

Chapter 8

Literature Review on Green Marketing Strategies for Sustainable Supply Chains From a Namibian Perspective

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ABSTRACT

The main aim of this chapter is to discuss the green marketing strategies for sustainable supply chains from a Namibian perspective. The phrase “green marketing” refers to promotional efforts that highlight less harmful goods and services while attempting to lessen the detrimental effects that current production methods and products have on society and the environment. This is further supported by green supply chain whose main aim is ensuring that customers’ needs and requirements are met while maintaining long-term social, environmental, and economic value in the marketing of goods and services. The term “green supply chain” refers to a range of practices, including raw material replacement, reuse, and recycling. Green marketing strategies for sustainable supply chains strives to safeguard the environment and the natural resources for future generations. This chapter is solely based on secondary desktop research conducted through the analysis of existing literature and online resources.

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1. INTRODUCTION

The growing global focus on environmental sustainability has brought green marketing and sustainable practices to the forefront of business strategies. These concepts are particularly relevant in the current context of escalating environmental concerns, stringent regulations, and heightened awareness of climate change and its impacts. Over the past decade, interest in green marketing and sustainable supply chains has surged, driven by globalization and evolving consumer preferences for eco-friendly products and services (Chan et al., 2012). This chapter explores green marketing strategies from a Namibian perspective, emphasizing their importance in promoting sustainability and addressing the pressing need for environmentally responsible practices in business operations.

The American Association of Marketing (2017) defines marketing as “*the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*”. As part of the process of offering valued goods/services to clients, institutions/business entities have a moral responsibility to do so in an environmentally friendly and sustainable way. This is where the concept of green marketing becomes relevant. Green marketing, defined as promotional efforts that prioritize environmentally friendly goods and services while minimizing adverse societal and environmental impacts (Peattie, 2001), has transitioned from being a voluntary initiative to a necessity for organizations. Stakeholders, including consumers, governments, and regulators, now demand the adoption of green marketing strategies (Taghian et al., 2016). This shift necessitates a profound transformation in corporate culture, with businesses increasingly viewing sustainability not merely as an ethical responsibility but as a strategic advantage (Dodrajka, 2020). Green marketing practices cannot be effectively implemented without thinking about sustainability. This becomes relevant because at every material stage of the product lifecycle issues of environmental sustainability is brought forth in view of the growing concern for the environment. Peattie (2001) opines that using sustainability involves using natural resources sparingly without affecting the standard of living for the future generations. The author further states that sustainability allows for environmental systems to replenish itself over time. In the context of supply chain, supply chain sustainability is now gaining momentum as it being recognized as part of corporate social responsibility (United Nations Global Compact, 2010). United Nations Global Compact (2010) defines sustainability supply chain as the process of managing the effects on the environment, society and economy while promoting good governance practices. Thus, sustainability supply chain aims to create, preserve and expand long-term social, environment and economic value in the marketing of goods and services. Moreover, the intersection of green marketing with green supply chain practices has

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