

Challenges facing the Application of the Concept of Green Marketing

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Abstract:

This paper mainly focuses on the concept of green marketing, its importance and the challenges it faces and its application for organizations that want to go green. It is through the increasing interest of society in the natural environment, the rising problem of environmental pollution, in addition to the seriousness of humanitarian activities that have become a threat to it, organizations have begun to modify its behavior in an attempt to remedy the situation by producing environmentally friendly products, reducing waste and others.

Keywords: Green Marketing; Green Product; Green promotion; Green Distribution; Green Pricing.

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1. INTRODUCTION

Green marketing has become a focus of great interest for organizations because it is closely related to environmental issues such as air pollution, pollution water, and ozone layer damage and biodiversity loss. Green marketing faces several conceptual challenges .Marketing, the concept of the term green, and how to convince the consumer of the need to change his lifestyle in order to be more friendly for the environment, gain credibility and ensure that industry concerns do not conflict with this friendship and lack of unified communication guidelines and more.

Based on the above, this paper sheds light on the challenges facing the application of marketing Green by addressing the concept, importance and challenges.

- Study problem:

Green marketing is one of the future trends, if not to say that it has become necessary, especially in light of the development technology and the challenges facing its application. Accordingly, the main question that can be formulated in this respect is: What are the challenges facing the application of the concept of green marketing?

-The importance of the study:

This study derives its importance from green marketing, as its results contribute to the practical aspect in particular in helping corporate officials to identify and overcome the challenges facing the application of the concept of marketing the green.

- Objectives of the study:



The objectives of the research paper are as follows:

1. To Learn about the conceptual framework of green marketing.
2. To try to reveal the challenges facing the application of the concept of green marketing.

- Study Methodology:

We relied on the descriptive informative and expository approach in order to study the concepts and challenges facing the application of the concept of marketing green through the use of articles, magazines and websites related to the subject of the study.

2. Green Marketing:

2.1 The concept of green marketing:

The American Marketing Association defines green marketing as: the process of examining the positive and negative aspects, marketing activities and their impact on environmental pollution and energy depletion (Mokhtari Abdul-Jabbar and A Zoe Sharaf, 2020,Page 76).020, pg. 156)

It is also defined as all activities designed to generate and facilitate exchanges towards satisfying needs and human desires so that this satisfaction is associated with minimizing the effects on nature or the environment. (Jamal, 2014, Page 76).

Green marketing is also defined as any marketing activity of a specific company, aimed at creating an impact Positive or removing the negative impact of a particular product on the environment (Shaabani Majid and Busta Muhammad, 2017, p. 135).

From the above definitions, the following can be concluded:



- Studying the positive and negative aspects of marketing activities and how we affect the environment.
- An integrated systemic entrance.
- Protecting and satisfying consumers and achieving the goals of the institution.
- Creating a positive impact or eliminating the negative impact of a particular product on the environment.

3. Justifications for the emergence of green marketing:

Kotler believes that marketers should be aware of the threats and opportunities that exist in the natural environment accompanying the four basic trends that are (Amrawi, 2016, p. 68):

3.1 Decrease in Raw Materials:

The search for alternative resources and materials is one of the main pillars on which marketing is based Green, to protect natural resources threatened with depletion, and many institutions tend to focus on research and development to find alternative materials to maintain the environmental balance.

3.2 High energy costs:

Energy is one of the basic resources without which life cannot continue in the same way. The scarcity of energy resources or their high cost is due to physical problems. The cost of products depends to a large extent on the cost of energy. The energy used in the production process, and among the most important non-renewable resources is oil, as we note recently.

The latter has an abnormally high price, and this rise has a serious impact on the work of the institutions. This leads to high

prices of products and contributes to the emergence of economic problems in various countries of the world, and this is what prompted many to research.

These countries need to search for other less expensive alternatives such as: coal, sun, or wind... In return, a concept emerged -Green innovations for energy conservation, and this term aims to create clean energy that does not harm the environment.

3.3 High levels of pollution:

Pollution and its effects have motivated many consumers to change their consumption habits to avoid the risks of pollution. One research showed that there are about 42% of consumers in the United States who are willing to pay higher prices. In return for obtaining products with characteristics that contribute to reducing levels of pollution, and this is the trend among consumers. It created great market opportunities for institutions to move towards pollution control activities, such as opening recycling centers products and the reuse of raw materials.... and the provision of environmentally friendly products, as companies such as (Burger) King, McDonald) do by changing the composition of their cans and using recyclable food wrapping paper usage.

3.4 Changing the role of governments:

Governments vary in their efforts to protect the environment. As an example, the German government made great efforts in the environmental field; this is due to several reasons, the most prominent of which is the movement of the Green Parties in Germany. Governments that provide support to institutions in order to promote green products, as an example of this exemption of an organization &



quot; Toyota & quot; For the manufacture of cars that have environmental engines from the congestion tax in force in London.

The growing environmental awareness nowadays necessitates that institutions around the world adopt their Social responsibilities through the enactment of several legal legislations related to the protection of the environment and campaigns, awareness of citizens and adopting a production and marketing policy that contribute to serving the contemporary environmental orientation.

4. Dimensions of green marketing:

The dimensions of green marketing are as follows (Mustafa Bayad and Suhaila Abdul-Jabbar, 2022, p. 79):

4.1 Abolishing or reducing the concept of waste:

Green marketing is based on creating and designing products that do not cause any environmental harm by reducing the waste generated or reduce it by raising the efficiency of production processes.

4.2 Reshaping the concept of the product:

It is represented in keeping pace with production technology with the concept of environmental commitment, so that production relies heavily on raw materials that are not harmful to the environment, and the minimum consumption of it. In addition to the need to recycle the products themselves after the consumer's finish using them, especially the durable ones, to return to their factory at the end, where they can be dismantled and returned to the industry another time (within a closed loop). As for the packaging, it relies on environmentally friendly and recyclable raw materials.

4.3 Clarity of the relationship between price and cost:

The price of the product must reflect or be close to its true cost. This means that the price of the commodity (the real cost to the consumer) must match the value he gets from the commodity, including the added value resulting from the product as green.

4.4 Making environmental orientation profitable:

Many organizations have realized that green marketing represents a market opportunity that may give the organization a competitive advantage in a sustainable manner, organization to another type of competition, especially with the growing environmental awareness among customers and their gradual transformation into customers.

For Khader, one of the advantages of this strategic direction is that all official and unofficial bodies promote environmental directions naturally and continuously through the various media, including free help and support from these parties.

For the promotion efforts of organizations that adopt the green marketing approach, this will be important and profitable, especially in the long run (Saadi, 2014, p. 72).

Some researchers view these dimensions as targets for green marketing. (Singh, 2012, p. 168):

- Canceling the concept of waste.
- Reinventing the product concept.
- Making environmental protection profitable.
- Modification of the product.
- Change in production processes.



– Change of packaging.

- Amendment

5. Green Marketing Requirements:

An organization that considers successfully adopting the green marketing philosophy should take a package of procedures to pave the way for it in this path. (Jamal, 2014, p. 78)

- Extensive study of environmental issues and issues.

– Finding a system for measuring and monitoring the environmental impacts resulting from the performance of an institution.

- Developing a clear and realistic environmental policy with the objectives and programs of the institution.

- Monitoring the development of green marketing programs in light of the changing laws and regulations.

– Work on the use of appropriate means to train and qualify workers within the environmental orientation in the institution.

- Carrying out scientific research to address environmental problems and the technology used.

- Developing educational programs to educate consumers and raise their awareness of environmental responsibility.

- Using appropriate means to qualify suppliers within the environmental orientation of the institution.

– Participate in supporting and establishing social organizations concerned with environmental and community affairs.

- Supporting environmental programs and efforts at all levels.

- The importance of green marketing:

5.1 The importance of green marketing for organizations:

- Green marketing is a response to market opportunities that are starting to increase, especially in light of the rising awareness consumption, which serves the achievement of the institutions' goals in adapting to market developments and continuing in it.

- The adoption of green marketing through organizations in their practices is an explicit indication of their interest in responsibility.

Socially, in turn, serves the institution's image among its masses, as well as avoiding government pressure. Regarding its activities on the community, it is considered a positive direction of interest in sustainable development

- Green marketing as a practical approach in marketing policies helps to face competition and respond to consumer aspirations

-Green marketing practices constitute an entry point for good management of the cost/benefit dichotomy of the institution, through interest in waste reduction and recycling, and the rationalization of the use of raw materials and energy resources, as this concept embodies the dimensions of sustainable development.

5.2 The importance of green marketing for consumers:

– Green marketing is one of the concepts through which organizations work to provide consumers' requirements for those who have increased their awareness of the need to consume products that preserve the environment.

– Green marketing works to meet the requirements and expectations of consumers regarding the benefits they expect from their purchase of



products, especially with regard to quality, so that institutions began to focus on the need to provide Products with benefits equal to or greater than expected.

- Green marketing practices are becoming a source of awareness on rational consumption and the need to protect the environment from pollution, and this is evident by making consumers contribute to recycling some waste related to products by throwing them away or moving them to the places designated for them, in addition to forming consumer's protection associations, which have come to be considered among the active forces and pressure on institutions.

-The need to provide green products that consider the health of the consumer and do not affect the environment.

- The growing interest of institutions in consumer studies and research, especially with regard to consumers' Greens, and provide an appropriate marketing mix that increases the levels of satisfaction and loyalty to green markets.

6. The green marketing mix:

6.1 Green Product:

The accelerating pollution around the world and the overuse of natural resources have increased massive reactions from concerned specialists in the field of production or marketing or workers in various environmental fields to reduce this great danger. So, one of the effective solutions was to present the green product (environmentally friendly product) as an application extension-A true concept of green marketing.

A green product can be defined as: " That product I ran into Substantial improvements to meet the needs of the buyer in the future and towards reducing the level of damage and to be compatible

with environment sustainability " This definition highlighted the essence of the green product as it is directed to serve the environment and at the same time to satisfy consumers' needs, and this is what distinguishes the green product from the traditional one.

6.2 Green Pricing:

Price is the critical and important factor in the green marketing mix, most consumers are not prepared to pay a higher price for green products unless they have a perception of the value of the product, and that value might be related to improving the performance, efficiency, design, attractiveness or taste of the product or even due to other characteristics of the product Green, including extending the life cycle of the product, if social and environmental expenses are reflected in the offered price on the consumer and the consumer intending to pay this price, where industrial establishments will be encouraged to make more Sustainability (Al-Khair, 2018, p. 63).

6.3 Green Promotion:

Promoting green products is one of the essential elements in the green marketing mix. The organization can transfer its environmental orientations or image to customers, along with conveying its marketing message for products or products. The services that you provide, and what should be noted here is considered a very necessary issue related to the need not to exaggerating the transfer of the environmental aspect in a way that does not correspond to the actual reality and thus, may interpret the promotional message of the institution wrongly. Among the forms of promotion used in green marketing, we find sales promotion, public relations, and environmental posters (Boaza Khaled, 2017, p. 22).

6.4 Green Distribution:



The marketing mix is not complete without the presence of the appropriate place for the presence of the product, as the marketing process is concluded at the distribution stage. The arrival of the product to the consumer is very important, and the easier it is, the more it helps organization to spread and reach the largest number of customers, and vice versa. Distribution can be defined in general , it is the intermediary organizations aiming to make the good or service available for use or consumption and distribution .Green and what can be called the green supply chain seeks to achieve this, but without causing damage to the environment as a result of the means and tools used in the distribution operations, and therefore it is defined as " approved path in achieving creativity in management and purchasing in business organizations and in accordance with environmental considerations (Hadeel Ismail, 2016, p.66)

7. The challenges facing the application of green marketing:

The application of green marketing faces several issues, including (Qureshi Halima Al-Saadia, 2016, p. 118):

7.1 The philosophical challenge to the concept of traditional marketing:

The marketing concept consists of three main elements:

- Orientation to the consumer: this means that the needs and desires of the consumer are the driving forces for any activity in the organization,

_This is known as the principle of consumer sovereignty. Integration of marketing activities: It means that marketing activity is the basis for creating integration between all different activities within the organization. Achieving profits through consumer's satisfaction: means that achieving consumer satisfaction is a goal in itself. If it is achieved, profits will be generated for the organization.

7.2 Determine what is meant by the concept of green:

Defining a product that is green, environmentally friendly, or environmentally compatible is one of the most important challenges facing an application of Green marketing. While (Schlossberg) stresses this because there is difficulty in how to determine the specifications, and the characteristics that should be included in environmentally friendly products and the degrees of their contribution to environmental protection with their ability to stay.

As for Peattie, he believes that the green product is a relative concept and not an absolute one, because individuals Communities may have a different perception of the meaning of the green product, and this perception depends on the degree of their awareness, the nature of environmental problems and their urgency, causes, and methods of treatment.

7.3 How to convince the consumer of the need to change his lifestyle in order to be more environmentally friendly:

Environmentally friendly products are often less expensive, more convenient, and better in performance than other alternatives. But sometimes it is less clean, efficient and easy, so we find that using public transportation. Less soft than driving specials and phosphate-based laundry detergents clean more than the alternatives other products that do not contain phosphates, so the consumer's refusal to change his lifestyle and purchasing behavior is considered.

The great challenges facing marketing men, which require the development of products that achieve a balance between needs between the consumer's basic environmental requirements and the need to teach the consumer how to change his lifestyle.

7.4 Lack of unified guidelines for communication:



Environmentally oriented organizations use marketing environmental terms that may carry multiple meanings, which may lead to Misleading consumers, an environmentally friendly product or packaging may consist of 10% or 100% recycled materials, and with the packaging bears the slogan " recycled " Without specifying the proportion in which it was recycled, while the view of (Mohr et al) that despite the spread of environmental marketing, consumer demand for environmentally friendly products remains low and not commensurate with the concern of the environment, and this is due to their lack of confidence and skepticism in environmental marketing claims, which make producing organizations lose valuable marketing opportunities, and deprives consumers from purchasing products that help in preserving the environment.

7.5 How to gain credibility and ensure that the industry's interests do not conflict with environmental friendliness:

Many organizations take advantage of the growing environmental awareness among consumers by changing their logos advertising to environmental slogans without making a real modification in their products or production processes, or without incorporating this awareness with their organizational cultures, has led many consumers to boycott the products of these organizations as a result of lack of credibility in its performance.

According to Singh et al, the next challenges are (Singh et al, 2012, p. 28):

- Green products require renewable and recyclable materials which is expensive
- They requires technology, which requires huge investment in research and development.
- Most people are not aware of green products and their uses.

- Most consumers are not willing to pay a premium for green products.

8. Companies using green marketing:

There are many examples of green marketing, including the emphasis on reducing the volume of emissions resulting from the manufacture of some products, relying on recycled materials. Some companies also resort to portraying themselves as environmentally friendly by customizing parts of its revenues to go to activities and initiatives aimed at protecting the environment, such as afforestation and combating pollution. Below, we review some of the organizations that have adopted green marketing: (Green Marketing: How to Use Marketing to Support Environment, 2022)

-**Starbucks:** It is a respected model for the leading companies in the field of green marketing, as there are many in its environmental investments and initiatives, the company stated that it allocated more than 100 million in 2019 dollars with the aim of developing renewable energy sources, as it has become dependent on them mainly in operating stores operated by the company.

- **IKEA:** A leading brand in the furniture and decoration industry, the company adopts an environmentally friendly approach. It relies on solar energy by 90% of its stores in the United States of America, and it also invests in the field of energy

9. CONCLUSION

Through the foregoing, it is clear that the adoption of green marketing has taken great interest by organizations and society intently producing green products that are not harmful to the environment and to the consumer, especially with the rapid technological development. The challenges he encounters in trying to



overcome them is to develop short and long plans and strategies appropriate for this, in addition to taking into account the experiences of organizations that use green marketing.

Results of study:

- Green marketing is an integrated process that concerns the enterprise, the environment and the community.
- Many States have embraced the concept of green marketing in their organizations.
- The absence of a consumer culture that takes into account the environment
- Green marketing is one of the key concepts of enterprise survival, especially the customer retention process.
- Sometimes green marketing is expensive, but its returns are greater than its cost.

Recommendations:

- Promotion of research in the field of green marketing.
- Establishing research laboratories that develop the concept of green marketing.
- Business organizations must provide green products to their customers.
- Need for a national strategy that takes into account green economy and green marketing.
- Establishing Forensic Incentives for Enterprises Applying Green Marketing.

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