

# Chapter 16

## The Role of Green Marketing in Promoting Sustainable Supply Chain in Namibia

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### **ABSTRACT**

*The research examines the function of green marketing in sustainable supply chains in Namibia, where the practice is gaining popularity. Consumers and producers can influence the environment through activities such as road construction, mining, farming, and manufacturing. Fear and the impacts of depletion on the climate prompted the government to take steps to mitigate the effects of human activity on nature. Cost reductions, innovation, and profit maximization are all benefits that can increase quality while also being lucrative for enterprises. Manufacturers and consumers can help safeguard the environment from the consequences of pollution, erosion, and depletion, resulting in minimum climate change. Namibian firms require ways to implement green marketing to promote environmentally friendly products and services. The chapter examines the impact of green marketing on Namibian consumers, enterprises, and provides best practices and tips for implementing green marketing in Namibia.*

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## 1. INTRODUCTION

According to Ahmad (2022), green marketing can provide environmentally sustainable products and services to meet customer needs. Ahmad (2022) suggests the rising consumer interest in green items can increase demand for green food. According to Ahmad (2022), plant and resource depletion, pollution, animal loss, and greenhouse gas emissions can contribute to climate change. Human activities can lead to environmental challenges (Önder & Güven Yıldırım, 2021). Sandberg (2021) suggests that changing purchasing and consuming behaviours, and implementing green marketing methods, can promote environmental sustainability. Businesses can promote environmentally friendly products and services.

Green marketing, a subset of sustainable marketing, is critical for supporting sustainable practices across the supply chain by encouraging environmentally friendly activities and engaging customers who value sustainability. It emphasizes environmental and social responsibility. According to Chung (2020), green marketing can improve brand image, broaden consumer base, and retain consumers by decreasing environmental impact, increasing satisfaction, and encouraging sustainability.

In Namibia, abundant natural resources can pose significant environmental concerns (Shikangalah & Mapani, 2020). Green marketing can promote sustainable practices throughout the supply chain and address sustainability concerns. Wildlife conservation and resource management are critical in Namibia because they support the economy and benefit the people. Green marketing can bridge between promoting economic interests and environmental responsibility.

Green marketing can increase the marketability of items that use sustainable techniques, educate customers about environmental problems, and influence their purchase decisions. This paper examines the effectiveness of green marketing in fostering sustainable supply chains in Namibia, including its advantages, obstacles, and implementation options.

## 2. SUSTAINABLE SUPPLY CHAINS

Industrialisation has helped the globe by enabling the manufacture of valuable items. However, the exploitation of natural resources and the tilling of land to raise food can have an impact on the ecosystem (Andrady et al., 2012). The ozone layer, seas, rivers, fields, and animals can be affected by human activities (Andrady et al., 2012). The global community expressed worry about the environmental impact of human activities. Increased soil erosion, pollution, and depletion can have prompted

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