

Green Marketing Practices for Achieving Sustainable Development Goals in Bangladesh

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Abstract: This paper explores the role of green marketing in promoting sustainable development and its impact on consumer behavior. Green marketing involves the integration of environmental considerations into marketing practices to address consumer demand for eco-friendly products and services. Through an extensive review of literature and case studies, this paper highlights the growing importance of green marketing as a strategic tool for businesses aiming to achieve a competitive advantage while contributing to environmental sustainability. Key topics include the influence of green marketing on consumer purchase intentions, the challenges and opportunities faced by businesses in adopting green practices, and the role of green marketing in achieving sustainable development goals (SDGs) in developing countries, particularly in Bangladesh. The paper also examines the green marketing mix, which encompasses product, price, place, and promotion strategies that align with environmental objectives. Findings suggest that green marketing not only enhances consumer satisfaction and loyalty but also plays a crucial role in advancing global sustainability efforts.

Keywords: Green marketing, Green marketing mix, Sustainable Development Goals, Bangladesh.

Introduction

Global warming, ozone depletion, CFCs, and environmental disasters are emerging concerns in the 21st century. The increasing emission of greenhouse gases from factories and industries, along with the destruction of natural resources, are major obstacles to environmental pollution control. Currently, people are becoming more aware of the importance of natural resources due to the adverse effects on the environment. In the modern era of globalization and aspiration, Bangladesh is actively working towards these reforms to achieve middle-income status. (Reza et al., 2017).

In today's world, environmental awareness has become a global interest, leading to the emergence of green marketing. Green marketing aims to mitigate harmful elements from the natural world (Rahman et al., 2017). As global warming increases significant-

ly, marketing strategies with an ecological focus are becoming more prevalent. Consequently, many leading brands have implemented green policies in their operations, production, marketing communications, and investments to enhance their brand value (Erdil A., 2018). To attract more customers, green marketing practices should be emphasized, as they help elevate corporate image, social credibility, and social responsibility in the eyes of consumers (Govender & Goverder, 2016).

In the context of Bangladesh, green industrialization has become a trending topic to achieve sustainable development goals by 2030. SDG 12 emphasizes eco-friendly initiatives to establish environmentally safe production, protect the environment, and gain competitive advantages (Rezaei et al., 2013). As a result, Bangladeshi entrepreneurs are increasingly concerned about the negative impact of industrialization on the environment. Over time, green implementation has become a crucial task for entrepreneurs in Bangladesh (Bhattacharja et al., 2020).

The biggest challenge in implementing green marketing is creating an environmentally safe communication mix to build consumer trust. Edeh (2020) stated that consumers should also increase their awareness of environmentally friendly products, as they play a significant role in green marketing by changing their buying behavior. Additionally, both government and private organizations in Bangladesh are very concerned about the detrimental impact on the environment. The establishment of various organizations and their policies helps strengthen the green marketing movement (Amin et al., 2013)

Literature Review

Several researchers have explored ways to protect the environment through green marketing. Pandey V. (2016) noted in his study that green marketing serves as a tool for preserving the environment for future generations. Gelderman et al. (2021) conducted a study on green satisfaction and green loyalty, finding that green marketing positively influences both, as well as plays a significant role in building brand image and affecting consumer purchasing behavior (Firdiansyah et al., 2021).

Green products and green promotional activities are crucial elements because they influence consumer decision-making behavior (Hossain & Khan, 2018). The green marketing mix develops an integrated approach to the transactional, relational, and organizational aspects of marketing activity. Proper implementation can help companies improve customer value and gain competitive advantages (Kumar & Bhimrao, 2015). According to Kotler P. (2011), the traditional marketing mix—product development, pricing, distribution, and branding—relates to the green marketing mix.

At the core of green marketing lies the green product, crafted from non-polluting materials (Domazet, Ivana & Kovačević, Milica, 2018). Matin A. & Alauddin M. (2016) mention that effective pricing is crucial for green marketing, and premium pricing should be considered. Ahmed, Abdal & Qureshi, Sumera (2021) emphasized that the main goal of green distribution is to reduce transportation costs and ensure product availability according to customer demand. Shrestha & Shulov (2018) stated that environmental beliefs, eco-packaging, environmental advertisement, and eco-labelling are the most significant marketing tools of green marketing, as they influence customer purchase decisions.

Bangladesh, a developing country, is considered one of the largest sufferers of global warming (Nupur, 2011). While governments in various countries engage in environmentalism, the concept of green marketing does not occupy the highest priority in both government perspectives and marketing policy makers (Hossain, 2013). Green marketing opens new paths to preserve nature and the consumer market in the business arena (Kumari & Yadav, 2012). The concept of green marketing has adapted communication systems, production processes, and innovation to achieve competitive benefits and rapid market growth (Chockalingam, S. N., 2017). Nowadays, consumers are more concerned about the environment and health issues, focusing on green marketing and purchasing green products (Singh, B. P. & Mehra, R., 2020). Current issues surrounding environmentally friendly products have led organizations to renovate and develop new tactical strategies. To provide customization, many companies emphasize sustainability (Ankit & Mayur, 2013; Chen & Chang, 2013). Long-term sustainable development must be ensured by effectively utilizing natural resources and practicing eco-friendly goods in the industrial sector (Jia et al., 2017). Policy makers and marketing initiators should focus on creating marketing plans, tactics, and blueprints to protect the natural environment from damage caused by production processes in the context of sustainability (Mohajan, 2012). Communication strategies regarding green products and referrals significantly impact consumer buying decisions (Siddique & Hossain, 2018). Various studies on green marketing have been conducted in different contexts, but this study's main focus is to assess the contribution of green marketing to achieving sustainable development goals in Bangladesh. The study will provide a comprehensive guideline for the governing body, businessmen, marketing policy makers, and various movement groups on the benefits of green practices and their necessity to make the country and the world a sustainable planet.

Research objectives

The fundamental aim of the research is to apprehend the practices of green marketing in achieving sustainable development goals in Bangladesh through and out of the different published materials. Moreover, it emphasizes some of the subsequent aims:

- To know the green marketing mix for business growth.

- To acquire knowledge on the current situation of Green Marketing and Sustainable Development Goals in Bangladesh
- To uphold the different companies of Bangladesh practiced green marketing.

Data and Methodology:

The narrative nature of this investigation is primarily based on secondary data. It also includes a comprehensive review of the literature and an analysis of various movement organizations working to promote green marketing practices. Additionally, data has been collected from websites and reports from different companies that practice green marketing. The collected data is compiled to meet the objectives of the study.

Green Marketing Mix for Viable Business

Green Commodity A green commodity is a product manufactured through environmentally sound processes, minimizing its adverse impact on nature. These goods or their packaging are made from recycled materials, conserve environmental resources, and are produced locally (Dighel et al., 2014). Today, consumers seek environmentally safe products due to their perception of hygiene, biological safety, high defect-free standards, and ecological balance (Ottoman et al., 2014). Customers mainly focus on the positive benefits of environmentally safe items for their originality, flavor, health protection, and energy efficiency (Manget et al., 2009).

Green Pay Price refers to the monetary amount charged for a commodity. Customers often consider the price a major factor when deciding whether to purchase a green item, as they perceive these items to be expensive (Bukhari, 2011). Individuals with a higher spending tendency are more willing to invest in sustainable items (Anvar et al., 2014).

Green Promotion Marketing connections should consider their ecological impact, with organizations obtaining licenses from bodies like BSTI or ISO to enhance brand value. Companies investing in environmental initiatives and donating to nature conservation should promote these efforts as part of their advertising strategy. Eco-friendly goods should also be promoted through trade promotional activities (Pandey, 2016). Savvy marketers use psychological advertising to influence customers' buying decisions effectively (Ahern, 2013). Therefore, advertising focused on ecology can boost customer interest in environmentally friendly products, and proper promotional strategies can attract more customers to green consumerism (Ansar, 2013).

Green Distribution Eco-friendly packaging is a top priority in marketing logistics. Locally produced and seasonal goods are easier to market as "green" compared to imported items (Pandey, 2016). The location of sales is also crucial, as customers are less

likely to purchase green items if they are located in distant areas (Kontic, 2010). Hence, various supermarkets should stock environmentally safe products that are easily accessible, promoting green shopping (Gittell et al., 2015).

Green Marketing and Sustainable Development Goals in Bangladesh:

The national ecosystems are deteriorating at an alarming rate due to surface water pollution, industrial air pollution, noise pollution, and the release of hazardous materials, resulting in an increase in health issues among the population. If this decline is not mitigated, the nation's economic, socio-cultural, and population development may be hindered, making the country less healthy to live in the near future (Amin et al., 2012). Sustainable development is crucial, as it involves using resources to meet present needs while conserving nature for future generations. It encompasses natural and financial sustainability, achievable through green consumption and sustainable marketing practices, which reduce environmental damage and promote a sustainable standard of living (Choudhary & Gokarn, 2013).

Green marketing refers to industrial initiatives aimed at achieving customer satisfaction by meeting present and future consumer expectations while minimizing adverse effects on ecosystems (Yadav et al., 2011). It involves marketing products that prioritize environmental protection, incorporating changes in packaging, manufacturing processes, and sustainable promotion (Yeow Kar Yan et al., 2014). Green marketing in various industries focuses on improving material and energy efficiency, reducing manufacturing costs, and minimizing waste and pollution. Building green industries should be seen as an opportunity, as implementing green methods can enhance a company's corporate image and sustainability (Reza et al., 2017). Companies practicing environmental marketing can produce high-quality products that consider nature and reduce negative impacts on humans and ecosystems by promoting recycling and reusing (Chang et al., 2012). Marketing specialists use green promotion to capture consumer attention by emphasizing low contamination, thereby raising awareness of products and environmental issues (Mayur et al., 2013). To effectively achieve the SDGs, organizations must operate in environmentally friendly ways and efficiently use economic resources to create sustainable products and digital innovations, ensuring financial returns and ecological sustainability (Rahman, 2021).

The United Nations (UN) is working towards 17 sustainable development goals (SDGs) in Bangladesh by 2030, which include: 1. No poverty, 2. Zero hunger, 3. Good health and well-being, 4. Quality education, 5. Gender equality, 6. Clean water and sanitation, 7. Affordable and clean energy, 8. Decent work and economic growth, 9. Industry innovation and infrastructure, 10. Reduced inequalities, 11. Sustainable cities and communities, 12. Responsible consumption and production, 13. Climate action, 14. Life below water, 15. Life on land, 16. Peace, justice, and strong institutions, 17. Partnerships for the goals.

The preservation of the natural world, including environmental assets and ecosystems, is essential for achieving the SDGs. This is directly related to SDG 13 (Climate Action), SDG 14 (Life Below Water), and SDG 15 (Life on Land), emphasizing the need to mitigate ecological decline, conserve biodiversity, and promote the sustainable use of environmental resources. Additionally, preserving nature is closely linked to SDG 3 (Good Health and Well-being), as a healthy environment reduces pollution and disease risks. It also supports SDG 6 (Clean Water and Sanitation) and SDG 7 (Affordable and Clean Energy) by promoting clean water and renewable energy. Furthermore, it is crucial for achieving SDG 12 (Responsible Consumption and Production), highlighting the need for sustainable consumption and production patterns to minimize environmental harm (sdg.resources.relx.com).

According to the SDG Index 2023, Bangladesh ranks 101st with a score of 66. It has already achieved two goals: responsible consumption and production, and climate action (Ali, 2023).

Spectacular Green Marketing Practices by Different Companies of Bangladesh for Sustainable Goals:

Bangladesh is becoming greener in many perspectives than before. For establishing green business, numerous equipment, technology, material is used. For saving energy, solar panels are used by different industries as well as household. Various amercement policy system is initiated for protecting environment and discouraging those businesses which has negative impact on nature.

Wastages are recycled by many garment companies. Garment companies also follow 3R principle which means -Reduce, Re-use and Recycle. Agro based industry also promoted the organic products- like brown rice, use of olive oil, mustard oil. Most of the companies focused on packaging components for reducing wastages and encouraging recycling. For that reason, handwash brands (lifebuoy, savlon), Dishwashing liquid brands like Vim, promoted to sell refill pack which is pocket friendly and eco-friendly. This steps also reducing the use of plastics as well.

Eco- friendly furniture ideas adopted by Hatil Brand. Some information was collected from a vlog of Hatil website (Abir, 2022). It is found that Hatil reduced the environmental adverse effect through the intuitive design and recycling. All furniture designs are crafted with care, reduced energy consumption and sustainability. Hatil use certified oak and beach oak woods which is produced without harming the environment. In terms of packaging, it uses the recycled biodegradable materials. These strategies make the brand as the top furniture brand in Bangladesh.

Apex, another renowned brand makes sure the sustainable development practices through production procedures- waste management, air and sound pollution reduction. As a part of environmental responsibility, this brand continuously improved their

green efforts. As a result, Apex won the “Green Factory Award 2020”. (TBS Report, 2021)

From the report of Sun Online Desk (2022), it is informed that, Walton another national brand, starts various strategies by way of Green CSM activities. It is gradually reducing the use of electricity, water and paper, carbon emission task and encouraging tree plantation. These CSM activities help Walton to become more popular in global market.

Pran RFL Group, is very much concerned about the green practices. From their website, it is found that they gave the most importance to the environment. They follow eco-friendly process from the design of their buildings, infrastructure, other installations and productions to the marketing. That’s why, they also won “Green factory award 2020” by the labour and employment ministry in six categories.

Analysis of the findings of different movement organization

Administration:

The executive branch of the nation plays a crucial role in safeguarding the environment by enforcing regulations that protect nature. It is imperative that marketers and business magnates adhere to all legal requirements set by the governing body. Furthermore, administrative actions related to consumer rights protection must be implemented effectively to ensure that consumers can make informed choices. Policy-makers can protect both consumers and the environment by integrating sustainable business practices.

The administrative actions should include:

1. Implementing regulations on the production and manufacturing of products that endanger consumers and society.
2. Promoting the adoption of sustainable practices that benefit the community.
3. Placing limitations on industries involved in environmentally detrimental manufacturing processes. (Amin et al., 2012)

Bangladesh ParibeshAndolan(BAPA)

In the early 21st century, Bangladesh ParibeshAndolan (BAPA) launched efforts to establish a nationwide movement focused on safeguarding the country's environment. The nation's ecosystems are swiftly degrading due to surface water contamination, industrial air pollution, noise pollution, and the discharge of hazardous substances, leading to a rise in health issues among the population. If this deterioration is not tackled, the nation’s economic, social, cultural, and population development could be

seriously hindered, rendering the country a less healthy place to live in the near future (Amin et al., 2012).

Protecting the natural environment, including ecological assets and ecosystems, is vital for attaining the Sustainable Development Goals (SDGs). This is directly connected to SDG 13 (Climate Action), SDG 14 (Life Below Water), and SDG 15 (Life on Land), underscoring the urgent need to curb environmental degradation, preserve biodiversity, and promote the sustainable use of natural resources. Moreover, environmental protection is closely tied to SDG 3 (Good Health and Well-being), as a healthy environment lowers the risks associated with pollution and disease vectors. It also supports SDG 6 (Clean Water and Sanitation) and SDG 7 (Affordable and Clean Energy) by fostering clean water resources and renewable energy. Additionally, it is crucial for realizing SDG 12 (Responsible Consumption and Production), which emphasizes the significance of sustainable consumption and production practices to minimize environmental damage (sdg.resources.relx.com).

In response, Bangladeshi environmental organizations took part in the International Conference on Bangladesh Environment (ICBEN) in the early 2000s to address the causes of environmental degradation in Bangladesh and to devise long-term solutions. The conference encouraged all environmental organizations to collaborate. Recently, BAPA has noted positive changes in the country's environment as a result of working closely with various environmental groups, educational institutions, and industries (Amin et al., 2012).

BAPA Achievements:

- Enable the government to effectively phase out two-wheeled vehicles, which are significant contributors to urban air pollution.
- Assist the nation's policymakers in making informed decisions regarding the use of fuel and natural gas.
- Launch initiatives to protect the river water in the capital by removing illegal structures along the rivers and organize a national conference in 2006 to address river conservation.
- Host the International Conference on Regional Cooperation on Transboundary Rivers (ICRCTR) in 2004 to examine the potential impacts of the proposed Indian River Linking Project (IRLP) and publish reports that serve as essential data for analysing the IRLP.
- Conduct the National Conference on Energy and Environment to discuss and develop comprehensive solutions for fuel-related issues, offering a long-term green strategy for the energy sector. www.bapa.org.com

Bangladesh Environmental Lawyers Association (BELA)

The Bangladesh Environmental Lawyers Association (BELA) is a leading legal organization in Bangladesh focused on advancing environmental justice and advocating for

stronger environmental laws and policies. Founded in 1992, BELA seeks to safeguard the environment through various legal avenues, including litigation, advocacy, research, and public interest litigation. The organization has played a crucial role in confronting environmentally damaging practices, raising awareness of environmental rights, and advocating for the enforcement of existing environmental regulations. BELA's work has been pivotal in protecting natural resources and promoting sustainable development in Bangladesh. www.bela.org.com

Consumers Association of Bangladesh (CAB)

The Consumers Association of Bangladesh (CAB) is a leading advocacy group dedicated to protecting the rights and interests of consumers in Bangladesh. Established in 1990, CAB works to promote consumer awareness, ensure fair trade practices, and advocate for stronger consumer protection laws. The organization engages in various activities, including conducting research, publishing reports, organizing campaigns, and providing legal assistance to consumers facing unfair practices.

CAB aims to empower consumers by informing them about their rights and responsibilities while also addressing issues such as pricing, quality, and safety of goods and services. The organization collaborates with government agencies, NGOs, and international bodies to enhance consumer protection in Bangladesh. www.cab.org.com

Limitations of the Study

Despite the comprehensive review of literature and case studies, this study on green marketing and sustainable development is subject to several limitations. Firstly, the reliance on secondary data limits the ability to capture real-time insights and emerging trends within the rapidly evolving field of green marketing. The study's focus on existing literature may overlook recent innovations and strategies that businesses are currently implementing to address environmental challenges.

Secondly, the geographic scope of the study is primarily centered on Bangladesh and a few other regions, which may not fully represent the global perspective on green marketing practices. The diversity in economic, cultural, and regulatory environments across different countries can significantly influence the adoption and effectiveness of green marketing strategies, leading to varying outcomes that are not fully captured in this study.

Furthermore, the study primarily emphasizes the positive impacts of green marketing, potentially underrepresenting the negative aspects and challenges, such as greenwashing, which can undermine consumer trust and hinder sustainable development efforts. The lack of empirical data limits the ability to quantify the precise impact of green marketing on consumer behavior and business performance.

Lastly, this study acknowledges that green marketing is only one component of a broader sustainability strategy. Factors such as government regulations, technological advancements, and societal shifts also play critical roles in driving sustainable development. Future research should adopt a more holistic approach by integrating these factors to provide a more comprehensive understanding of the dynamics between green marketing and sustainability.

Conclusion

The analysis underscores the significant impact of green marketing on consumer behavior and its potential to drive sustainable development. As consumers become increasingly aware of environmental issues, their preference for eco-friendly products is influencing companies to adopt green marketing strategies. Businesses that effectively implement green marketing practices can achieve a dual benefit: meeting consumer demands and contributing to environmental conservation. The paper identifies key challenges in this domain, such as greenwashing and the need for transparency, which must be addressed to maintain consumer trust. Furthermore, the study emphasizes the role of green marketing in advancing SDGs, particularly in emerging economies like Bangladesh, where the adoption of green practices can lead to substantial environmental and economic benefits. Future research should focus on developing innovative green marketing strategies that leverage technological advancements and enhance the effectiveness of sustainability initiatives across various sectors.

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