

Quantitative ABCD Analysis of Green Marketing for Sustainable Development

Dsouza Prima Frederick ¹, Ganesh Bhat S. ², Sujaya H. ³ & Meghana Salins ⁴

¹ Research Scholar, Institute of Management & Commerce, Srinivas University, Mangalore-575001, India,

Orcid ID: 0000-0003-2568-5619; Email ID: primadsouza.cmc@srinivasuniversity.edu.in

² Research Professor, Institute of Management & Commerce, Srinivas University, Mangalore- 575001, India,

Orcid ID: 0000-0003-1950-8536; Email ID: ganbhatbvr@rediffmail.com

³ Associate Professor, Institute of Management & Commerce, Srinivas University, Mangalore- 575001, India,

Orchid ID: 0000-0002-8997-1641; Email ID: sujayaloknath@gmail.com

⁴ Research Scholar, Institute of Management & Commerce, Srinivas University, Mangalore-575001, India,

Orchid ID: 0000-0001-9579-5579; Email ID: Meghana.salins95@gmail.com

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ABSTRACT

Purpose: *The study analyses green marketing concept using ABCD analysis framework and identifies the various determinant issues and critical constituent elements.*

Design: *Secondary source of data was referred for literature review and focus group method is adopted to evaluate the identified key attributes and critical constituent elements.*

Findings: *Identified Advantages factors shows more contribution towards green marketing concept for sustainable development.*

Originality: *The study highlights a broader and deeper understanding towards the contributing affecting factors green marketing.*

Paper Type: *Empirical Analysis*

Keywords: Green Marketing, ABCD Listing, Elementary Analysis, Factor Analysis, Key attributes, Determinant issues.

1. INTRODUCTION :

The concept of "green marketing," which also goes by the names "environmental marketing" and "eco-marketing," has been around since the 1960s despite its seeming novelty. The term "green marketing" refers to a method of generating sales that is grounded on the ecological friendliness of the product or service being marketed (Machová et al., 2022) (Taufique, 2022) [1-2].

The conventional mindset toward marketing tactics is no longer suitable in the present complicated corporate environment to deal with fierce competition, escalating consumer concerns, stakeholder expectations, fast technological progress, governmental regulation, and stringent environmental legislation. Therefore, to meet the demands of digitally empowered users, it is imperative to include the ecosystem, community, and economics as pillars of sustainability in marketing choices.

A revolution in marketing toward the principles of sustainability has sparked initiatives to satisfy customers' needs while causing less harm to the environment and subsequent generations. By adopting green marketing strategies, marketers are therefore encouraged to utilise scarce resources effectively in line with personal and corporate goals. In order to address issues with sustainable development, companies must now adopt these solutions as a matter of need rather than choice (Vilkaite-Vaitone et al., 2022) (Hayat et al., 2022) [3-4].

The ABCD analysis framework, a well-known technique for analysing a business prospective, is currently being employed by numerous studies. This paper also emphasises the ABCD analytical framework, which is used to examine green marketing in the context of sustainable development.

2. ABCD ANALYSIS FRAMEWORK - LITERATURE REVIEW :

Every company aspires to develop a one-of-a-kind business model that can facilitate the development of income and the maintenance of existing client relationships. Thus, an analysis of the key components of a firm's activities is done using a business model (Aithal et al., 2015) [5]. Aithal, et al., (2016) proposed ABCD Analysis Framework (Aithal., 2017) [6]. This method helps generate long-term income by analysing “corporate strategy, business model, idea, concept, or business system” from stakeholders' perspectives. Further, matrix is created by identifying the four criteria such as “advantages, benefits, constraints, and disadvantages” and are further matched from stakeholders' points of view and identifies “Critical Constituent Elements”. Since it takes into account various strategic techniques of analysis, such as “Competitive Profile Matrix (CPM) analysis, SWOC, IFE Matrices & EFE & Porter's Five Forces Model, BCG matrix, and PESTLE Analysis,” this framework for analysis has been the basis for a large number of research papers that have been published. This analysis has been used by a multitude of researchers for their own studies (Aithal, 2017) [6]. According to the findings of one such study on the topic of "Working from Home," the model of working from home offers a number of benefits in comparison to other modes. As a result, this method of analysis was well received from both the outlook of the firm and the personnel (Reshma et al., 2015); (Reshma., 2015) [7-8]. In addition, the approach was evaluated in the research titled “Higher Education Stage Model,” and it was determined, it is appropriate to use in analyses (Aithal & Kumar, 2015) [9]. In this research, the “ABCD Analysis Framework” is used to analyse green marketing in the context of sustainable development while taking into account the factors such as organisational, environmental, economic and social issues.

3. OBJECTIVES :

- (1) To understand the aptness of ABCD Analysis Framework to analyze green marketing towards sustainable development.
- (2) To list ABCD of green marketing towards sustainable development.
- (3) To identify determinant issues of green marketing towards sustainable development.
- (4) To find factors affecting for green marketing for identified key attribute.
- (5) To analyze the identified critical constituent element for each green marketing ABCD construct using its elementary analysis technique.
- (6) To appraise the critical constituent elements for green marketing for each ABCD construct.

4. GREEN MARKETING - ABCD LISTING :

ADVANTAGES:

- (1) It helps in creating new market for green products.
- (2) It gives wider opportunity to launch unique environment friendly products.
- (3) It offers products with organic ingredients.
- (4) It lowers the overhead costs.
- (5) It helps environment.

BENEFITS:

- (1) Sales of the company increases due to new products.
- (2) It helps in conservation of the nature.
- (3) Consumption of green products helps in healthier living.
- (4) Working capital requirement is less.
- (5) It helps in achieving sustainable development.

CONSTRAINTS:

- (1) Initial cost of investment required is very high.
- (2) Conversion cost is very high.
- (3) There are many governments regulation and interference.
- (4) Durability of the products are less.
- (5) Companies go for false claims.

DISADVANTAGES:

- (1) Products are heavily priced.
- (2) Total cost of the product is high, therefore profit margin is less.
- (3) Disturbs the regular operations of the production due to government interference.
- (4) Slow moving products results in huge loss.
- (5) Stiff competition can make company compromise with quality standards of the products.

5. GREEN MAKETING - ABCD FRAMEWORK :

Below table 1 shows the scholarly article for concept green marketing for sustainable development.

Table 1: Scholarly articles on Green Marketing			
S. No.	Focus Area	Findings	Reference
1.	Cost/ Profit issue	Green marketing is another tool that businesses may use to try to solve problems with costs or profits. The expense and difficulty of getting rid of ecologically damaging by products, such as oil polluted with polychlorinated biphenyls (PCBs), are rising. Companies may thus see significant cost savings if they can eliminate hazardous waste. Businesses are often obliged to re-evaluate their manufacturing methods in an effort to reduce waste. In these circumstances, they often create more efficient manufacturing techniques that lessen the requirement for particular raw materials while also reducing waste. Since both waste and raw materials are eliminated, this results in a twofold cost reduction.	Polonsky (1994). [10]
2.	Low Carbon	Businesses will have to change in order to participate in a low-carbon economy. Maintaining a sustainable environment is of the utmost significance.	Grant (2008). [11]
3.	Government regulations	Companies are becoming more responsible as a result of pressure from governmental bodies. In the majority of instances, the government compels the company to implement a policy that safeguards the interests of the customers. This is accomplished using the following means: Reduce the creation of commodities or by-products that are damaging to the environment. Adjust the manner in which consumers and businesses utilise and/or consume dangerous products or Make it possible for every buyer to assess a product's impact on the environment	Mishra & Sharma (2010). [12]
4.	Strategic Planning	Argues that "Green Marketing" is quickly becoming one of the most important corporate strategies of the future, and that the growing environmental awareness places an obligation on consumer marketers to not only react to it, but also to take the initiative in developing environmental initiatives. This paper outlines the need of integrating environmental considerations into the strategic marketing planning of the organisation.	McDaniel & Rylander (1993). [13]
5.	IoE tools	Business sector organisations, such as social marketing for citizens, third sector organisations, and critical marketing of markets, systems, institutions, and governments, are the most important players in green marketing. The notion of environmentally sustainable practises should be given serious consideration by businesses as it is one of the most essential factors. Sustainable marketing, an area on which businesses should focus a lot of their attention, is one of the most effective instruments for gaining a knowledge of the requirements that customers have of businesses and meeting the need for	Nozari et al., (2021). [14]

		environmentally friendly products and services. IoE technologies enable enterprises to gather and analyse massive amounts of data, which can then be utilised, monetized, and may enhance the overall performance of the system to supply new kinds of services.	
6.	Service Sector	During the COVID-19 epidemic, more focus is being paid to the benefits that green marketing have for strengthening the modest edge and promoting the sustainability of hotel sector. In order to improve “natural environmental orientation (NEO), market orientation, resource orientation, and brand orientation, administrators must apply their green marketing orientations to hospitality's strategies during the COVID-19 epidemic”. This is necessary to integrate green marketing and progress of sustainable development. This outcome demonstrates that the orientation to the natural environment is the most crucial element.	Ho et al., (2021). [15]
7.	Cap-and-Trade system	Under the “cap-and-trade (C&T) system”, the government normally subsidises businesses for green technology investment and emission reduction. “The fixed green technology investment cost (FC subsidy) and emission reduction subsidy programmes are frequently employed (ER subsidy)”. The findings show that manufacturers and retailers cooperate when green technology is invested and supported. In fact, more generous subsidies will encourage the use of more costly but environmentally friendly green technologies. FC subsidy allows manufacturers to earn more and pollute less, while ER subsidy may boost retailer profits, green manufacturing, and green marketing. Thus, the government may employ “FC subsidy” on existing and high-emission businesses to restrict “total emission” and “ER subsidy” on “new or developing industries” to support development.	Li et al., (2021). [16]

Table 2 shows scholarly articles identified determinant issues using ABCD analysis framework.

Table 2: Scholarly articles identified determinant issues			
Sl. No.	Focus Area	Determinant Issues	Reference
1.	National Institutional Ranking System	“Research productivity, graduation outcomes, perception, learning and teaching, impact and IPR and outreach & inclusivity”	Aithal, Shailashree & Kumar (2016). [9]
2.	Black Ocean Strategy	“Employee, Business, Operational, Organisational, External and Administrative”	Aithal, Shailashree & Kumar (2015) ; Aithal & Kumar (2015). [17-18]
3.	Private University Analysis	“Student, Societal, Governance, Best practices, organisation, faculty, other stakeholders and Innovation”	Aithal & Kumar (2015); Muduli & Pattnaik (2019). [19-20]
4.	NAAC Accreditation System	“Faculty, Social, organisational and student”	Aithal, Shailashree & Kumar (2016). [21]
5.	Research Productivity	“Academic, students, organisational and other stakeholders”	Aithal, Shailashree & Kumar (2016). [22]
6.	Ideal Software	“Transitional, output, operational, maintenance and environment”	Aithal & Pai (2016). [23]

7.	Six Thinking Hats	“Managerial, Operational, Societal, conceptual, operational and stakeholders”	Aithal, Kumar & Shailashree (2016). [24]
8.	Task Shifting- Professional Healthcare	“Alternative acceptors, patients & relative, country, organisational, donor physicians and societal”	Aithal, A. & Aithal, P.S. (2017). [25]
9.	Dye-Doped Polymers	“Application, production, customers, material properties, commercialisation, providers and society”	Aithal, S & Aithal, P.S. (2016). [26]
10.	New Research Indices	“Researcher, industry, research organisation and funding agency”	Aithal, P.S. & Aithal, S. (2017). [27]
11.	“Wealth at the Base of the Pyramid”	“Organisation, Customer, environment, stakeholder, technological, operational and social”	Raj & Aithal (2018). [28]
12.	Well-being of Care takers	“Psycho education and Jacobson’s muscle relaxation therapy”	Abdul & Kotian (2022). [29]
13.	IEDRA Model	“Model flexibility, overall model relevance, model schedule, model administration and applicability”	Shenoy & Aithal (2017). [30]
14.	Online Food Delivery Services	“Customer, Supplier, Technology and Food deliverer”	Frederick & Bhat (2022). [31]

Table 3 depicts the contributions towards different research fields using ABCD analysis framework

Table 3: Contribution by different authors			
S. No.	Focus Area	Contribution	Reference Number
1.	Postcolonial Novels Review	Novel reviews utilised the ABCD listing. It was noted that this study helped people comprehend the books' themes of “displacement, space, and identity.	Ambrose & Lourdusamy (2022). [32]
2.	Furniture Industry	The research helped in knowing the motivation behind furniture purchases as well as other difficulties encountered, such as counter congestion and retailers' limited freedom of movement.	Amin & Kumar (2022). [33]
3.	Teachers- Work Engagement	The determinants influencing teachers' involvement are examined, and the policies are addressed.	Santmajor, Carmelita & James (2022). [34]
4.	Fashion	Report discusses- development of e-fashion portals and offers a number of marketing suggestions for enhancements.	Madhura & Panakaje (2022). [35]
5.	E-Forensics	To protect their data, several businesses use NIST and CSF, and SSD issues are also highlighted.	Pallivalappil & Jagadeesha (2022). [36]
6.	Finance- Agriculture	The research examined the challenges faced by farmers in securing funding and provided possibilities for them to boost their financial revenue to support the expansion of the agricultural industry.	Kambali & Panakaje (2022). [37]
7.	Healthcare	The 7 effective pillars for boosting the effectiveness of “SME units and MSME units” working in the government health sector were laid out.	Mahesh, Aithal & Sharma (2022). [38]

8.	Customization	Explains the steps involved in the sales agreement and identifies the key to V.K. Sofa Makers' success as providing customization to meet customers' needs.	Amin & Kumar (2022). [39]
9.	Furniture	Discussions with Focus group are used to explain the marketing strategies used by “V.K. Furniture in the case study” and to compare the company's competitive advantage to other countries.	Amin & Kumar (2022). [40]
10.	Pharmaceutical Industry	The study identifies various factors from the perspectives of “politics, economics, socio-culture, law, international trade, regulation, support industries, society, public health, competition, economy, and so forth”.	Shenoy & Shailashri (2021). [41]
11.	Traffic Flow	“ITS and TFP” should be utilised with machine learning for control traffic in cities in order to lessen the issues of traffic on roadways.	Sathyam & Jagadeesha (2022). [42]
12.	Lexical Analysis Tasks	Work uses an automatic password and algorithm to provide a hybrid model on a multi-core machine.	Pai et al., (2022). [43]
13.	Cryptocurrency	The issues influencing cryptocurrency trading by investors are determined and strategies needed by traders to control development are recommended.	Bhuvana & Aithal (2022). [44]
14.	Livestream	Emphasises - “value of live stream marketing” in boosting business sales, particularly for companies with lower turnover as a result of pandemic conditions.	Rajasekar & Aithal (2022). [45]
15.	Sustainable finance	There are numerous financial options listed that support the expansion of MSME engaged in “green production”	Mahesh, Aithal & Sharma (2022). [46]
16.	ICT skills in Informatization of Society	ICT (web 2.0) has made a significant contribution to transforming the educational landscape from dated and monotonous classroom instruction to a creative teaching/learning process.	Kamath, M., & Kumar, A.,(2022). [47]
17.	Issues and Challenges Associated with Women Entrepreneurs	Women are taking on several roles and overcoming a variety of obstacles, from starting the company to keeping it going. To encourage women's entrepreneurship in the nation, the government implements a number of initiatives. It's really difficult for women business owners to combine work and family. Women's enterprises now face both possibilities and problems due to digitalization. Women with advanced degrees should be pushed to start their own enterprises rather than taking orders from others.	Suchitra, & Pai, (2022). [48]
18.	Evolving Partnerships between Fintechs and Banks	The collaboration between banks and fintech may take advantage of the current shifts in tech-savvy consumer behaviour. The research uses ABCD analysis to look at relationships between banking and fintech. Banks must solve these difficulties by strengthening the “fintech services” competences and boosting the services'	Anupa Baliga & Goveas (2022). [49]

		usability to fulfil the expectations of all customer groups. The main obstacles are security concerns, system slowness, and lack of confidence.	
19.	TATA Group	The TATA group of companies should concentrate on utilising its SWOT analysis-identified assets and opportunities. It may strengthen the value-generating operations throughout its value chain.	Parameshwari, & Suresh Kumar (2022). [50]
20.	Electronic Payments	This paper provides researchers and readers with a ready reckoner regarding the various factors that are significant to consumers when using electronic payments. To make sure the reader can distinguish between the various electronic payment methods and, if necessary, their benefits and drawbacks, an ABCD analysis is conducted.	Menezes & Pinto. (2022). [51]
21.	Novels Of K. R. MEERA- A Review	The study's key result is that the nation's legal system and government favour the privileged, all-conquering patriarchy. The findings also cover how women's uneasiness in such a system becomes one of the factors contributing to the unrest in the nation. Transgression is one of the strong coping mechanisms used by the women in K. R. Meera's books in such circumstances; it is a mirror of what we see in the world, particularly via social media, and here is where the study paper stands out in its conclusions. The study article examines the characteristics of a self-sufficient, independent woman in the development of a helpless patriarchy.	Rekha K. G., & Manjula K. T. (2022). [52]
22.	Transcending Borders	The study's key result is that the nation's legal system and government favour the privileged, all-conquering patriarchy. The findings also cover how women's uneasiness in such a system becomes one of the factors contributing to the unrest in the nation. Transgression is one of the strong coping mechanisms used by the women in K. R. Meera's books in such circumstances; it is a mirror of what we see in the world, particularly via social media, and here is where the study paper stands out in its conclusions. The study article examines the characteristics of a self-sufficient, independent woman in the development of a helpless patriarchy.	Nayana K., & Manjula K. T. (2022). [53]
23.	Soft Skills	Students' soft skills are categorised. It might provide higher education stakeholders with pertinent information. In order to produce graduates who are prepared for the workforce, higher education institutions must re-evaluate their teaching and learning strategies. Additionally, the study showed that graduates lacked soft skills, which are crucial from an employer's standpoint for candidates who are	Pai & Mayya (2022). [54]

		prepared for the workforce. Universities and the government have both contributed significantly to the development and expansion of the nation's human capital to solve this problem.	
24.	Amitav Ghosh's works	After reviewing a sizable number of publications, including books, papers, and theses, it was agreed that the study's focus should be on "hybridization and cultural integration" in a few of Amitav Ghosh's works. It has been shown that cultural fusion and hybridity do not exist in a static state; rather, they vary from one individual to the next, from one region to the next, from one culture to the next, and from one country to the next under every circumstance. The solution to the issues and challenges of social disputes is to build and maintain authentic social and human relationships that reflect the true dignity of people. With regard to the selected works of Ghosh, the research's main focus will be on cultural integration and hybridity. The study's goals include reviewing relevant literature and delving deeply into the problem at hand.	Nayana, K., & Manjula, K. T. (2022). [55]
25.	Training Higher Education Students	The categorization of many students' soft talents shows the contribution of the present research. It could provide stakeholders in higher education with pertinent information. To develop the soft skills that companies want in order to produce graduates who are prepared for the workforce, HEI's must re-evaluate their coaching and study strategies. The study also showed that graduates lack soft skills, which are crucial from an employer's standpoint in terms of being prepared for the workforce. In order to solve this problem, universities and the government have both played a key role in developing and growing the nation's human capital.	Pai & Mayya (2022). [56]
26.	Machine Learning Techniques	The literature review was initiated in order to familiarise oneself with the healthcare industry. The most recent literature review is conducted because it is crucial and because the area of study chosen is the healthcare industry.	Siddegowda & A. Jayanthila Devi. (2022). [57]
27.	Share Price Movement of the Indian Pharmaceutical Industry	Considering "pre-Covid-19 and Covid-19 phases", proposes observing into the share value movement for a significant period.	Lobo, S., & Bhat, S. (2022). [58]
28.	Atomic Research Centres to Intensify Research	The ABCD analytical framework is used to systematically study and analyse the founding, operation, modes, and specifics of "faculty-initiated Atomic Research centres and their success in advancing departmental research".	Aithal et al., (2022). [59]

29.	Education Upliftment of Religious Minority	The Government of India initiated with various educational schemes to minority education. The budget allocated for various educational schemes showed upward trend and number of beneficiaries of various educational schemes are in high.	Nushruth, & Panakaje. (2022). [60]
30.	Functioning of SHG	Education, health care, healthy food, and housing improve after joining the organisation. They all agree that their grasp of the importance of children's education, health, and financial stability, as well as their responsibilities in society, has grown. Because they are a part of the group, they have gained a greater sense of self-assurance about their ability to improve their lives.	Nikhitha M. K., & Neermarga (2022). [61]
31.	Impact of Self-Help Group	The study helps us to know that savings habits have improved among the members of SHG. According to the study, SHG's microfinance intervention raised the level of income and assets of rural women, while poverty reduced.	Nikhitha & Neermarga (2022). [62]
32.	Digital Financial Inclusion	The comprehensive study showed that using digital financial services may be a key driving force behind socioeconomic progress that is both sustainable and inclusive. A lack of financial knowledge, ineffective usage of technology by the rural people, lack of trust, and worry about data privacy are some of the several issues that are associated with digital financial inclusion. In addition to this, the research presented compelling evidence that participation in digital financial markets contributes to the socioeconomic growth of individuals, while also lowering costs, increasing efficiency, and enhancing the competitiveness of service providers.	Parvin Riha, & Panakaje (2022). [63]
33.	Media And Youth Audience	Youth's physical, mental, and emotional health is affected by the media favourable and unfavourable ways. It indicates -media has affected young people's propensity toward self-destruction. It has come to light that the young people remained tempted to experiment with sexual activity, smoking, drinking alcohol, and other substances, after which they developed an addiction to these activities. The media does have an effect on the political and religious activity of young people. The results of research show that media has contributed to a rise in teenage cybercrime. Most young people, it has been found, accept media material without scrutinising its truth.	Lobo & Bhat (2022). [64]
34.	Brain Tumor Detection	"convolutional neural network and its different layers in image processing".	Kumari & Bhat (2022). [65]

35.	Pan-India Financial Intermediation	The research demonstrates the necessity for PMMY to have more control on interest rate fixing. According to the findings of the survey, members of backward castes continue to be unable to participate in the “MUDRA Yojana”. The research demonstrates, although “MUDRA Yojana” offers funds, it does not provide skill-oriented training sessions for beginning businesses.	Shashank & Mayya. (2022). [66]
36.	Women Entrepreneurship in Food Processing Sector	Women entrepreneurs have recently gained a lot of traction in India, but there are still many unanswered questions in this field, creating a wide range of potential study topics.	D’Silva & Bhat (2022). [67]
37.	Electronic Medical Records	The findings of the study showed that the usual turnaround time (TAT) required by the hospital for the recovery of paper archives takes longer than the allotted amount of time, however with electronic medical records, the majority of the files are received within the allotted amount of time. The researchers recommend that electronic medical records be introduced in different outpatient departments so that patients spend less time waiting for their medical records when they return to the hospital. The quality of healthcare and patient happiness will be improved by these adjustments to the process.	Parameshwari, et al., (2022). [68]

Below table 4 presents the scholarly articles on Quantitative analysis using ABCD Framework.

Table 4: Scholarly articles on Quantitative analysis using ABCD Framework

Sl. No	Focus Area	Determinant Issues	Reference
1.	Organic Food Product	“Company, Suppliers, Customer, Co-operative Society, Society, Farmers”	Sujaya & Aithal (2022). [69]
2.	Online Shopping	“Merchant, Logistics, Customer, Technology, Centralized Financial Institute”	Frederick et al., (2022). [70]
3.	Stress Coping Mechanism	“Irregular working hours, Social Isolation, Work Hassles and Burnout”	Kumari & Aithal (2022). [71]
4.	BoP	“Stakeholders, operational, business, technological, customer, environmental and Social”	Raj, Keerthan, & Aithal, P. S., (2022). [72]
5.	Corporate Sustainability Disclosures by Higher Educational Institutions	“Organisational, Faculty member, Student, Society, employer and Administration”	Nayak, P., & Kayarkatte, N. (2022). [73]
6.	Industrial Internship Programme	“Institute, Student, Host, Society”	Frederick, D. P., & Shailashree V. T., (2022). [74]

6. STRUCTURE OF ABCD ANALYSIS FRAMEWORK :

Review of scholarly articles are carried out to identify the various determinant issues and key attributes for ABCD constructs and constituent critical elements were determined and evaluated towards Green Marketing towards Sustainable development (Rogers, 1995); (Morgan & Hunt, 1994) [75-76].

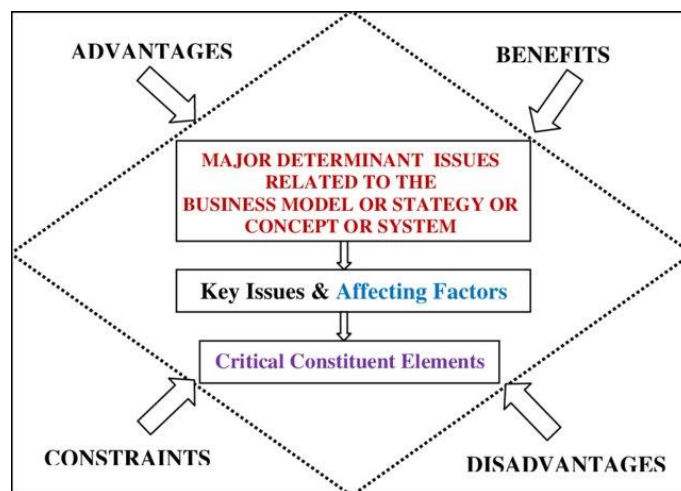


Fig 1: Factors affecting the Green Marketing for sustainable development as per ABCD Analysis Framework (Aithal et al., 2015). [5]

7. KEY ATTRIBUTES AFFECTING GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT :

Table 5 depicts the determinant issues impacting green marketing for sustainable development and further key attributes are identified.

Table 5: Green Marketing for sustainable development determinant issues and key attributes

S. No.	Determinant Issues	Key Attributes
1.	Organisational Issues	Inventory, Operation, Research & Development
2.	Environmental Issues	Resources, Eco-Innovation, Consumption
3.	Economic Issues	Innovation, Consumerism, Expenditure
4.	Social Issues	Corporate Social Responsibility, Health, Social Image

Source: Author

8. FACTOR ANALYSIS OF GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT USING ABCD ANALYSIS FRAMEWORK :

Green marketing for sustainable development is based on several factors involving determinant issues such as Organisational, Environmental, Economic and Social. Table 6 shows ABCD factor analysis.

Table 6: Factor Analysis of Green Marketing for Sustainable Development

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Organisational Issues	Inventory	Reasonable	Cost-Effective	Expensive	Less Sales
	Operation	Lower Overhead Costs	Less Working Capital	More Initial Expenditure	Costly Green Certification
	Research & Development	Re-Usable	Global Attraction	Large Investment	Standardisation Issues
Environmental Issues	Resources	Healthier Living	Safe Use	Depletion	Limited

	Eco-Innovation	Low Toxins	Biodegradables	Premium Pricing	Conversion Cost
	Consumption	Eco-Friendly	Minimises Waste	Think Green Customers	Navigating Novelty
Economic Issues	Innovation	Unique	Non-Hazardous	Scepticism	Competition Pressure
	Consumerism	High Demand	High Sales	Quality Optimisation	Green Myopia
	Expenditure	Less Transit Expenses	Fuel Savings	Higher Price	Customer Backlash
Social Issues	Corporate Social Responsibilities	Afforestation	Less Pollution	Government Regulation	False Claims
	Health	Safe Use	Green Behaviour	Less Usage	Low Customer Awareness
	Social Image	Strengthen Goodwill	Value Addition	Heavy Advertising	Greenwashing
Source: Author					

9. ELEMENTARY ANALYSIS FOR GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT BASED ON CCE :

According to “ABCD analysis framework” for Green Marketing for Sustainable Development, the factors affecting organisational, environmental, economic and social issues are identified. Further, for these identified determined issues, CCEs are identified under – “advantages, benefits, constraints, and disadvantages” and evaluated in tables 7 to 10. Table 7 given below shows the advantageous factors of Green Marketing for Sustainable Development with identified CCE.

Table 7: Advantageous Factors of Green Marketing for Sustainable Development and their CCE

Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Element
Organisational Issues	Inventory	Reasonable	Conservation
	Operation	Lower Overhead Costs	Economical
	Research & Development	Re-Usable	Optimum Utilization
Environmental Issues	Resources	Healthier Living	Increased Life Span
	Eco-Innovation	Low Toxins	Lower Carbon Footprints
	Consumption	Eco-Friendly	Nature Preservation
Economic Issues	Innovation	Unique	Differential Product
	Consumerism	High Demand	Delightful
	Expenditure	Less Transit Expenses	More Savings
Social Issues	Corporate Social Responsibilities	Afforestation	Green Economy
	Health	Safe Use	Increased Quality of Life

	Social Image	Strengthen Goodwill	Market Value
Source: Author			

Table 8 shows the beneficial factors of Green Marketing for Sustainable Development with the identified CCE

Table 8: Benefit Factors of Green Marketing for Sustainable Development and their CCE			
Determinant Issues	Key Attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Element
Organisational Issues	Inventory	Cost-Effective	Higher Margin
	Operation	Less Working Capital	High Returns
	Research & Development	Global Attraction	Wide Exposure
Environmental Issues	Resources	Safe Use	Organic
	Eco-Innovation	Biodegradables	Bio-Diversity
	Consumption	Minimises Waste	Renewable
Economic Issues	Innovation	Non- Hazardous	More Usage
	Consumerism	High Sales	Re-Purchase
	Expenditure	Fuel Savings	Pollution Control
Social Issues	Corporate Social Responsibilities	Less Pollution	Community Development
	Health	Green Behaviour	Enhance Occupants' Health
	Social Image	Value Addition	Sustainable Community
Source: Author			

Table 9 given below shows the constraints factors of Green Marketing for Sustainable Development with identified CCE.

Table 9: Constraint Factors of Green Marketing for Sustainable Development and their CCE			
Determinant Issues	Key Attributes	Constraints Factors Affecting Determinant Issues	Critical Constituent Element
Organisational Issues	Inventory	Expensive	Exclusive
	Operation	More Initial Expenditure	Increased Product Cost
	Research & Development	Large Investment	New Market development
Environmental Issues	Resources	Depletion	Limited access
	Eco-Innovation	Premium Pricing	Less affordability

	Consumption	Think Green Customers	Marketing issues
Economic Issues	Innovation	Skepticism	Less Brand loyalty
	Consumerism	Quality optimisation	More operational cost
	Expenditure	Higher price	Less turnover
Social Issues	Corporate Social Responsibilities	Government regulation	Stiff compliance
	Health	Less Usage	Less Awareness
	Social Image	Heavy Advertising	Expenditure
Source: Author			

Table 10 given below shows the disadvantageous factors of Green Marketing for Sustainable Development with identified CCE

Table 10: Disadvantageous Factors of Green Marketing for Sustainable Development and their CCE			
Determinant Issues	Key Attributes	Disadvantageous Factors Affecting Determinant Issues	Critical Constituent Element
Organisational Issues	Inventory	Less Sales	Obsolesce cost
	Operation	Costly Green Certification	Pressure Group
	Research & Development	Standardisation Issues	Complex technology required
Environmental Issues	Resources	Limited	Perishable
	Eco-Innovation	Conversion Cost	Lengthy Process
	Consumption	Navigating Novelty	Resilience
Economic Issues	Innovation	Competition Pressure	Quality Compromise
	Consumerism	Green Myopia	Incredibility
	Expenditure	Customer Backlash	Skimmed Pricing
Social Issues	Corporate Social Responsibilities	False Claims	Misleading
	Health	Low Customer Awareness	Less Purchase Intention
	Social Image	Greenwashing	Deceptive Marketing
Source: Author			

10. QUANTITATIVE CCE FOR GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT :

The CCE is determined and evaluated each identified “key attribute” for Green Marketing for Sustainable Development across determinant issues is given in table 11 to 14. Further, each identified

CCE is evaluated by the use of focus group. All factors are ranked for various weights expressed as follows: “3 – Satisfactory; 2 – Neutral; 1 – Not Satisfactory”.

Table 11 given below exhibits the advantageous factors of Green Marketing for Sustainable Development and CCE with the total mean score.

Table 11: Advantageous Factors of Green Marketing for Sustainable Development and their CCE with the total mean score						
Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Organisational Issues	Inventory	Reasonable	Conservation	28	83	92
	Operation	Lower Overhead Costs	Economical	27		
	Research & Development	Re-Usable	Optimum Utilization	28		
Environmental Issues	Resources	Healthier Living	Increased Life Span	30	88	
	Eco-Innovation	Low Toxins	Lower Carbon Footprints	29		
	Consumption	Eco-Friendly	Nature Preservation	29		
Economic Issues	Innovation	Unique	Differential Product	29	84	
	Consumerism	High Demand	Delightful	28		
	Expenditure	Less Transit Expenses	More Savings	27		
Social Issues	Corporate Social Responsibilities	Afforestation	Green Economy	27	83	
	Health	Safe Use	Increased Quality of Life	29		
	Social Image	Strengthen Goodwill	Market Value	27		
Source: Author						

Table 12 given below shows the beneficial factors of Green Marketing for Sustainable Development and CCE with the total mean score

Table 12: Benefit Factors of Green Marketing for Sustainable Development and their CCE with the total mean score						
Determinant Issues	Key Attributes	Beneficial Factors Affecting	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score

		Determinant Issues				
Organisational Issues	Inventory	Cost-Effective	Higher Margin	29	80	88
	Operation	Less Working Capital	High Returns	26		
	Research & Development	Global Attraction	Wide Exposure	25		
Environmental Issues	Resources	Safe Use	Organic	26	81	
	Eco-Innovation	Biodegradables	Bio-Diversity	27		
	Consumption	Minimises Waste	Renewable	28		
Economic Issues	Innovation	Non- Hazardous	More Usage	29	82	
	Consumerism	High Sales	Re-Purchase	27		
	Expenditure	Fuel Savings	Pollution Control	26		
Social Issues	Corporate Social Responsibilities	Less Pollution	Community Development	25	79	
	Health	Green Behaviour	Enhance Occupants' Health	27		
	Social Image	Value Addition	Sustainable Community	27		
Source: Author						

Table 13 given below shows the constraints factors of Green Marketing for Sustainable Development and CCE with the total mean score.

Table 13: Constraint Factors of Online Food Delivery Services and their CCE with the total mean score						
Determinant Issues	Key Attributes	Constraints Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Organisational Issues	Inventory	Expensive	Exclusive	25	75	73
	Operation	More Initial Expenditure	Increased Product Cost	26		
	Research & Development	Large Investment	New Market development	24		
Environmental Issues	Resources	Depletion	Limited access	23	74	
	Eco-Innovation	Premium Pricing	Less affordability	25		

	Consumption	Think Green Customers	Marketing issues	26		
Economic Issues	Innovation	Skepticism	Less Brand loyalty	24	77	
	Consumerism	Quality optimisation	More operational cost	25		
	Expenditure	Higher price	Less turnover	28		
Social Issues	Corporate Social Responsibilities	Government regulation	Stiff compliance	22	76	
	Health	Less Usage	Less Awareness	27		
	Social Image	Heavy Advertising	Expenditure	27		
Source: Author						

Below Table 14 shows the disadvantageous factors of Green Marketing for Sustainable Development their CCE with the total mean score.

Table 14: Disadvantageous Factors of Online Food Delivery Services and their critical constituent element with the total mean score

Determinant Issues	Key Attributes	Disadvantageous Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total mean score
Organisational Issues	Inventory	Less Sales	Obsolesce cost	21	70	62
	Operation	Costly Green Certification	Pressure Group	24		
	Research & Development	Standardisation Issues	Complex technology required	25		
Environmental Issues	Resources	Limited	Perishable	22	68	
	Eco-Innovation	Conversion Cost	Lengthy Process	22		
	Consumption	Navigating Novelty	Resilience	24		
Economic Issues	Innovation	Competition Pressure	Quality Compromise	27	73	
	Consumerism	Green Myopia	Incredibility	24		
	Expenditure	Customer Backlash	Skimmed Pricing	22		
Social Issues	Corporate Social	False Claims	Misleading	21	62	

	Responsibilities					
	Health	Low Customer Awareness	Less Purchase Intention	20		
	Social Image	Greenwashing	Deceptive Marketing	21		
Source: Author						

11. AFFECTING FACTORS FOR GREEN MARKETING FOR SUSTAINABLE DEVELOPMENT AS PER ABCD ANALYSIS FRAMEWORK - GRAPHICAL REPRESENTATION :

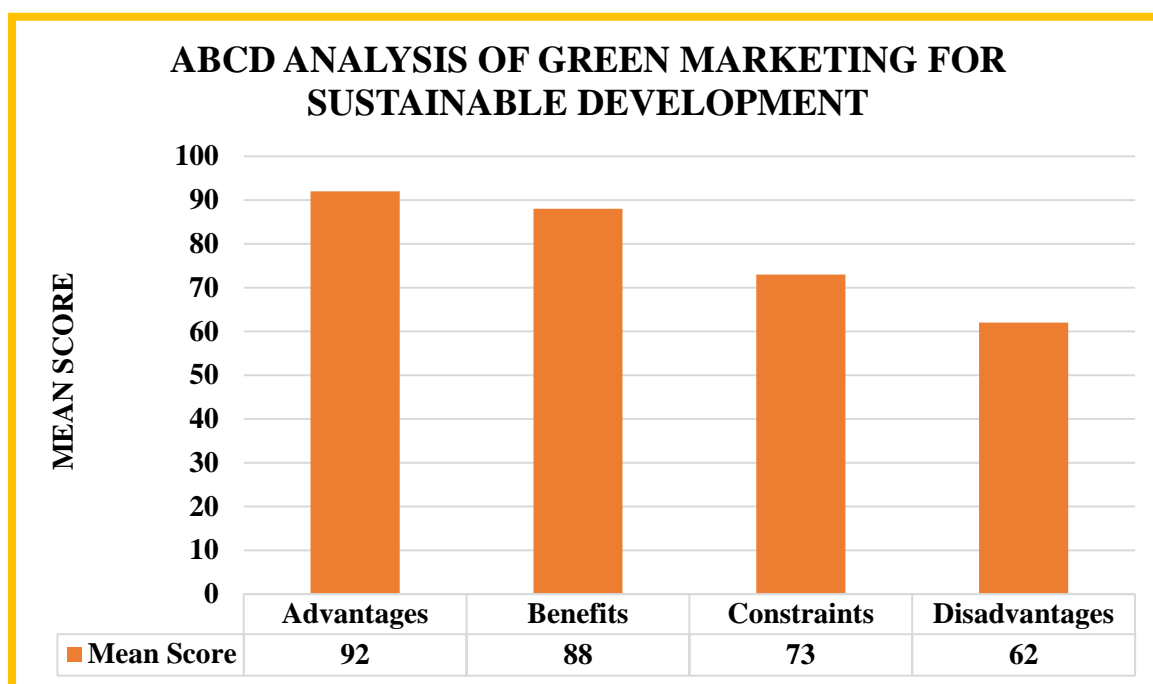


Fig. 2: Total Mean Score of Green Marketing for Sustainable Development as per ABCD analysis framework

Inference:

Affecting factors influencing Green Marketing for Sustainable Development is exhibited as ABCD analysis framework in Figure 2 which shows the results of mean score of, one – “Advantageous” construct (92) has ranked first, indicating satisfactory. Second- “Benefits” (88) indicating neutral impact on Green Marketing for Sustainable Development and Third- 73 and 62 for “constraints and disadvantages” respectively resulting as not satisfactory factor for Green Marketing for Sustainable Development.

12. CONCLUSION :

“ABCD analysis framework” is a comprehensive technique which analyses “strategy, business models, system or concepts”. This study used “ABCD analysis framework” which contributed to identifying the impacting factors for Green Marketing for Sustainable Development and the outcomes indicate that “Advantageous factors” influence on Green Marketing towards Sustainable Development.

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