

# **Perspectives and Difficulties of Green Marketing: An analysis in the context of Bangladesh**

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## **Abstract**

Green marketing is a method of using the environmental advantages of a product or service to boost sales. Many buyers would prefer goods that do not affect the environment rather than less eco-friendly products, even though they cost more. Marketers rely on the sustainability advantages of advertising items such as recyclable diapers, energy-efficient light bulbs, and eco-friendly detergents for green marketing. Business and the climate are also interrelated issues in today's business world. Marketing plays an essential role in solving this environmental business world problem. Nearly every government in the world worries about ecological or renewable goods and marketing issues. The paper discusses the opportunities and obstacles of green marketing in Bangladesh. The article also explains why businesses embrace it and concludes that green marketing will continue expanding in nature and demand.

**Keywords:** Green Commodities, Environment, Protection, Marketing, Bangladesh

## **Introduction**

In green marketing, marketing activities are carried out by being aware of the environment. Green marketing is the marketing doctrine that gives the most importance to environmental conservation marketing. It works for the conservation, safety and protection of the environment. For example, environmentally friendly product production methods when preparing products. Care is taken to ensure that the environment is not damaged during use, product transportation, packaging, storage and promotion. Due to this, more investment has to be made, so the price of goods and services increases.

The selling of goods that are believed to be environmentally friendly is green marketing, which covers a wide variety of practices, including product alteration, improvements to the manufacturing process, sustainable packaging, and promotional modification. Green marketing refers to developing and advertising products based on their real or perceived environmental sustainability (Fernando, 2020). Green marketing is the marketing of products presumed to be environmentally safe (Ottman, 1998). Thus, green marketing involves various practices, including product alteration, manufacturing process improvements, packaging changes, and promotional modification. Defining green marketing is not an easy process, however, as many definitions interact and oppose each other; an instance of this would be the presence of several social, ecological, and consumer concepts applied to this concept. Other related ideas used are sustainable marketing and environmental marketing.

Green Marketing refers to a proactive marketing philosophy under which manufacturing, marketing, and recycling of goods and services take place in a way that is less damaging to the atmosphere. It includes a growing knowledge of the effects of global warming, non-biodegradable solid waste, harmful impacts of pollution, etc. Both advertisers and customers are more responsive. Green marketing may be defined as the corporate use of environmental concerns to promote goods and services (Frederick, 1999).

Bangladeshi people have been dealing with natural hazards and disasters, and Bangladesh's infrastructure has not been built. In several respects, this country is poisoned by air, water, noise, etc. The idea of Green Marketing would help protect our world. Our sector will follow customer-driven strategies and generate demand for green goods. To maintain a clean environment, Bangladeshi customers must follow environmentally sound practices. Via these responsible decisions (green products), customers will conserve the world's natural resources and avoid more harm to the atmosphere in Bangladesh.

People are conscious of less environment-friendly products due to their welfare; that is why this issue is a very recent topic in Bangladesh (Shamsuddoha, 2005). Developing countries like Bangladesh have witnessed immense competition for commodity, agricultural, and utility goods. When culture grows more concerned about the natural world, corporations continue to change their actions to resolve the "new" problems of society. Any organisation has adopted environmental protection systems and waste minimisation principles and has incorporated environmental challenges into all corporate processes.

### **The objective of the Study**

Green marketing is a concept that has become particularly significant in the current world. In the developing world, more emphasis is assigned to the idea of pollution-free operation in all industries and at all levels. Environmentalists are the biggest culprits to the degradation of renewable wealth and environmental damage, especially in the manufacturing industries. The article, therefore, examines the following aims to explain the opportunities and challenges of green marketing in Bangladesh:

- To know the possibilities and potential of Bangladesh's green marketing campaign.
- To mention the importance of green marketing.
- To research the problems in Bangladesh of implementing green marketing.
- To propose the implementation of Bangladesh's green marketing.

### **Research Methodology**

The goal of this report is to explore Green Marketing's complexities. Green marketing is only in its beginning, and to truly exploit its ability, much research needs to be conducted on green marketing. There are two outlets for the analysis from which data is gathered. Primary data was explicitly collected using a standardised survey. In a clearly understood way, the questions were structured so the participants did not have any problem explaining them. Web pages, journals, online magazines and newspapers have been used to collect secondary information.

### **Literature Review**

The word green marketing came into prominence in the late 1980s and early 1990s, and the first wave of green marketing happened in the 1980s. For the first generation of green marketing, the concrete landmark arrived in the form of written books, all considered green marketing. They were in the United Kingdom with Ken Pattie and in the United States of America with Jacquelyn Ottman (Ottman et al., 2006).

Green, sustainable, and eco-marketing are modern marketing techniques that not only refocus, change, or strengthen current marketing methods but also aim to contradict those approaches and offer a radically different viewpoint. Green, sustainable, and eco-marketing is more precisely part of the community of techniques that aim to resolve the lack of fit between marketing as it is generally done and the larger market climate's environmental and social conditions (Belz & Peattie, 2009).

Green marketing is ethical marketing, considering the world that is handled in the same manner as ordinary marketing. By implementing this new range of ideas, Bangladesh as a nation has been undergoing economic reform recently; green marketing is conscious about making the world green (Rayhan, et al., 2014). Low-lying Bangladesh is predicted to be one of the worst victims of global warming (Nupur, 2011). In several countries where regulators have been very serious about green marketing practices, steps to control their markets have been taken. Unfortunately, green marketing in Bangladesh has little influence at all on both the government and the marketers (Hossan, 2013).

Manufacturers must be considered when framing marketing plans, strategies, and policies to prevent the environment and nature from harm caused by their operations today and in the future (Mohajan, 2012). Such a literature review helped me write a little about green marketing.

### **Definition of Green Marketing**

Marketing is the general method of providing the customer with a product or service and retaining the relationship between the company and the consumer. It covers any operation aspect, including pricing, promotional activities, positioning, and actual product or service creation. Green is a word used to define anything as eco-friendly. Green energy, for instance, refers to renewable energies like solar power. A great thing is green, much like green plants are stable plants. We obtain green marketing or marketing a product or service based on its environmental advantages, as we combine these two words. Selling positive things in an organisation is another way to think about it.

According to the American Marketing Association Workshop on Ecological Marketing, “Any marketing activity of a firm that is intended to create positive impact or lessen the adverse effects of a product on the environment and as a result capitalise on consumers concern for environmental issues (Majid, et al., 2016).

The green promotion covers various practices, including product alteration, manufacturing process improvements, packaging changes, and campaign modification. It is not, however, an easy task to describe green marketing. The terminology used in this area has varied; it includes Green Marketing, Environmental Marketing, and Ecological Marketing (Akter, 2012). Green Marketing combines corporate strategies with environmentally sustainable goods while simultaneously satisfying customers’ expectations. According to the American Marketing Association, green marketing is the marketing of products presumed to be environmentally safe (Nupur, 2011). Green marketing is the marketing of eco-friendly, renewable goods that continue to achieve steady sales even under adverse conditions, especially among eco-aware consumers. Such eco-friendly customers remain loyal to their companies and brands (Hossan, 2013).

### **The rationale for Green Marketing’s rising significance**

There are a variety of suggested explanations for businesses’ increased use of green marketing. Below, five potential reasons are mentioned:

- Organisations use environmental marketing as an incentive that can be used to accomplish their goals.
- Organisations assume they have a legal duty to be more socially accountable.
- Public bodies compel corporations to become more transparent.
- Environmental practices of rivals push businesses to change their ecological promotion activities and
- Cost considerations involved with waste disposal or material use decrease cause businesses to adapt their actions.

### **Importance of Green Marketing**

Green marketing positively affects the health of people and the ecological environment (Jaideep, 2015). People are conscious of pure commodities and pure means of creating, consuming, and disposing of goods. In production and use, it also advocates integrated measures for purity. The following importance of green marketing can be observed:

- People today focus on pure products based on organic farming: edible products, herbs, and vegetables. The number of people who are looking for vegetarian food is increasing.
- Reducing the use of plastics and products based on plastics.
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- Lowering the use of chemicals and products based on plastics.
- Strict provisions for conserving trees, flora, and fauna and protecting pollutants from rivers, lakes, and seas.
- International production and use limitations for dangerous weapons, atomic testing, etc. Numerous organisations from many countries have proposed provisions for preserving ecological balance.
- More focus on farmers' social and environmental responsibility.
- Imposing strict emission management regulations. In awarding ISO 9000, or ISO 14000 certificates and other awards, recognition of pollution control measures and eco-technology.
- Declaration of June 5 as World Day for the Environment.
- Strict regulatory requirements to limit overlap or adulteration.
- Establishing a range of national and foreign bodies to track businesses' efforts and practices in the area of emission management and eco-friendly food manufacturing.

### **The Necessity for Green Marketing in Bangladesh**

Bangladesh is an underdeveloped region. This country's land is lush, but its trees are uprooted since it is a heavily populated country. The nation still has just 9% of forest ground, which should be at least 25%. Bangladesh is a nation full of rivers. Yet rivers are being significantly poisoned across the capital, Dhaka, because of the low drainage scheme. The river Bangshi has 0.00ppm dissolved oxygen in it, and the river Buriganga and the river Turag are also suffering from lacking oxygen badly (Rayhan, et al., 2014). This is not only true for the capital, but the rivers are still being quickly poisoned all over the world.

### **Green Marketing in the Perspective of Bangladesh**

Bangladesh falls into the coastal area by location. Due to the effects of accelerated climate change in the world, she would be the worst sufferer. Because of their peculiar geophysical features and numerous socio-political implications, Bangladesh's coastal areas vary from the rest of the world, frequently restricting people's access to endowed capital and reinforcing danger and vulnerabilities. Bangladesh's coast is the biggest victim of natural disasters and is positively affected by climate change, including salinity and waterlogging, soil erosion, flooding, and cyclones (Amin, et al., 2013).

It is impossible to eliminate the threats of natural disasters, but the threats and vulnerabilities can be minimised by increasing capacity. Experts also stressed that capacity building often depends on a country's economic status and political engagement, which is why the Green Marketing Idea has become a desperate need for this country. The catastrophic consequences of climate change and echo diversity have been applied to other deep-seated issues such as unplanned urbanisation, industrialisation, motorisation, etc.

### **Prospects of Green Marketing in Bangladesh**

For Bangladeshi product and service consumers, green marketing is an increasing understanding and philosophy. Though green marketing seems to be a popular, well-liked, and essential term, it has not been very successful in practice in Bangladesh, either in attracting customers or in helping the environment (Peattie & Crane, 2005). Green marketing opportunities in Bangladesh are listed below: -

- Marketers have access to new opportunities and have the edge over rivals who do not rely on 'greenness'.
- On commodities that are perceived as more eco-responsible, advertisers may charge a premium.
- It is considered that companies that embrace green marketing are more socially conscious.
- Green marketing builds brand value among consumers and wins brand loyalty. E.g., Innovation and production expertise is dedicated to environmental sustainability for clean processes, renewable goods, and human capital.
- Marketing to segments that are becoming more environmentally aware and involved. These customers are ordering goods which comply with these new attitudes.

- Companies consider green marketing a strategic edge over rivals. This enhances clients' socially responsible behaviour and will also give them an advantage over competitors who do not resolve the problem, such as selling an environmentally friendly commodity and saving money.

### **Problems of Green Marketing in Bangladesh**

In Bangladesh, there have been some problems with green marketing. Some of the issues are listed below: -

- Before protecting the environment, most clients choose to fulfil their personal needs.
- For a product, overemphasising greenness rather than customer requirements can prove devastating.
- Many clients stay away from "Green" products because they see such labelling as a marketing trick, and they may lose confidence in an organisation that suddenly claims to be green. For example, products can not be recycled, and a company can not waste hazardous waste.
- Uncertainty as to the environmental impact of current activities, including the perception that they are less harmful to the environment.
- Uncertainty as to which, from a government perspective, green marketing activities are acceptable.

### **Recommendations**

It is possible to provide some suggestions for enhancing the initiative. If marketers are passionate about it and want to strengthen their green marketing campaigns, they should follow the steps below:

- Green marketing opportunities are to be used appropriately.
- Build a culture focused on environmental governance within the region.
- Imitate best practices internationally as well as locally.
- Share expertise and professional know-how with peer groups.
- To build institutions and laws to develop a sustainable green marketing network, with the aid of experts and scholars.
- Enable the investment of more financial institutions in this field.
- Encourage farmers to manufacture and sell products according to the criteria for green marketing.
- Reinforce government organisations linked to the industry.
- It is possible to incorporate these types of subjects into the academic curriculum.

### **Conclusion**

It takes time to apply in Bangladesh, as green marketing is a different marketing strategy than a conventional one. Businesses and agencies must be receptive to the implementation of green marketing principles. A smart marketer is one who not only convinces the customer but also engages the consumer in selling his goods from a commercial point of view. It is increasingly necessary for green marketing to become the rule rather than an anomaly, with the possibility of global warming looming high. Recycling paper, metals, plastics, etc., can become even more systematised and widespread in a safe and environmentally harmless way.

It is incredibly critical that green messaging is the rule rather than an anomaly, with the possibility of global warming looming high. Recycling paper, metals, plastics, etc., can become even more organised and widespread in a safe and environmentally harmless way. It is high time to protect all environmental threats, and all dangerous environmental works can be turned into ecologically safe pieces that will keep the next generation's climate fresh. Similarly, Bangladesh will build customer and corporate green marketing challenges such that green marketing can increase marketability, improve product efficiency, protect environmental risks, protect health hazards, deteriorate quality, and represent a vital new source of creativity. Agencies will thereby promote positive realisation in the mind of the consumer.

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