



International Journal of Advanced Research & Higher Studies (IJARHS)

Promoting Green Marketing for Achieving Sustainability: An Insight into Bangladeshi Organizations

Mohammad Rezaur Rahman

Assistant Professor, Department of Business Administration,
Faculty of Business Studies,
Dhaka International University, Dhaka, Bangladesh

ABSTRACT

The newest thing in the business world is green marketing. Green marketing is ethical marketing that takes into account the environment and uses green products to guarantee consumer safety. Companies that use sustainable marketing can help their businesses and the planet at large. The idea of green marketing is becoming more and more popular worldwide, not just in Asia. Bangladesh has a plethora of opportunities for green marketing. The goal of this study is to investigate how Bangladeshi firms are using green marketing to promote sustainability and green practices. The current study is exploratory in character and uses a descriptive research approach. According to the survey, corporate organizations are lagging behind in their strategic and operational implementation of green and sustainable marketing strategies. On the other hand, environmental advocacy and greening initiatives are actively being promoted by the government and other civil society organizations. It is advised that businesses fund sustainability initiatives in order to engage in sustainable marketing. Consequently, preserving the environment, encouraging adherence to regulations, increasing revenue, and strengthening consumer loyalty to a brand. The insights from the study are probably going to help with future research in the area of growth and sustainability.

Keywords: *Green Marketing, Sustainability, ethical marketing, Consumers, environment, green products.*

1. Introduction

The idea of "green marketing" encompasses a wide range of initiatives to uphold consumer rights, safeguard the environment, and satisfy consumer demands. Consumers today are more concerned with their own safety and want everything to be environmentally friendly and contribute to a greener future. Green marketing defends customers against dishonest businesspeople and fights against misleading techniques, grey marketing, and food adulteration.

Globally, this idea has already been triggered. Bangladesh would so remain involved in this. By now, everyone has committed to carrying out their duties, including the government and various parties, agencies, non-governmental groups, and commercial organizations. Unfortunately, most individuals think that green marketing only includes promoting or advertising environmentally friendly items. Customers most frequently link phrases like "phosphate free," "recyclable," "refillable," "ozone friendly," and "environment friendly" with green marketing. Although these are statements made in the context of green marketing, green marketing is, generally speaking, a much larger notion that may be applied to industrial, consumer, and even service goods (May 1991, Ingram and Durst 1989, Troumbis 1991).

Since 1970, the idea of green marketing has been associated with several marketing philosophies and has also originated from the Social Marketing Concept, one of Philip

Kotler's five marketing management principles. However, this idea was not properly implemented until the 1980s because marketers were unable to reconcile it with conventional marketing theories and found it difficult to define the term "green marketing." There is a wide range of vocabulary used in this field; some examples are ecological, environmental, and green marketing. Bangladesh's population has had to endure natural disasters and risks, and the country's infrastructure is underdeveloped. Numerous things, including noise, water, and the air, poison our nation. The idea of "green marketing" will safeguard our nation. Our sector will pursue customer-driven policies and generate demand for environmentally friendly goods. To maintain the clean environment, Bangladeshi consumers need to practice ecologically responsible activities. Customers may help safeguard Bangladesh's environment and preserve the planet's natural resources by making thoughtful decisions (green products).

2. Literature Review

The most developed businesses have made environmental concerns a top priority, which has enabled them to effectively manage the loss of natural resources by implementing innovative management techniques (Sheth & Parvatiyar, 1995). The idea of a company's need to address environmental challenges has been developed, and academics have begun to study ideas like environmental marketing and green marketing (Fuller, 1999). According to Herbig et al. (1993), green marketing refers to the use of recyclable, reused, and less hazardous materials in products and packaging that are also very durable.

According to Polonsky (1994), all efforts meant to generate and simplify any interactions suggested to satisfy human requirements such that the fulfillment of the desires and needs occurs are defined as green marketing since they have a negligible negative impact on the environment.

Green marketing focuses all other marketing efforts on preserving the environment. According to Sharma, Iyer, Mehrotra, and Krihnan (2010), developing and producing environmentally friendly products uses recycled resources or the adoption of productive systems to reduce consumption. Businesses should choose systems or mandate the use of alternative energy sources in order to minimize the consumption of fossil fuels and promote greener transportation (Polonsky, 1995). Florida (1996) claims that a company can recover products or packaging that can be repurposed into their operations through the use of reverse logistics. Green marketing solutions have been advocated by academia and practitioners to address the sustainability issue. In order to explain the environmental issues that the world is facing such as pollution, acid rain, threats to the earth's ozone layer, accumulation of greenhouse gases, agricultural land taken over by deserts, rapidly depleting natural resources, disappearing rain forests, and extinction of species green marketing strategies have been employed and can be employed by the organization in order to promote sustainable development (Chandler, 1990).

These days, a lot of businesses prioritize long-term environmental positioning over immediate financial advantage (Bond, 1993). Environmental standards can be effectively created through innovation, lowering a product's overall cost or increasing a company's value and competitiveness. Allowing innovations in the businesses to use labor, energy, and raw materials more productively helps to balance the expense of mitigating environmental consequences (Porter and Linde, 1995).

The impact of green marketing techniques needs to be increased. According to Mendleson and Polonsky (1995), firms should develop official and informal alliances with

environmental groups in order to increase the reliability and strategic direction of their green marketing campaigns.

2.1 Sustainability

Up until recently, an organization's CSR (Corporate Social Responsibility) department's primary priority has been sustainability. However, with the world grappling with issues like resource depletion, pollution, increased energy consumption, biodiversity loss, numerous environmental threats, and the widespread impacts of climate change, sustainability and sustainable marketing strategies have gained international attention. Some of the key causes of the growing worry about climate change include the act of manufacturing and the usage by producers and consumers of ecologically dangerous items, hazardous emissions, and irresponsible waste management. In these circumstances, manufacturers reconsider what they mean by prosperity. Concerns over social and environmental issues are growing in their consciousness. Deliberate efforts are now being undertaken to provide the business with a more "sustainable" approach. In an effort to thrive, manufacturers are looking for ways to pursue sustainable marketing economics. Recent initiatives have demonstrated that switching to more environmentally friendly marketing strategies in developing nations might be a wise move for the business (Zahedi, 2013).

2.2 Concept of Green Marketing

Green marketing is referred to by many different names, such as ecological marketing, eco-friendly marketing, sustainable marketing, environmentally correct marketing, and environmental marketing. According to Polonsky (1994), green marketing encompasses "all activities aimed at generating and facilitating any exchanges intended to satisfy human needs or wants, in a way that minimizes any negative impact on the natural environment while achieving these goals." "The holistic management process responsible for identifying and satisfying the requirements of customers and society, in a profitable and sustainable way" is what Peattie (1995) defined as "green marketing." An organization's attempts to create, market, price, and distribute environmentally friendly products are referred to as "green marketing" (Pride and Ferrell, 1993). When the public showed a need for environmentally friendly goods and services as well as a green lifestyle, green marketing began to take center stage in terms of customer satisfaction. And then, in the late 1980s and early 1990s, the idea of going green gained popularity. The term "environmentally preferable" refers to goods and services that are compatible with the environment and that are safeguarded against dishonesty and immoral behavior throughout the entire production, packaging, and sales process.

2.3 The Green Consumer

A green or ecological consumer asks questions concerning the product's quality and potential long-term effects on the environment, public health, and distant areas of the globe. Additionally, s/he asks how and why the product is needed, as well as what justifications there are for the requirement. Thus, a green consumer can use their purchasing power to protect the environment. Customers cannot completely be environmentally conscious because consumption by definition has some impact on the environment. One essential element of green consumerism is consumption on an individual and family level. The green marketing process is propelled forward by environmentally conscious consumers. They are the ones who propel demand from consumers, which in turn motivate numerous businesses and goods to enhance their environmental performance. Therefore, identifying the different kinds of green consumers is crucial for marketers. In developed countries, two out of every three consumers are considered to be green; however, in countries like Bangladesh, only one out of

every six consumers is considered to be green. This is due to differences in standards, expectations from producers, demand, and purchasing power.

2.4 Green Product

Green products emphasize the direct and palpable advantages of greener design, including energy efficiency or recycled content, rather than the environmental benefits associated with them. Reducing a product's environmental effect enhances its overall quality and performance in ways that matter to all customers, not just the most ardent and committed green ones. For instance, super-concentrated laundry detergents and the usage of CNG (Converted Natural Gas) in cars both conserve energy and packaging while also saving money, time, and labor. Food grown organically has higher taste and health advantages than conventionally grown food, plus it maintains soil better and lowers the quantity of contaminants in the water system. Thus, a "green product" is any product that doesn't harm the environment or consumers while simultaneously serving as a future countermeasure for a product's bad effects.

2.5 Green Marketing Process

The process of green marketing includes both internal and external Ps. Four Ss will inevitably lead to green success after the integration of external and internal Ps. Here, the internal 7Ps are Products, Promotion, Price, Place, Providing information, Processes, and Policies; the exterior 7Ps are Paying consumers, Providers, Politicians, Pressure groups, Problems, Predictions, and Partners. We may identify the green accomplishments through 4 Ss, such as satisfaction of stakeholder needs, safety of products and processes, social acceptability of the organization, and sustainability of its activities, after integrating external and internal 7Ps.

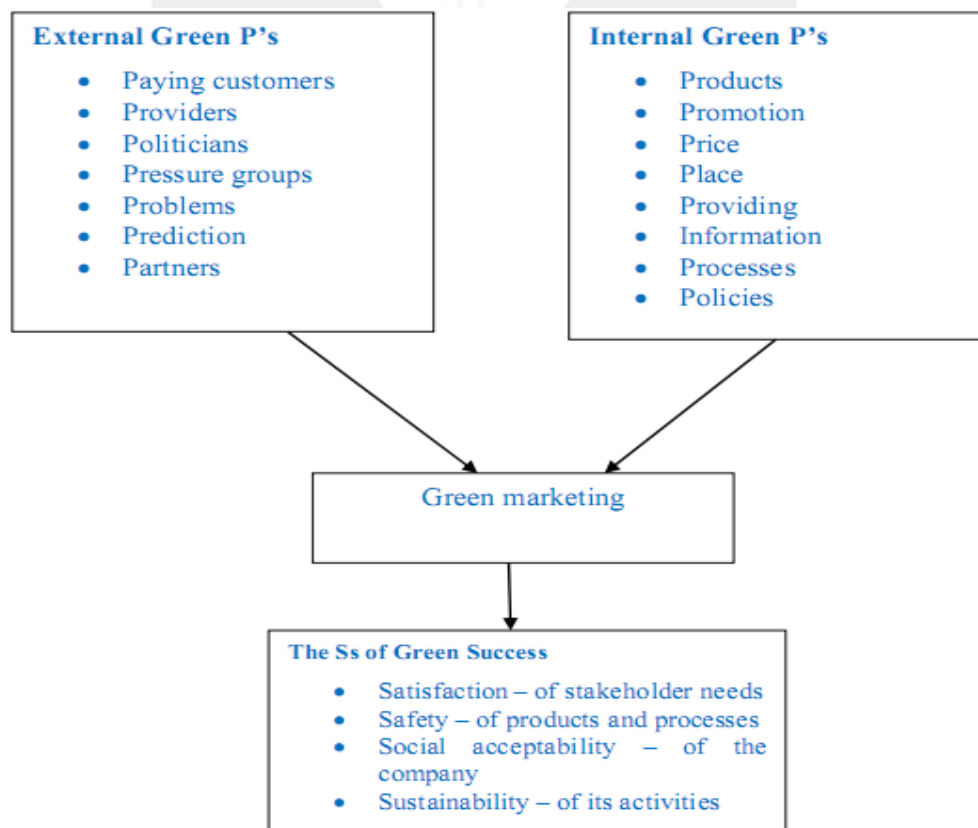


Figure 1: The Green Marketing Process

Source: (Peattie (1992), p.104

3. Rationale of the Study

Bangladesh, a developing nation, has fallen short of expectations when it comes to offering consumers safe, high-quality products that don't harm the environment. Green marketing is a strategy that businesses may use to safeguard their customers and the environment. This report outlines the condition of green marketing strategies across Bangladeshi businesses and offers some suggestions based on its findings.

3.1 Statement of the Problem

Given the current trends in Bangladesh's industrial and service sectors, it is imperative that we devote our time and expertise to enhancing working and environmental conditions. The purpose of the study is to investigate how organizations are now doing in terms of organizational commitment and green environmental issues. The study is exploratory and descriptive in character. Investigating green marketing strategies and stakeholder awareness is the study's main goal. The researcher looked at a number of firms to investigate and implement current green marketing strategies. The researcher has made an effort to fill in the gaps left by earlier studies and establish the groundwork for further research while investigating the issues.

3.2 Objective of the Research

The goal of the study is to investigate how green marketing is implemented and used in Bangladeshi organizations to promote sustainability and green practices.

3.2.1 Specific Objectives

1. To present the concept of "green marketing."
2. To describe current state of green marketing perception and awareness of Bangladeshi people.
3. To determine a few obstacles that green marketing in organizations faces.
4. To make recommendations based on the results of various organizational green initiatives in Bangladesh.

4. Scope and Methodology

The purpose of the research is to provide some insight into how green marketing is now being used in Bangladeshi enterprises. Green marketing operates on the implicit assumption that potential consumers will see a product or service's "greenness" favorably and utilize that information to guide their choice to buy. The work is of a descriptive character. Both primary and secondary data have been used in this investigation. Examples of secondary sources of information include books, journals, periodicals, and the past, present, and future planning of different organizations. Information is gathered from managers and employees of various organizations to gain a variety of perspectives on how green marketing is perceived and to determine whether a given framework aligns with the ideas of managers employed by Bangladeshi organizations. The relevant statistical methods, such as frequencies, arithmetic means, and standard deviations, are used to assess the gathered data. Secondary data were useful in describing the real scenario of green marketing practices of the organizations.

5. Green Marketing and Sustainability: Bangladeshi Perspective

Bangladesh is situated in a seaside area. She will suffer the most from the effects of the world's rapid climate change. Bangladesh's coastal regions differ from the rest of the nation due to their distinct geophysical features and distinct sociopolitical ramifications, which frequently restrict people's access to natural resources and exacerbate risk and vulnerabilities. The coast of Bangladesh is most vulnerable to climate change and is the

site of many natural disasters, including flooding, cyclones, salt and water logging, and soil erosion. Natural catastrophe risks cannot entirely be eliminated, but by building capacity, risks and vulnerabilities can be decreased. Experts have stressed that a nation's economic standing and level of political commitment are also important factors in capacity building; for this reason, the concept of green marketing has become vitally necessary for this nation. In addition to the catastrophic effects of climate change and echo variety, there are other deeply ingrained issues such uncontrolled urbanization, industrialization, motorization, etc.

5.1 Government

The government has a crucial role in responding and securing its security. It should put all of its regulations pertaining to national security into effect. First and first, businessmen are required to adhere strictly to the laws that the government has supplied. In theory, this should enable customers to make better informed decisions by shielding them from deceptive or fraudulent statements made by the government. To encourage responsible behavior, several governments, for instance, have implemented optional curbside recycling initiatives. Because of the ramifications of the green marketing concept, government actions can readily protect society and consumers. Thus, the government may act in several ways, such as:

1. Limit the manufacture of products or by-products that are hazardous to customers and the general public.
2. Ensuring a society that is consumer-friendly so that people may practice assessing the environmental impact of products.
3. Ensuring that trade laws support consumers' rights and freedom of choice about goods.
4. Putting up barriers to improper behavior in the environmentally harmful production sector.

5.2 Bangladesh Poribesh Andolon (BAPA)

Bangladesh Poribesh Andolon (BAPA) was established in 2000 with the goal of building a powerful, unified, and national civic movement to safeguard Bangladesh's natural resources. Bangladesh's ecology is rapidly getting worse. Urban air quality is rapidly declining. There is contamination in the ground water. Surface water bodies are becoming more contaminated, overrun, and deteriorated. Wastes, gaseous, solid, and toxic, are piling up. Open landscapes and forests are disappearing. There's more noise now. The biodiversity is disappearing. Pollution is making health problems worse. Bangladesh will eventually become uninhabitable if these processes of deterioration are not stopped and reversed. These processes will also gradually impede the country's economic, social, cultural, and human advancement. In light of this, environmentalists from Bangladesh convened at the International Conference on Bangladesh Environment (ICBEN) in January 2000 to talk about the country's environmental issues and to plan future courses of action. The Dhaka Declaration on Bangladesh Environment 2000 was approved by the conference, and it was proposed that all of the nation's true environmentalists unite and collaborate on a single platform.

5.2.1 Objectives

The specific goals of BAPA are to:

1. Halt Bangladesh's continued environmental degradation.
2. To repair whatever environmental harm that has already been done, if at all possible.
3. To create a cohesive, national civic movement with the goal of halting and reversing environmental degradation in Bangladesh.

5.2.2 Achievements

The ecology in Bangladesh has already seen some good changes because to BAPA. In concert with other environmental groups, BAPA has achieved the following successes:

1. Demand that the government remove two-stroke engine vehicles (TSEV), which were a significant contributor to Bangladesh's urban air pollution.
2. Press the government of Bangladesh to outlaw the use of leaded gasoline.
3. Launch a campaign in Dhaka to save rivers, which would result in the demolition of numerous buildings that are encroaching on nearby rivers.
4. To raise awareness of the potential effects of the proposed Indian River Linking Project (IRLP) and to facilitate the publication of the volume that is currently the most comprehensive source of information and analysis regarding IRLP, organize the International Conference on Regional Cooperation on Trans boundary Rivers (ICRCTR) 2004.
5. Adopt a comprehensive Resolution on Rivers endorsing the Ecological Approach to Rivers and exposing the shortcomings of the Commercial Approach.
6. Organize the National Conference on Rivers in 2006 to launch a national campaign to save rivers.
7. Convene the National Conference on Energy and Environment to deliberate and approve the complete Energy Resolution, which will serve as a roadmap for an ongoing, future campaign addressing these challenges.

5.3 Bangladesh Environmental Lawyers Association (BELA)

A group of lawyers founded BELA in 1992 in response to the need for an advocacy organization to track and push for the enactment of environmental laws and regulations. The primary creator of BELA was Dr. Mohiuddin Farooque. BELA's research has been essential in raising public awareness of environmental issues, and the organization has evolved over time into a pressure group against environmental infractions. Research into legal documents, such as those governing compensation, the environment, customs around forests, and intellectual property rights, is one of the ways that BELA in Bangladesh aims to reduce the discrepancy between the letter and the spirit of the law.

5.3.1 Objectives & Strategies

1. The main goals of BELA are to advance environmental justice and aid in the formation of a solid body of environmental law.
2. The organization's specific goals consist of:
3. Conduct studies and research on the environmental regulatory framework at the local, national, and international levels.
4. Engage in legislative lobbying.
5. To guarantee that current environmental regulations are implemented, seek administrative or judicial remedy.
6. Use mediation, alternative dispute resolution, count cases, and other procedures to settle environmental problems. The main body of advocates for the environment.

5.3.2 Target Beneficiaries

BELA's work may benefit all living things, including non-living things. BELA worked to defend the rights and legitimate interests of the people, reaching out from the highest levels of society and government to the general populace, whose life and livelihood are frequently squandered under various pretenses and methods.

5.4 Consumer Association in Bangladesh (CAB)

In 1978, a group of Dhaka residents launched the non-governmental and non-profit Consumers Association of Bangladesh (CAB). It has the spirit of consumerism, a movement that has already gained traction in America and Europe. Since its founding, the Consumer Alliance of Bangladesh (CAB) has worked to disseminate the essence of consumerism among low- and middle-class consumers by organizing events to advance and defend their rights and interests. The following are CAB's main goals:

1. Educate customers on their rights and obligations.
2. Encourage consumer education with the goal of educating consumers about exploitation and arming them with the know-how and resources they need to truly protect themselves.
3. Pay attention to the issues faced by customers and foster an atmosphere of mutual respect and cooperation amongst various organizations, associations, institutions, non-governmental organizations, and government agencies that work for the welfare of the populace.
4. At the district and thana levels, organize and form consumer associations and groups.
5. Conduct research on concerns and difficulties facing consumers.

6. Results and Discussion

Twenty organizations in all have been the subject of research. The sample selection is based on the objective of the study. The research methods involved a primary scrutiny of the green marketing perception items. The responses were carefully examined and analyzed to find out the actual perception and awareness level of respondent about green product marketing and consumption. Given the time and resource constraints, the nature of the study tends to be mainly exploratory and descriptive.

6.1 Respondent Demographics

The following table is the demographic details of the respondents:

Table 1: Demographic Information

Demographics	Category	Frequency
Gender	Male	76
	Female	31
Age	20-30 Yrs	34
	31-above Yrs	73
Sector	Public	34
	Private	73
Education	H.S.C	07
	Honors	21
	Masters	75
	PHD	04
Occupations	Business	15
	Job holder	17
	Unemployed	18
Income	15-20 Thousand	46
	21-35 Thousand	41
	36-50 Thousand	20
Total		N=107

Source: Field work, 2023

6.2 Descriptive Analysis of the Study

Table 2: Green Marketing Awareness And Perception of Respondents

	N	Minimum	Maximum	Mean	Std. Deviation
AWR 1-green marketing consciousness	107	1	5	3.20	1.270
AWR 1- green marketing effectiveness	107	1	5	3.30	1.295
PER 1-satisfaction with green products	107	1	5	3.61	1.158
PER 2-information about green products while buying it	107	1	5	3.30	1.146
Valid N (list wise)	107				

It is deduced from the above table that respondents showed very shadow level of awareness about green products marketing and consumption. Overall green consciousness was poor (3.20). Green marketing effectiveness as compare to regular marketing score (3.30). Green product information averaged (3.30). However, satisfaction levels of using green products are good averaging (3.61).

Table 3: Green Marketing Price and Availability

	N	Minimum	Maximum	Mean	Std. Deviation
PRICE 1-willingness to pay for green products	107	1	5	3.04	1.364
PRICE 2- green products price affordability	107	1	5	2.95	1.240
AVAIL 1-green products availability in market	107	1	5	2.78	1.278
AVAIL 2-green marketing news circulation	107	1	5	3.00	1.446
Valid N (list wise)	107				

From the table: Even though green products consumptions brings some satisfaction among the respondents (as shown in table 04), when it comes to spend for green products respondents are not willing to do so (3.04). The very reason for not being interested in spending on green consumptions may be the high price of green products (2.95). Green products are not readily available in market (2.78) due to the limited circulation (3.00) of green products news in paper and electronic media.

Table 4: Green Marketing Promotion and Influence

	N	Minimum	Maximum	Mean	Std. Deviation
PROM 1-word of mouth to buy green products	107	1	5	4.10	1.237
PROM 2-government encouragement to buy green products	107	1	5	3.96	1.364
INFLUENCE 1-green products eco-friendliness	107	1	5	3.78	1.043
INFLUENCE 2-mass production of green products	107	1	5	4.20	1.335
Valid N (list wise)	107				

It is very much discernable from table: 05 that majority of the respondents believe that green marketing is promoted with the mouth of words (4.10) and govt. support is needed to popularize green consumptions (3.96). They also confessed that green products consumption have positive impacts on environment (3.78). Thus it should be produced more (4.20).

Table 5: Income Categories in Thousands and Spending On Green Products Count

Income category in thousands (tk)		Spending in last 6 months			
			yes	no	total
Income	15-20 thousand	46	07 (15.21%)	39 (84.7%)	46 (100%)
	21-35 thousand	41	15 (36.58%)	26 (63.41%)	41 (100%)
	36-50 thousand	20	14 (70%)	06 (30%)	20 (100%)
Total (% within income category in thousands)		107	36 (33.64%)	71 (66.35%)	107 (100%)

The above cross tab: 05 illustrates that, the people with higher income generally buy more green products as compare to low income level people. Overall 33% respondents invested in green products.

7. Hindrances of Green Marketing Application in Bangladesh

Still, Bangladeshi consumers of goods and services are beginning to understand and embrace the concept of green marketing. While the concept "green marketing" may appear well-liked and significant, its actual use by Bangladeshi consumers has not been very successful in terms of bringing in business or protecting the environment. Interviews with a sample of respondents revealed certain realization issues, and a survey of secondary sources such as international journals and other literatures helped to address other issues. They are as follows: -

1. The Bangladeshi Consumer Association (CAB) is not doing enough to raise consumer awareness of green products and green consumers.
2. Too much reliance is placed on business and government by consumers. They believe that since it is someone else's problem, especially the government, will be solved and they won't need to do anything.
3. Green marketing has only been used in the public relations division, leaving little opportunity for actual environmental advantages and product enhancement.
4. Green marketing initiatives that make little to no effort to generate new products within the framework of environmentally friendly products. Occasionally, going green resulted

in lower expenses. Even if certain things got cheaper, the corporation only sold them at their best to make more money. The national assembly just enacted an environmentally friendly law, but the program that it implies is moving very slowly, making it impossible for consumers to make green purchasing decisions or for products to be more environmentally friendly.

5. The general public is unaware of the benefits associated with environmentally friendly products. Customers and the manufacturing company do not expressly mention environmental benefits.
6. Polluting manufacturing, such as the use of all chemicals, dyes, petroleum, and other waste products. Public relations and promotional departments attempted to counter the false information and misconceptions propagated by pressure groups and the media by putting out their own version of the "truth." Very little promotion has been done by the relevant authority and the government authority.
7. Similar items were made, but in order to capitalize on the growing interest that consumers were demonstrating in the environment, some "new" environmental benefits were added to their marketing.
8. There is a dearth of enviropreneur marketing, which describes an environmentally conscious individual, market niche, or business that aims to introduce novel, cutting-edge green products to the public.
9. No legislative body is in place to ensure that environmentally friendly and non-environmentally friendly items are comparable.
10. There isn't a fixed standard for environmental features that could be hazardous to clients or end users.

7.1 Customer Realization Indicatorson Green Products

The green customer's realization of the green product is contingent upon certain indicators at the point of sale. Here, the researcher discovered a common indicator that shows this specific customer is green.

1. **Responsible and cautious:** Green customers are always mindful of the environment and potential risks or uncertainties in the future when making purchases. These clients were referred to as "deep greens" initially.
2. **Influential customers:** Green customers constantly want options or substitutes so they can purchase the green product that best suits their needs. For instance, four-stroke vehicles and CNG are practically alternative products, and environmentally conscious buyers always want to have multiple options.
3. **Widespread recycling:** Eco-aware consumers are constantly considering ways to recycle more. For instance, paper bags can be recycled repeatedly.
4. **Recycling Consciousness:** Because recycling has tangible benefits, consumers are highly interested in learning about them.
5. **Product availability:** determines consumer interest in eco-friendly products. Local tourists in Bangladesh were not familiar with eco-tourism, but with the creation of a few eco-parks in hilly and coastal areas, the situation has changed and people are beginning to like this kind of activity because it is green.
6. **Health and Quality Perceptions:** Products containing recycled materials have historically been viewed by consumers as inferior and even dirty. When it comes to their health and quality, green customers always want to be safe and secure.
7. **Reliability:** Consumers who practice green business want to ensure that the environmentally friendly product is dependable in every way. They always look for green product statistics so they may assess their beliefs.

8. The Future of Green Marketing in Bangladesh

In order to prevent green marketing myopia, there are numerous lessons to be learnt. To put it briefly, the use of sound marketing concepts is necessary for effective green marketing in order to increase customer demand for eco-friendly products. Research shows that by adhering to three key guidelines, successful green products have escaped green marketing myopia.

Positioning of consumer value

- Create environmentally friendly products that outperform alternatives, if not beyond them.
- Target the appropriate consumer market segment and promote and deliver the intended value of environmental products to consumers.

Consumer knowledge calibration

- Present environmental product features as "solutions" to meet customer needs.
- Develop interesting and informative websites regarding the desired consumer value of environmental products.

The veracity of the product's assertion

- Make relevant and precise assertions about consumer benefits and environmental products.
- Obtain product endorsements or eco-certifications from reliable external sources.

9. Recommendations for realization of Green Marketing towards people in Bangladesh

1. The Consumer Association of Bangladesh, or CAB, has to move more quickly on a variety of green products and challenges. They ought to plan a seminar, run a media campaign, publish a newspaper article, and reassure customers that the product is environmentally friendly. Regarding environmental issues, CAB ought to negotiate with the government, business, and intermediaries.
2. It is the duty of the government and relevant business players to educate the public about the significance of environmentally friendly products for those who are unaware of concerns like birth control.
3. Establish a prominent or enlightened citizen to act as an initiator and inspire others to follow.
4. Provide real-world examples for the consumer culture, such as CNG and paper recycling, to encourage consumers to believe that these products are risk-free, environmentally good, and harmless. Realization depending on the accessibility or availability of environmentally friendly items. Local tourists in Bangladesh were not familiar with eco-tourism, but with the creation of a few eco-parks in hilly and coastal areas, the situation has changed and people are beginning to like this kind of activity because it is green.
5. Organizations ought to focus on a product's quality and safety. People will begin to believe in green activities during this period. When it comes to quality and health, green consumers always want to be sure they are safe and secure.

10. Conclusion

The progressive Bangladesh shown in the above study and scenario is longing for green marketing. Customers also appear to be dedicated to creating a green Bangladesh. The ultimate goal of the green marketing concept is to educate all customers about their legal entitlement to fresh products, even if it means paying extra to reduce the amount of

contaminated food. They now want the government to take proactive action. Certain businesses have embraced environmental management systems and waste minimization swiftly, incorporating environmental concerns into all aspects of their operations. A number of environmental efforts, including as "Buriganga Bachao Andolon," "Campaign against Air Pollution," and "Campaign against Polythene," which was led by BAPA, are currently being undertaken by progressive communities and civil organizations. Several of them were quite successful. Additionally, BAPA hosted the "Environmental Health Conference" and the "Sundarban Bachao Conference." In the car industry, there is also awareness of the need to lower carbon monoxide emissions from the atmosphere through the use of electric vehicles and the conversion of compressed natural gas (CNG) in two- and three-wheeler transportation, which is environmentally beneficial in many businesses. The Polythene Act of 2001 has also made a significant contribution to the creation of a pollution-free environment. 1995 saw the passage of the Bangladesh Environmental Conservation Act. As per the Act, the Director General of the Department of Environment must provide "Environmental Clearance Certification" before any new industries can be established. The introduction of these policies has bolstered Bangladesh's Green Marketing movement.

11. References

1. Backman, S. J., Compton, J.L. (1991). The usefulness of selected for predicting activity loyalty. *Leis. Sci.*, 13(3):205–220.
2. Bansal P (2005). Evolving sustainably: a longitudinal study of corporate sustainable development Strategy. *Manage. J.* 26 (3):197-218.
3. Barnett ML (2007). Stake holder influence capacity and the variability of financial returns to corporate social responsibility. *Acad. Manage. Rev.*, 33(3): 794-816.
4. Chang, N. J., Fong, C. M. (2010). Green product quality, green corporate image, green customer satisfaction and green loyalty. *African journal of business management*, 4(13), 2836-2844.
5. Dangelico, R. M, Pujari, D. (2010). Mainstreaming green product innovation: why and how companies integrate environmental sustainability. *Journal of business ethics*, 95, 471-486.
6. Florida, R. (1996). Lean and green: The move to environmentally conscious manufacturing. *California Management Review*, 1, 80–105.
7. Fraj, E., Martinez, E., Matute, J. (2011). Green marketing strategy and the firm's performance: the moderating role of environmental culture. *Journal of strategic marketing*, 19(4), 339-355.
8. Gupta, M., Aggarwal, K. (2012). Concern about green marketing: legend or myth. *Journal of research in finance and marketing*, 2(9), 10-21.
9. Kinoti, M. W. (2011). Green marketing intervention strategies and sustainable development: a conceptual paper. *International journal of business and social science*, 2(23), 263-273.
10. Lalit, M., Montri, K. S. (1998). Green marketing of cosmetics and toiletries in Thailand. *The journal of consumer marketing*, 15(3), 265-281.
11. McClendon, E. (2010). Green marketing: how it works and when to use it. Retrieved from: <http://www.environmentalleader.com/2010/07/28/understanding-how-green-marketing-works-and-when-to-use-it/>.
12. Mishra, P., Sharma, P. (2008). Green marketing: challenges and opportunities for business. *Journal of marketing and communication*, 8(1), 35-41.

13. Oliver R. L (1997). Satisfaction: a behavioral perspective on the consumer. New York: McGraw-Hill. OliverRL (2006). Customer satisfaction research. The hand book of marketing research. California: Sage. Polonsky M. J. (1994). An introduction to Green marketing” Electronic Green Journal, 1 (2).
14. Polonsky, M. J. (1995). Cleaning up green marketing claims: A practical checklist. In M. J. Polonsky & A. T. Mintu-Wimsatt (Eds.), Environmental marketing: Strategies, practice, theory, and research (pp. 199–223). New York: Haworth Press.
15. Ricky, Y.K., Loret, B. Y. (2000). Antecedents of green purchases: a survey in China. The journal of consumer marketing, 17(4), 338-357.
16. Sharma, A., Iyer, G., Mehrotra, A., & Krishnan, R. (2010). Sustainability and business-to-business marketing: A framework and implications. Industrial Marketing Management, 39, 330–341.doi:10.1016/j.indmarman.2008.11.005
17. Sheth, J.N., & Parvatiyar, A. (1995). Ecological imperatives and the role of marketing. In M.J. Polonsky & A. T Mintu-Wimsatt (Eds.), Environmental marketing: Strategies, practice, theory, and research (pp. 3–20). New York: Haworth Press.
18. Szuster, D. (2008). Green Marketing: A case study of British Airways.
19. Yazdanifard, R., Mercy, I. E. (2011). The impact of green marketing on customer satisfaction and environmental safety. International conference on computer communication and management, 5(2011), 637-641.

