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## **The use of green marketing in order to improve business and increase the productivity of corporation**

### **Primena zelenog marketinga u cilju unapređenja poslovanja i povećanja produktivnosti korporacija**

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**Abstract:** Summary: With the emergence of globalization, the development of artificial intelligence, the ever-increasing improvement of technologies, there was a necessary need for greater concern for the protection of our environment, and it became in the interest of large corporations in the first place to carry out their productivity and efficiency without endangering the environment and the eco-system planet Earth as well as to give their personal contribution, with the help of propaganda, in the fight for the preservation of our planet. The role of green marketing, for companies whose activity affects the deterioration of the environment, aims to influence them, first of all, to reduce the emission of harmful substances in the production process, and then, with their propaganda, to influence the raising of awareness about environmental protection and to promote healthy life. The paper uses the method of analysis and synthesis, which is used to reach empirical conclusions. The paper can serve as an example of good practice both for targeted corporate profiles and for the professional public

**Keywords:** green marketing, corporations, globalization, productivity, environmental protection, emission of harmful substances, raising of ecological awareness.

**Sažetak:** Pojavom globalizacije, razvojem veštačke inteligencije, sve većem usavršavanjem tehnologija, javila se neophodna potreba za većom brigom o zaštiti naše životne sredine, te je u interesu velikih korporacija na prvom mestu postalo da svoju produktivnost i efikasnost sprovode ne ugrožavajući životnu sredinu i eko sistem planete Zemlje kao i da daju svoj lični doprinos, uz pomoć propagande, u borbi za očuvanje naše planete. Uloga zelenog marketinga, za kompanije koje svojom delatnošću utiču na pogoršanje životne sredine, ima za cilj da utiče pre svega na njih da smanje emisije štetnih materija u procesu proizvodnje, a potom i da svojom propagandom utiču na podizanje svesti o zaštiti životne sredine i da promovišu zdrav život. U radu je korišćena metoda analize i sinteze, pomoću koje se dolazi do empirijskih zaključaka. Rad može poslužiti kao primer dobre prakse kako targetiranim profilima korporacija tako i stručnoj javnosti.

**Ključne reči:** zeleni marketing, korporacije, globalizacija, produktivnost, zaštita životne sredine, emisije štetnih materija, podizanje ekološke svesti.

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## INTRODUCTION

The implementation of the sustainable development process will play a significant role in sustainable development in the world economy in the coming decades. Viewed in this sense, the process of managing waste materials becomes an important factor in economic development (Bogetić et al., 2021). The basic prerequisite for environmental protection is the workforce, which is expected to dedicate itself to propagating “green” values within the organization (Goel et al., 2022). Environmental sustainability is a business imperative, especially in conditions when we are faced with ever-present climate and environmental problems related to the significant use of limited natural resources and air, water and soil pollution caused by the operations of certain companies (Marinković, 2023). In modern times, ecological awareness and concern for the most successful preservation of the environment, starting from large corporations and ending with the individual, has reached a high level of interest, so much so that it has attracted the attention of certain politicians, especially in countries where environmental protests are being conducted, and thus became the subject of attention and consideration even in pre-election campaigns. It is believed that, from the moment when man first began to use tools as a tool in everyday life, the actual destruction of the environment begins, which today is more prevalent in larger cities and areas in particular, and varies in relation to the period of the year. The appearance of pollution, in large cities, is most often recognized in the degree of air pollution, which is the highest towards the end of the year when the heating season begins, so air mixed with dirty and harmful particles often becomes recognizable. More and more frequent such phenomena, as well as very accelerated climate changes, the greenhouse effect, have led to the fact that the issue of environmental protection has become one of the key issues even for globalists. Therefore, more influential countries, which implement globalization, began to develop a plan and offer solutions to protect a healthy environment. Thus, for example, the Global Green Economy Index™ (GGEI) measures the performance of the green economy in 160 countries through 18 indicators. That measurement approach takes into account two considerations: progress on each indicator from 2005 to the present, and the distance between each country's current performance and what is needed to achieve global sustainability goals (Dual Citizen, 2023).

One of those key solutions in combating the ecological crisis is manifested through the notion of green or ecological marketing, which was mentioned for the first time even in the 20th century, but it could be said that its application encountered expansion

only in the previous ten years, especially after the period the COVID-19 pandemic. Green marketing represents, generally speaking, a set of mechanisms or tools with which propaganda is carried out both on large corporations and companies, as well as on the entire population's awareness that we must all participate in environmental protection, on the population this propaganda is reduced by influencing them to buy and they use products marked as “healthy for the environment”, while corporations are reflected in two fragments; the first would be to carry out their production so as not to emit harmful radiation or substances to the environment, and secondly; to influence and contribute to the general spread of awareness about this issue through their conscious and responsible actions through their own marketing.

The appearance of huge amounts of waste and environmental degradation imposes the need to switch to a new economic model of development. Such a model is recognized as a “green economy” model. (Pavičević, 2023) The emergence of the green economy, on the other hand, entails the use of new terms, something that in practice would simply mean the branding of the process of using the green economy, that is, green marketing.

The emergence of the concept of green marketing is directly related to the most significant marketing institution in the world - the American Marketing Association (AMA). This respected institution held the first workshop on environmental marketing in 1975, and the term green marketing officially came into use in 1980. The AMA further defines green marketing as the marketing of products that are assumed to be environmentally safe and includes a series of activities such as: product modification, change of production processes, packaging, promotion strategies, as well as increasing awareness of marketing compliance between different industries (Virijević-Jovanović, 2022). In addition to the branding of the company as “ecologically correct” and the very process of advertising in the media in order to raise awareness of the environment, how important is the participation of the entire community in preserving the environment, it is also extremely important to exercise the green economy. The main goal of companies is to market their product or service to consumers in the most efficient (quick and minimal cost) and effective way (with profit). In order to achieve this, it is necessary to convince consumers that their product is the best and most useful (Cvijić, Kalkan, 2020).

Green marketing is the link between the consumer and the product, including environmental protection as the main characteristic of production in the entire process. Therefore, the needs of consumers are satisfied by the production and distribution of

products for which there is a need on the market, corporations and companies are satisfied by purchasing those products on the market, and the whole process is accompanied by a high awareness of environmental protection, and thus the need of every responsible individual to protect and preserve our eco system. Green marketing, through various tools, such as advertising products, slogans, short films, discussions, branding products as ecologically correct, achieves a collective awareness at a high level that both large corporations, which, among other things, possess excess capital, as well as man as an individual, and how important to take responsible care of the protection of our planet with its way of functioning. With this kind of marketing, we come to see the essence of green marketing, which is: a healthy lifestyle, healthy production, the purchase of ecologically correct products finally becomes very popular in everyday life, starting with the fact that individuals who, by purchasing such products, contribute to the protection of the environment and thereby acquire the status of valued and respectable persons, and this pulls the globalists and large corporations to some form of imposition on the market in the most responsible business in an ecological sense.

The respected authors Hoeffler and Keller indicate that there are several areas in which green marketing contributes to increasing brand value, some of which are:

- creating brand awareness;
- strengthening the image of the brand;
- establishment of brand credibility;
- evoking feelings about the brand;
- creation of brand communities;
- causing involvement in the brand (Virijević-Jovanović, 2022).

## 1. GREEN MARKETING AND BUSINESS IMPROVEMENT

Green marketing implies the transformation of the marketing strategy, which is focused on market segments that prefer products with ecological components. (Stanković et al., 2019). The goal of every company is to obtain the highest quality product with as few materials as possible and in the shortest possible time. If it achieves this type of strategy, the company achieves its efficiency. The responsibility of organizations towards society and the environment requires socially responsible behavior and the adoption of a business philosophy that is based not only on legal and economic, but also on moral and environmental responsibility, i.e. the adoption of the philosophy of corporate social responsibility (Milanović et al., 2022).

Green marketing is one approach to social responsibility. Its development is taking place in accordance with global trends in the field of socially responsible business and sustainability research (Feng et al., 2017). Every trend followed in the process of production and subsequent distribution of products is one of the key mechanisms for the success of the company. If the direction of globalization, which is mostly concerned with the topic of environmental protection, implies the use of green marketing in the production process, it undoubtedly causes the successful placement of products on the market. It is in the psychology of the individual to keep up with the trends, and the distribution of any product accompanied by green marketing propaganda will be more successful.

In 2018, media propaganda for the use of biodegradable bags, labeled as ecologically sound, began in Serbia, whose action was supported by the Ministry of Environmental Protection. One of the largest retail chains started charging for plastic bags in the same year, after which it is believed that the number of unused plastic bags decreased by 50 percent, as reported by the BBS portal (Živić, 2018). This proved to be an example of good practice, so other retail chains started to copy these trends, and at the moment it is rarely possible to find a retail chain where a plastic bag is available that is completely free, unless it is a department of a market or a bakery within a trade shops. Given that consumers as individuals are very sensitive to the topic of ecology, and especially if a product is imposed as a trend, it will obviously increase the process of product distribution on the market, because precisely under the influence of ecological or green marketing, the demand for that product on the free market will extremely grow. Therefore, a well-marketed product will bring good income to its parent company, which means a positive balance sheet and higher productivity. The relationship between economy and ecology boils down to the problem of finding a resource allocation mechanism that will maximize economic efficiency and ensure maximum preservation of the ecological balance (Harris, 2009). Business process improvement represents: introduction of new production lines, use of new technical solutions, use of by-products, use of robotics, automation improvement, design and use of the information technology sector. Improving the business process through better implementation improves business in the national framework, but also multiplies the improved business in the international framework, achieving projections of success and efficiency (Cvetković, Jovović, 2021). Monitoring and adapting to trends is extremely important for business improvement. The ability of a company to innovate and create new opportunities in an increasingly competitive

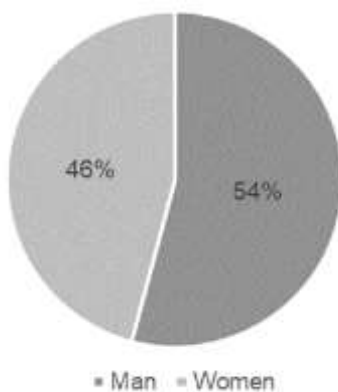
and technologically intensive environment is increasingly a key factor in business success. This ability is primarily reflected in a proactive way of thinking and acting and strategic flexibility as a key ability of a modern company (Stanković et al., 2011). Serbia is moving towards EU membership, and a relevant requirement for sustainable development and green growth is inclusion in the global economy, so companies will have to incorporate the socially responsible business segment into their business system as soon as possible. Only products made from clean technologies will be able to be successfully sold on the European and world markets (Riznić et al., 2022).

2. MATERIALS AND METHODS

In this segment of the work, the connection between green marketing and large corporations will be established in terms of increasing productivity and efficiency in both financial and business improvement in the marketing so-called. in terms of advertising, which is again based on better efficiency of the company.

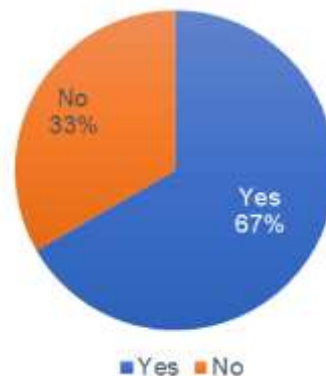
A study was conducted among residents of the Republic of Serbia in order to gather information about the impact of marketing on sports tourism in an efficient and impartial way. A survey questionnaire was designed, with a part that includes the gender and employment status of the respondents. The second part of the questionnaire focuses on the impact of green marketing on the operational efficiency of large corporations. It also explores citizens' perceptions of the relationship between green marketing and corporate effectiveness.

The questionnaire included 10 questions, while the research included 120 participants. For this scenario, which is shown in the following graph, there are 65 male respondents, which makes up 46% of the total number, while 55 female respondents, which makes up 54%.



Graph 1 - Ratio of men/women

The following graph shows the employment of respondents who participated in this research.

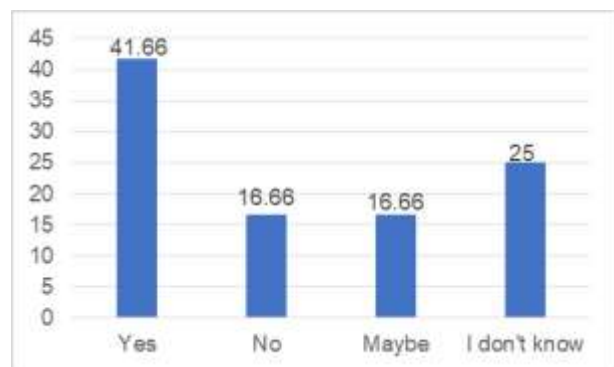


Graph 2 - Are you employed?

Based on the respondents' answers, it can be concluded that 80 respondents are employed, while 40 respondents are unemployed.

3. RESULTS AND DISCUSSION

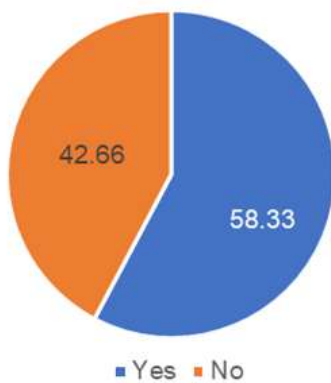
With the next question we asked the respondents and which is presented in the following graph, we tried to get an answer to the question, are large corporations currently taking steps to reduce their environmental footprint?



Graph 3 - Are large corporations currently taking steps to reduce their environmental footprint?

Graph 3 shows the results obtained on whether large corporations are taking steps to reduce their environmental footprint. The majority of respondents pointed out that they believe that large corporations are taking steps to reduce their ecological footprint, that is, 50 of them, 20 respondents do not think so, maybe 20 respondents think so, 30 respondents said that they do not know the answer to the question.

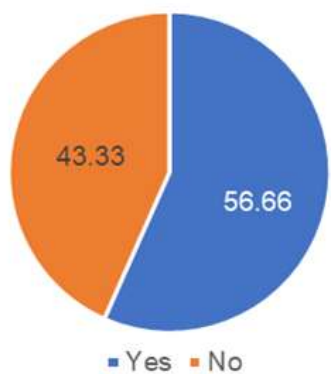
The following chart shows the responses to the question of whether corporations use green marketing to promote their environmental efforts.



Graph 4 - Do corporations use green marketing to promote their environmental efforts?

Based on the results of the research, we can conclude that the majority of respondents believe that corporations use green marketing to promote their environmental efforts, that is 70 of them, while 50 respondents do not think so.

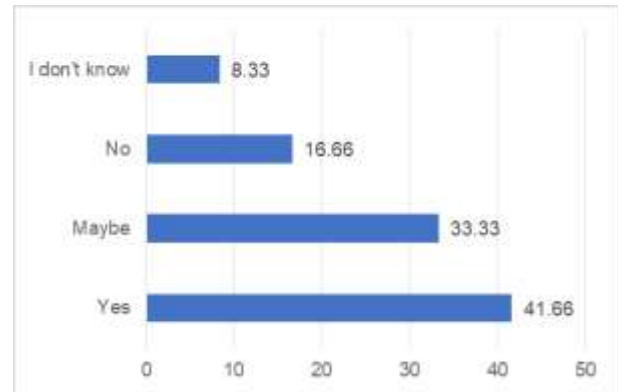
The following chart shows the answers received: do the respondents think that corporations actively raise awareness about environmental protection through green marketing?



Graph 5 - Do corporations actively raise awareness about environmental protection through green marketing?

Based on the received answers to the question, we can see that the majority of the respondents believe that corporations actively raise awareness about environmental protection through green marketing, that is, 68 of them, while 52 respondents do not think so.

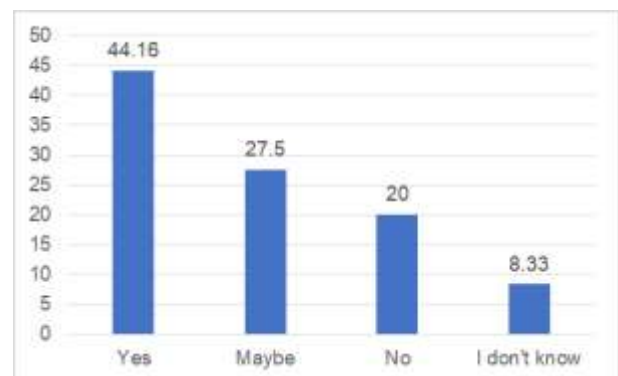
With the next question, we wanted to determine whether respondents believe that consumers choose products based on environmental factors promoted by green marketing.



Graph 6 - Do consumers choose products based on environmental factors promoted by green marketing?

Based on the results obtained, we can see that the majority of respondents believe that consumers choose products based on environmental factors promoted by green marketing, that is, 50 of them, 40 of them do not think, maybe 20 think, while 30 respondents are not informed.

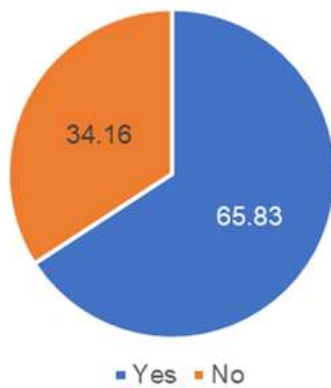
With the next question, we wanted to get an answer to the question of whether the respondents think that corporations face challenges in the implementation of green marketing.



Graph 7 - Do corporations face challenges in implementing green marketing?

The obtained research results show us that the largest number of respondents believe that corporations face challenges in the implementation of green marketing, that is 53, maybe 33 respondents think so, 24 respondents do not think so, while 10 respondents are not informed.

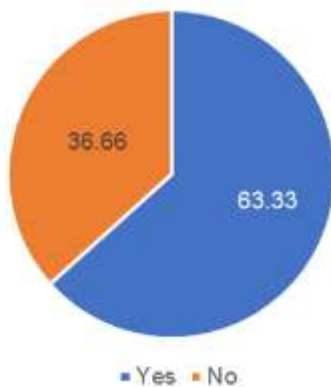
With the following question, we wanted to get an answer to the question of whether green marketing can be measured by the impact on the financial performance of corporations.



Graph 8 - Can green marketing be measured by the impact on the financial performance of corporations?

The previous graph shows the responses of the respondents whether green marketing can be measured by the impact on the financial performance of the corporation, where the majority of respondents gave a positive answer, i.e. 79, while 41 of them gave a negative answer to the said question.

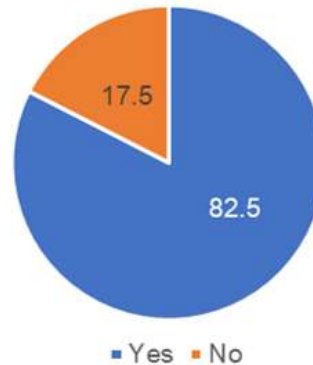
With the next question, we wanted to get an answer to the question of whether respondents believe that corporations motivate employees to engage in environmentally responsible practices through green marketing.



Graph 9 - Do corporations motivate employees to engage in environmentally responsible practices through green marketing?

Based on the research results, we can conclude that the majority of respondents believe that corporations motivate employees to engage in environmentally responsible practices through green marketing, that is, 76 respondents confirmed this, while 44 respondents stated that they would not be ready to take such a step. Green marketing can motivate employees for environmental engagement, and regulatory agencies play an important role in supporting environmental initiative (Ilić, 2023).

With the next question, we wanted to get an answer to the question of whether respondents believe that technological progress contributes to the improvement of environmental practices in business.



Graph 10 - Does technological progress contribute to the improvement of environmental practices in business?

The obtained results suggest that the majority of respondents confirmed the opinion that technological progress contributes to the improvement of environmental practices in business, ie 99 of them, while 21 respondents gave a negative answer.

CONCLUSION

After all that has been said, we can conclude, first of all, that economics, or more precisely marketing, is a very flexible field, which must be constantly worked on and improved. If it does not constantly adapt to the latest developments and therefore does not improve, it cannot achieve the goal in terms of satisfying the needs of corporations, which is related to a positive balance, productivity and effectiveness. Green marketing or ecological marketing, as it is called by many who are involved in this field, aims to maintain a balance between new civilization achievements and a healthy environment. The progress of every civilization brings with it a handful of positive things, which make people's lives easier, but because of that, it sometimes happens that by turning our attention to something that seems primary to us at that moment, we forget about what is of key importance for each individual, which is preservation of natural resources, a natural source of energy, in a word, the eco system of our planet. This is exactly where green marketing comes in, in order to be as present as possible in the life of every individual, and the level of awareness about a healthy life, about preserving the eco-environment will be on the rise. The measurable impact of green marketing on the financial performance of corporations is an issue that requires further research.

Based on the responses received through the questionnaire, we conclude that there is a recognizable awareness and action among large corporations regarding environmental responsibility. Artificial intelligence and technological advances play a key role in improving environmental practices. Green marketing is used as an effective tool to promote the environmental efforts of corporations, but implementation challenges exist. Public awareness of environmental protection is growing thanks to green marketing, while at the same time corporations face pressure to balance profits with sustainability. The measurable impact of green marketing on the financial performance of corporations is an issue that requires further research. Green marketing can motivate employees for environmental engagement, and regulatory agencies play an important role in supporting environmental initiatives. Overall, we conclude that there is a need for continued research and improvement of environmental practices in corporate operations.

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