Chapter 8
Understanding Green Marketing in Agriculture: A Stakeholder Analysis in Angola

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ABSTRACT

This chapter explores green marketing in Angola's agricultural sector through stakeholder analysis, considering environmental challenges and the threat of climate change. Green marketing promotes eco-friendly goods and services, benefiting producers and communities. Using the Unified Theory of Acceptance and Use of Technology (UTAUT), this study assesses farming sector readiness, investigates stakeholder awareness, identifies adoption factors, explores benefits and costs, examines challenges and opportunities for smallholder farmers, and provides recommendations for green marketing adoption. Findings reveal challenges like limited resources, technology access, and infrastructure hindering sustainability practices. However, stakeholders recognise potential benefits like environmental sustainability, market competitiveness, and consumer trust. Recommendations include addressing barriers through policies, capacity-building, and stakeholder partnerships. This research contributes to green marketing literature and offers implementation recommendations for smallholder farmers.

1. INTRODUCTION AND BACKGROUND

The global economic and business landscape is currently undergoing significant transformations due to environmental challenges and the looming threat of climate change. In response, there is a growing concern for safeguarding the natural environment from hazardous products and harmful chemicals employed in production and distribution value chains (Nguyen-viet et al., 2023). The concept of green marketing has emerged as an eco-friendly strategy to address this pressing issue by promoting and marketing environmentally friendly goods and services (Armstrong & Green, 2019).

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Green marketing in agriculture, which involves the production and marketing of environmentally friendly agricultural products, has gained popularity due to escalating environmental concerns and the urgency to address climate change (Barah et al., 2023). It is recognised as a strategic tool that can provide the farming sector with a competitive advantage, increased market share, and enhanced profitability while ensuring environmental sustainability (Shibli et al., 2021).

However, despite the potential benefits of green marketing, concerns persist regarding the high costs associated with green certification and the potential disruptive effects on business operations, especially within the farming sector (Sugandini, 2020). Adopting green marketing often requires significant changes to existing business models, including production processes, product labeling, and distribution channels (Marzano & Martini, 2020), which can be challenging to manage, particularly for smallholder farmers.

In the context of Sub-Saharan Africa, the adoption of green marketing practices in the agricultural sector varies across countries and regions. Sub-Saharan Africa faces unique environmental challenges and opportunities shaped by factors such as climate variability, deforestation, and land degradation. Some countries in the region have implemented green marketing initiatives and policies to promote sustainable agriculture and capture niche markets (Marzano & Martini, 2020). These initiatives aim to enhance the competitiveness of agricultural products while ensuring environmental sustainability.

In Southern Africa, the agricultural sector faces similar challenges, including low productivity, limited access to modern technology, and inadequate infrastructure. Smallholder farmers, who constitute a significant proportion of the farming population, are particularly vulnerable within the sector (World Bank, 2021). The readiness of the farming sector in Southern Africa, including Angola, to embrace green marketing requires careful consideration of the specific challenges and opportunities within each country.

Angola, a country in Southern Africa, is still recovering from a 27-year civil war that ended in 2002. Agriculture plays a crucial role in the Angolan economy, contributing approximately 10% to the Gross Domestic Product (GDP) and employing around 70% of the population (World Bank, 2018). However, the agricultural sector in Angola is characterised by low productivity, limited access to modern technology, and inadequate infrastructure. Smallholder farmers face significant vulnerabilities within the sector (World Bank, 2021).

While the concept of green marketing is gaining recognition in Angola and other African countries, limited knowledge exists about the readiness of the farming sector in Angola to adopt green marketing practices. Notably, while other sectors like manufacturing have gradually embraced green marketing, the agricultural sector's stance remains largely unexplored. This study endeavours to delve into the readiness of Angola's farming sector to embrace green marketing and to comprehend the viewpoints of key stakeholders concerning potential challenges and opportunities linked to this marketing strategy. By gaining insights into stakeholders' conceptualisations and perceptions of green marketing and its applicability within the agricultural context, this study seeks to evaluate the sector's preparedness in adopting this emerging marketing technology, while considering its associated costs, benefits, and repercussions.

2. CHAPTER OBJECTIVE

This chapter aims to investigate the level of preparedness and acceptance of green marketing practices within the farming sector in Angola. Drawing upon the Unified Theory of Acceptance and Use of Technology (UTAUT), this study seeks to provide insights into the fundamental objectives outlined below: