of a number of components intimately tied to the purpose of green marketing and other highly relevant factors. Implementing a green marketing strategy necessitates a fundamental, comprehensive, and integrated approach to all functional components of marketing, such as the marketing mix, product design, price, location, and promotion.

Keyword :

Strategy, Marketing, Green Marketing, Environment.

A. INTRODUCTION

The issue of environmental preservation has recently become a topic of discussion in the international community, where environmental issues have become an essential concern for the entire planet, along with the many problems that threaten the human environment, such as environmental pollution, air, water, and soil pollution that are already at a dangerous level, coupled with the greenhouse effect and global warnings that have an effect on nature (Nielsen et al., 2020).

Natural conditions that have undergone climate change so that it has an impact on changes in environmental conditions caused by human activities that are not sensitive to environmental problems. Waste has become an unresolved problem due to the increasing amount of waste and the amount of waste that is difficult to recycle. Plastic is one of the most difficult types of waste to recycling (Cianconi et al., 2020). Plastic has become part of daily human life, its attractive

packaging design and versatile functions are one of the reasons why plastic is popular with the public. However, many questions arise about the safe plastic used as containers for food and beverages. An alternative is to use environmentally friendly products, in this condition, green marketing appears (Ncube et al., 2021).

Green Marketing is a marketing science phrase that gained prominence in the early 1990s. Since the publication of John Grant's book titled "The Green Marketing Manifest," environmental awareness in the business sector has expanded. Consumers' concern for the environment gives opportunity for businesses to enhance sales through green marketing (Nekmahmud & Fekete-Farkas, 2020). Green marketing becomes an alternative technique that not only improves the company's image, but also adds value to the company's business; consumers even want green options and are willing to pay a premium for them. But what marketers fear most about entering the field of green marketing is that they believe their

target demographic is not yet environmentally conscious. Thus, the expansion of environmentally friendly items appears sluggish (Gelderman et al., 2021).

The concept of a green marketing mix is similar to that of a standard marketing mix in that both aim to satisfy customer needs, wants, and preferences while also contributing to environmental protection and upkeep. However, the difficulty for marketers is to employ the green marketing mix creatively, which includes green products, green prices, green locations, and green promotions (Nguyen-Viet, 2022). In the 1980s, Bradley offered this notion for the first time. During its development, numerous scholars advocated for a deeper examination of the green marketing mix. Some authors identify the numerous components of green marketing and consider it to be a legitimate and comprehensive strategy (Yung et al., 2021).

In green marketing, Polonsky examines various elements. However, Prakash describes green marketing as green products produced by environmentally conscious businesses with an emphasis on generating results, systems, and processes. These ingredients are modified from the conventional marketing mix (4Ps) (Afzaal et al., 2021). Implementing a green marketing strategy necessitates a fundamental, comprehensive, and integrated approach to all functional components of marketing, such as the marketing mix, product design, price, location, and promotion. In other words, the approach to environmental considerations distinguishes the green marketing mix from traditional green marketing (Khan et al., 2019). The green marketing mix takes ecological considerations into account, whereas the conventional marketing mix does not.

B. LITERATURE REVIEW

1. Marketing Concept

According to Kotler and Armstrong, marketing is a social and management process whereby individuals and groups acquire what they desire through the creation and exchange of value. According to Stanton, marketing is the complete system of corporate activities focused at designing, pricing, promoting, and distributing goods and services that can satisfy the needs of present and prospective buyers (Istanti et al., 2020). Furthermore, Kotler states that we can distinguish the definition of marketing socially and managerially. The social definition illustrates marketing's position in society. Social marketing is the process through which people and groups obtain their desired outcomes through the creation, distribution, and free exchange of valuable goods

and services. People are often startled to learn that the most important aspect of marketing is not sales, despite the fact that managerial marketing is generally regarded as the art of selling items (Gaski, 2022).

Drucker stated that the objective of marketing is not to know and understand the customer so well that the product or service sells itself. Ideally, marketing should generate a ready-to-purchase consumer; the next step is to supply the goods or service (Czinkota et al., 2021).

2. Marketing Strategy

According to Kotler, a marketing strategy involves several integrated actions to achieve a sustainable competitive advantage. Meanwhile, according to McCarthy, marketing and marketing mix strategies are inseparable. A marketing mix strategy is one of the tools used to achieve company goals, especially in creation and exchange (Ozbekler & Ozturkoglu, 2020). The marketing strategy comprises of the company's external and internal components, whereas the marketing mix strategy is the fundamental concept and generic function of marketing, comprising product, price, place, and promotion elements that influence the occurrence of sales. Considering the preceding statement, it is clear that the marketing mix is the essential component of the marketing strategy. The marketing mix strategy is a major component of the company's marketing strategy used to shape the exchange (Van der Merwe et al., 2020).

Implementing a green marketing strategy necessitates a fundamental, comprehensive, and integrated approach to all functional components of marketing, such as the marketing mix, product design, price, location, and promotion. The green marketing mix strategy comprises green product development, green distribution channels/locations, green promotion, green pricing, and green consumption (Hasan et al., 2019). Therefore, businesses who employ environmentally responsible marketing strategies and approaches will have a competitive advantage over those that do not (Szabo & Webster, 2021).

3. The Development of the Green Marketing Concept

Along with the development of science, the concept of marketing expansion emerged. This concept is carried out to see changes in the natural environment. That is emerging a concept called green marketing. Green marketing or environmental marketing is evolving in tandem with the public's awareness of environmental issues, as a result of which the public expects

businesses to act responsibly in their operations (Papadas et al., 2019). Green marketing, as defined by the American Marketing Association (AMA), is a marketing process in which the items produced have a positive or safe influence on the environment. In fact, what is a concern in green marketing is not just making a green product, but it is also necessary to pay attention to consumer expectations and also take into account the conditions of competitors in other markets (Hashim et al., 2019).

Pride and Farrell define green marketing as the process of designing, promoting, and distributing environmentally friendly products. Green marketing is defined by the charter as a comprehensive, responsible management strategy that identifies, anticipates, satisfies, and satisfies the demands of stakeholders in order to give acceptable incentives that do not hurt persons or the health of the natural environment (Handriana et al., 2022). Ottman describes green marketing as all efforts meant to generate and enable any trade aimed at satisfying human needs or sorwants with little environmental damage (Islam, 2018).

Green marketing seeks to enhance the interaction between industry and the environment, evaluate the influence of the economy, and adapt to environmental restrictions imposed by the government. In a very competitive competition, marketing is likened to the spearhead for the survival of the company, and marketing must start from the needs and desires of consumers by estimating and determining the needs and desires of consumers as well as delivering satisfactory goods and services effectively and efficiently (Seman et al., 2019).

C. METHOD

This research will be carried out using a qualitative approach through descriptive methods. The data that will be used in this research is secondary data, which comes from the results of previous research or studies that are still relevant to this research. Research data that researchers have obtained will be immediately processed so that later the results of this study can be found.

D. RESULT AND DISCUSSION

1. Green Marketing Mix

Developing the green marketing mix concept is detachable from the classic 4P principles (product, pricing, place, and promotion), with the addition of a number of other elements intimately tied to the purpose of green marketing and other highly relevant factors. Stanton defines a marketing mix as the mixture of four elements or the company's marketing system's primary

operations: items, prices, promotional activities, and distribution networks. The actions or components of the marketing mix must be blended and coordinated for the company's marketing tasks and programs to be carried out as efficiently as feasible.

Bradley initially proposed the green marketing mix notion in the late 1980s. Other academics highlighted a number of components of the green marketing mix; for instance, Prakash described how products are greened. Polonsky and Rosenberg explain the greening of prices. Volsky described the greening of promotions and locations/distribution channels. One possible explanation for why there is a theoretical gap is because these researchers only touched on certain topics and focused more on other aspects in their study. No single researcher investigates the green marketing mix, however it is frequently implemented and advocated by consultants.

a. Green Products

Swastha and Irawan said that a product is a complex in nature, both tangible and intangible, including packaging, color, price, company performance, and retailers accepted by buyers to satisfy wants and needs (Moon & Armstrong, 2020). What makes an eco-friendly product has been the subject of serious debate among environmentalists, government officials, manufacturing companies, and consumers. Is it only the material or product considered enough to be environmentally friendly, or does the packaging have to be safe? Labeling has a purpose in conveying information to consumers on product attributes. A study in America, England, Australia and South Africa showed that consumers interpret environmentally friendly product information on packaging labels differently from what marketers mean. For example, when consumers interpret the product as being labeled as ecologically friendly, other consumers feel doubtful because the product that promotes environmental friendliness does not detail the environmentally friendly quality criteria. Other studies have identified that the effect of providing ecologically friendly information on products varies widely.

Junaedi defines green products as products that are not harmful to humans and the environment, do not waste resources, do not produce excessive waste, and do not involve cruelty to animals. Asrianto further said that a green product is a

product that is designed and processed in a way to reduce the effects that can pollute the environment, both in production, distribution, and consumption. According to Queensland Government, environmentally friendly products are safe for consumption and do not harm the environment. Companies that produce environmentally friendly products also develop environmentally responsible product responsibilities to influence competitors significantly.

In essence, the green product is an effort to minimize waste during production and maximize the products made while meeting environmentally friendly requirements. Green products must have durable product quality because they are not easily damaged, do not contain toxins, are made from materials that can be recycled, and have minimalist packaging. The product quality, as mentioned above, still uses energy or resources that produce emissions during manufacturing. Therefore, a green product is where a product has the smallest possible impact on the environment. The price, quality, convenience, and availability must be considered in the product. Consumers will pay more for green products. Prices higher than the predetermined average price can only be sold by adding value to the product. Many people think that the effectiveness of green products will be less than ordinary products. Assurance of product quality is fundamental and must be communicated convincingly. Quality is judged on several features, including performance, appearance, feel, comfort, and durability of a product.

b. Green Price

Price is the value of goods and services measured by a certain amount of money. Based on this value, a person or company is willing to release the goods or services owned to other parties (Naz et al., 2019). The price of a good or service is a determinant of market demand within the company. Price can affect the company's competitive position. Decisions about prices should never be made by chance. In general products, price reductions can increase sales, while for products with a prestigious image, price increases will increase sales because products with high prices will show one's achievements. Dahlstrom empirically indicates that price

is the most valid information as an indicator of the quality of a product.

Furthermore, price is an essential element in the marketing mix. Most customers are willing to pay a premium price if there is a different perception of the product's value. This value can improve performance, efficiency, design, visual appeal, and taste because of other features of green products, such as longer life expectancy and harmlessness. But most importantly, green prices must be reasonable and competitive. Green products have higher initial costs but lower costs in the long run. Meanwhile, according to Queensland Government, environmentally friendly prices are the number of money consumers spend to get environmentally friendly products.

Most consumers are willing to buy at a higher price than usual if the product they buy has more points than ordinary products. Consumers' desire to pay a certain amount for environmentally friendly products is more due to their concern about environmental issues. This acceptance of the premium price factor for ecologically friendly products is often defined as green pricing. Environmentally friendly products are often cheaper if product life cycle costs are considered. For example, vehicles that are fuel efficient or products that do not contain toxins.

c. Green Place

Kotler and Keller state that location includes the company's activities to provide products to target consumers. For the provision of products, the interaction between the product provider and the customer consists of 2 interactions, namely, the customer visits the product provider, the product provider visits the customer or customer, and the product provider transacts business remotely (Nurman & Harapan, 2021). The place reflects the company's activities that make the product available to target consumers. Part of a distribution's job is to select the intermediary to be used in the distribution channel who physically handles and lifts the product through the channel. An environmentally friendly distribution channel is a process of distributing ecologically friendly products that do not harm the environment and can prevent excessive air pollution by opening branches throughout Indonesia. Sellers

who want to succeed in selling environmentally friendly products must position their products widely in the market so that the wider community can recognize them because few customers only want to buy products based on environmental friendliness.

Song stated that in the changing competitive environment and pressures organizations face, and a synergy must be built by combining the company, distribution channels, and flexible technical capabilities. Several previous studies have shown that the development of channel relationship quality results from the synergy built between the company's capabilities and company resources and expertise that is rooted in the concept of product marketing channel success.

The purpose of the concept of quality distribution channel relationships is to direct marketing management to serve the company's marketing channels as partners or business partners. This is in line with the opinion of Narus and Anderson that marketing channels are an absolute requirement for every money activity aimed at marketing, offering products or brands for every company. The quality of channel relationships is seen as very important in the distribution relationship process, where an essential asset in distribution is maintaining the relationship between suppliers and customers.

Intensive distribution reduces the time for customers to search for stores and travel from store to store, provides a convenient place to make purchases, and makes it easier to obtain product-related services. With the increasing distribution intensity, customers have time and place to find out the value of a product. The increase in the value of the product is mainly contributed by the decrease in the sacrifices that customers make to obtain the product. This increase in value will increase customers' chances of making choices, customer satisfaction, quality awards, brand loyalty, and increased brand equity.

d. Green Promotion

Promotion is a component of the marketing mix that plays an important function. The promotion consists of activities conveying the product's benefits and convincing consumers to purchase it. Therefore, this promotion is utilized to provide and impact the company's product

market (Daniel, 2018). Advertising, public relations, direct marketing, and on-site promotions can be utilized to advertise a product or service. By employing sustainable marketing and communication techniques and practices, savvy merchants of eco-friendly goods will be able to stress the authenticity of their products. In other words, environmentally friendly promotion introduces the audience to environmentally friendly products through a variety of eco-friendly acts. Companies that care about their customers and the environment will engage in persistent and extensive communication with the public in order to increase awareness of the eco-friendly products they offer.

Many shops are also beginning to recognize the necessity for an environmental commitment by pushing eco-friendly bags over plastic bags. As part of green marketing, terms such as phosphate-free, recyclable, refillable, ozone-friendly, and environmentally friendly are frequently used. Credibility is essential to the success of green marketing. By not inflating the environmental benefits of items or generating unreasonable client expectations.

Green promotion entails the transmission of actual environmental facts pertaining to firm actions to consumers. Companies must build an integrated communication strategy that connects with particular corporate and product-specific aspects of environmental and social responsibility. The company's strategy and slogans must be founded on accurate research and data. Customers and other interested parties must receive information that is coherent and consistent.

2. Buying Decision

The decision to purchase or not to purchase is a component of a consumer's behavior, which relates to observable physical acts that may be measured by others. Consumers frequently have multiple usage options for a given product. This compels buyers to deliberate carefully before purchasing.

According to Kotler and Armstrong, the buying decision is the point in the buyer's decision-making process at which customers make a purchase. Individual behavior that is directly involved in acquiring and utilizing the given products is decision-making. According to Swasta & Handoko, purchasing decisions are a strategy for

resolving problems in human activities in order to purchase goods or services to satisfy their wants and needs. This strategy includes an introduction, needs and desires, information search, evaluation of alternative purchases, purchase decisions, and behavior after purchase. Astuti & Cahyadi define purchasing decisions as a high sense of self-confidence in consumers or customers, that is, the belief that the purchase decision they have made for the goods they have chosen is correct.

Consumers will have a particular level of happiness or discontent after acquiring a product. When consumers mistrust the accuracy of their buying decisions or are unsatisfied with a product, they are more likely to switch brands. This will surely affect the organization, since customer complaints, lost sales, and even a diminished brand image may result. Meanwhile, satisfied buyers have a high likelihood of repeat purchases. When consumers have very positive emotions toward a product, they are more likely to actively seek out and select that thing for purchase. In contrast, if a consumer has a bad opinion of a product, it will typically not be considered for purchase, and he will not infrequently express his distaste to his friends, family, or neighbors.

E. CONCLUSION

The concept of a green marketing mix consisting of green products, prices, green place, and green promotion has a positive and significant effect on buying decisions. The green product variable has a positive and significant impact on purchasing decisions for Tupperware products which consumers judge to have product quality that is durable, hygienic, green eco-design, and environmentally friendly. The green promotion variable has a positive and significant effect on product purchasing decisions that are committed to creating products that provide solutions for healthy ways to consume beverages and promote 'green living.

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