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GREEN MARKETING AS THE SOURCE OF THE COMPETITIVE ADVANTAGE OF THE BUSINESS

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Abstract: One marketing strategy that can be chosen by companies to realize efforts to obtain competitive advantage is to implement a green marketing strategy. Green marketing has played an important role in satisfying the needs and desires of customers and keeping companies accountable in maintaining the long-term social and environmental benefits they can get through effective green marketing. Green marketing has been proven to increase competitive advantage. Therefore, improving the quality of green marketing and continuous innovation so that competitive advantage can be maintained and able to win the competition must always be run by the company.

Keywords: Competitive advantage, Environmental marketing, Green Marketing, Environmental marketing strategy

INTRODUCTION

Companies must carry out the right strategy to deal with increasingly competitive business competition. For this reason, companies are demanded to have advantages, uniqueness or differences that cannot be owned by competing companies. The uniqueness or difference can be done by creating competitive advantage (competitive advantage).

Competitive advantage is the extent to which a company is able to create and maintain a position above its competitors or can be said to have superior capabilities from competing companies by carrying out innovative actions. Innovation is manifested in the design of new products, new production processes, new marketing approaches, or new ways of doing training (Porter & Van Der Linde, 2017). Many previous researchers have discussed competitive advantage, especially in terms of investigating the factors that facilitate companies that have sustainable competitive advantage.

Competitive advantage relates to dynamic capabilities through accumulation of research and development and marketing capabilities (Hsu & Wang, 2012). Innovation from

small project-based companies (Barrett & Sexton, 2006) or dynamic capabilities (Bowman & Ambrosini, 2003); (Easterby-Smith & Prieto, 2008); (Macher & Mowery, 2009); (Pandza & Thorpe, 2009). From this definition it is evident that competitive advantage is a very important thing that must be achieved by the company through a variety of resources that are owned to improve performance better than competitors.

One marketing strategy that can be chosen by companies to realize efforts to obtain competitive advantage is to implement a green marketing strategy (Karjaluoto & Vaccaro, 2009). Green marketing has played an important role in satisfying the needs and desires of customers and keeping companies accountable in maintaining the long-term social and environmental benefits they can get through effective green marketing (Zulfiqar & Shafaat, 2015). As a promotional tool to build customer trust (Garg, 2015). Is a company's sustainable business strategy in achieving better business performance (Papadas et al., 2017).

Companies are becoming more concerned and taking sides with environmental sustainability and social problems by implementing environmental issues as a marketing strategy (Zhu & Sarkis, 2016). Green marketing strategies are not just implementing social responsibility, but are proven to be able to increase competitive advantage (C.-S. Chen & Lin, 2011). The purpose of this paper is to examine green marketing strategies as an effort to increase the company's competitive advantage.

LITERATURE REVIEW

Marketing success lies in competitive advantage. The real competitive advantage is differentiation. According to Coyne competitive advantage is something that can be felt by the market and reflects the differences in product or service attributes that are the main purchasing criteria, and is more meaningful when the advantage is not owned by competitors (Coyne, 1986).

Competitive advantage is the difference and uniqueness of the company among competitors, so competitive advantage is skill (Naugle & Davies, 1987), resources, and superior control (Michael E. Porter, 1990).

Green marketing according to the American Marketing Association in 1975 in a workshop on 'Ecological Marketing' in Austin, Texas. is marketing products that are safe for the environment. Where green marketing combines various activities, including product modification, changes in production processes, changes in packaging, and modifying advertisements (Jay, 1994). But the theme has less impact on the environment.

According to the American Marketing Association (AMA), green marketing is marketing products that are believed to be environmentally friendly and innovative in the process, packaging, labeling, use of advertising strategies (Yazdanifard & Mercy, 2011)

The evolution of green marketing has three phases. The first phase is referred to as green marketing which is ecologically focused, related to environmental problems and provides solutions to overcome environmental problems. The second phase is green marketing that focuses on the environment by involving the design of innovative new products that can handle the problem of pollution and waste. The third phase is sustainable green marketing. (Peattie & Crane, 2005)

RESEARCH METHODS

In this research design to gain insight into the competitive advantage of green marketing. All research papers that appear with the theme of green marketing are collected from various data sources, such as, Elsevier, EBSCO, JSTOR, Emerald, Springer,

ResearchGate, Taylor and Francis online, Akademia, from 1986 to 2020. A total of 90 papers were taken from the database this and was filtered based on the focus of the study, the aims and themes of the current research, and finally 55 papers were found suitable for further inclusion. Table 1 shows the following:

Table 1 Data Sources

Keywords	Use Based Data	Results Found
Competitive Advantage	Elsevier, Emerald, JSTOR ResearchGate, SAGE, Springer	35
Environmental marketing	Elsevier, Emerald, JSTOR	8
Green Marketing	Elsevier, Emerald, EBSCO, SAGE, Springer, ResearchGate, Taylor and Francis Online, Akademia	37
Environmental marketing strategy	Springer, ResearchGate	10
Total		90

FINDINGS AND DISCUSSION

To increase competitive advantage, an appropriate strategy is needed, in general, this strategy is called a "generic competitive strategy" (Gartner, 2014). There are three strategies that are implemented: (1) Implementing cost strains by controlling production and marketing costs to improve efficiency. (2) Trying to create unique products and services to develop competitive advantage. Differences in products and services include superior product quality, better service levels, and brand image. (3) focusing on certain market segments or parts of product lines to get a competitive advantage. Table 2 below shows the structure of Michael Porter's generic competitive strategy.

Table 2. the structure of the generic competitive strategy Michael Porter.

Competitive Range	Competitive Advantage		
		Difference	low cost
	wide	Strategy difference	Overall cost leadership strategy
narrow	Focus Strategy		

Source: Michael Porter's Generic Competitive Strategy

The above table adopts Michael Porter's research on generic competitive strategies as the basic dimensions of companies in choosing optimal green competitive strategies. On the grounds that the strategy can be applied to all types of industrial competition strategies (Kim & Lim, 1988).

In identifying business competitive advantage, it is necessary to have the role of experts, especially those concerning functional skills. The company's functional skills are the foundation for success in one or several businesses (Naugle & Davies, 1987).

Indirectly, companies that have implemented green marketing have a competitive advantage. (C.-S. Chen & Lin, 2011). Through innovation companies can find new products that are environmentally friendly so they can compete with similar products. The results of previous studies prove there is a significant relationship between environmental sustainability and ecological benefits through green product innovation. Green product innovation emphasizes waste reduction or material recycling, energy conservation and pollution control (Zaid et al., 2019). Some researchers give reasons why the importance of green marketing is applied in the company. Green marketing is the main philosophy advocating for sustainable development. Community awareness of environmental health for life and preferring environmentally friendly products and services for consumption is important (Choudhary & Gokarn, 2013).

The need for products that are more environmentally friendly and sustainable to dramatically increase the productivity of natural resources. Previous research illustrates that green marketing has marketing appeal and green product strategies that can attract consumers or profitable niche markets and contribute to the preservation of nature (Ottman et al., 2006)

There are several reasons companies run green marketing. The first reason is to open up opportunities for competitive advantage. Because the green element is product differentiation and there is a change in the behavior of markets and consumers into green consumers making green products a new business opportunity.

The second reason is that they also carry out corporate social responsibilities (CSR). CSR is a commitment from businesses that behave ethically and contribute to economic prosperity and improve the quality of workers, families and the surrounding environment such as local communities and society at large. .

The third reason is the pressure from the government. In some countries regulations have been made for companies to play a role in protecting the environment and sanctions for those who violate them.

The fourth reason, namely the problem of costs and profits. The company hopes to get high profits by implementing green products. While the fifth fundamental reason is the pressure from increasingly competitive business competition.

The increase in business today, encouraging companies must be able to innovate in order to compete with competing companies. Green Marketing Innovation is one of the weapons to be able to compete and be able to win the competition. Green marketing, is not just to carry out environmental responsibility, but also useful to create a positive image of the company in the eyes of consumers, find new markets or opportunities, gain competitive advantage, and increase the value of products or services (C.-S. Chen & Lin, 2011).

The company's competitive advantage can be obtained because companies implement green innovation and green processes (Y. S. Chen et al., 2006). Green innovations are related to green products or processes, including innovations in technology involved in energy savings, pollution prevention, waste recycling, green product design or environmental management companies (Calza et al., 2017). Green innovation is used to improve the performance of environmental management and protection (Sezen & Çankaya, 2013). Chen, Chang defines proactive green innovation as' innovation related to an active environment to take initiatives from new practices and products in front of competitors, to reduce costs, seize opportunities, to lead in the market or to gain competitive advantage (C.-S Chen & Lin, 2011).

Based on the theory of Nature Resources Theory (NBRT) it is explained that companies that implement environmental awareness and environmental sustainability (go green) will be able to achieve competitive advantage (Hart & Hart, 2013).

Companies in managing their products using new product development and the use of recycling will obtain various benefits. The application of innovation in the company can instill sustainability in business goals and processes as the main driver of a company's competitive advantage (Connor, 2015).

In addition to this the company applies a sustainable business model by combining the triple bottom line approach and taking into account broadly the various interests of stakeholders, including the environment and society (Høgevd et al., 2015).

All activities that design services and facilities for the needs, desires and customer satisfaction do not have an impact on the natural environment is green marketing (Michael Jay Polonsky and Philip J. Rosenberger, 2001). Product development, production process implementation, use and disposal of production waste are managed not to be harmful to the environment. In addition, green marketing activities have a positive impact on the environment and the proceeds from the sale of these products are used for the benefit of organizations or events related to environmental sustainability (Hawkins, D. I., Mothersbaugh, D. L., & Best, 2013).

In other words, companies realize that to be sustainable it is necessary to create competitive advantage ((Auger et al., 2008); (HAMPL & LOOCK, 2013); (HULT, 2012); (PELOZA, J., & SHANG, 2011) and increase company value (Srivastava et al., 2013); (Koch & Windsperger, 2017); (Yusdantara & Rahanatha, 2015); (Ma, 2000) through changes in overall business strategy and conducting activities that focus on the future, on creating capabilities to survive and develop in the long run.

Some companies have implemented green marketing as the main focus of business for the company (Nadanyiova et al., 2015); (Chahal et al., 2014); (Ottman et al., 2006), but there are also companies that view green marketing as only a minor marketing strategy or a niche / niche market strategy (Chintakayala et al., 2018); (Smith, 2006). The support of public policy makers by increasing attention to environmental issues, can increasingly be indicated that environmental care is a potential business area to be used as a business strategy (Peattie & Crane, 2005). These conditions make the business climate experience very rapid growth and development, as a result the number of companies implementing green marketing is increasing as well, so that competition between companies becomes more competitive (Moravcikova et al., 2017).

Business competition is increasingly competitive, encouraging companies to improve the quality of green marketing. By improving the quality of green marketing, it is not only to carry out environmental responsibility, but also to create a positive image of the company in the eyes of consumers, find new markets or opportunities, gain competitive advantage, and increase the value of products or services (C.- S. Chen & Lin, 2011). In line with the above opinion, green marketing or also known as environmental marketing is an appropriate tool to build the environment and improve brand image (Bathmanathan & Hironaka, 2016).

Furthermore, through a green marketing strategy, the company hopes to create an environmentally friendly image on a brand and can build brand trust and loyalty (Y. S. Chen et al., 2015). Efforts to preserve the environment and get business profits are part of a green marketing strategy.

The implementation of a green marketing strategy also has a very noble goal of participating in efforts to preserve the environment, and reduce the environmental impact to be more severe. This noble goal should receive support from all parties, both from companies, consumers, and government.

Other research shows that organizations involved in green practices might benefit in a variety of ways. First, companies with a green orientation are likely to achieve financial

benefits and greater market share (Menguc & Ozanne, 2005), high levels of employee commitment (Maignan & Ferrell, 2001), increased company performance (Pujari et al., 2003), and capacity building (Baker & Sinkula, 2005). Furthermore, the results show that socially responsible actions lead to increased customer satisfaction and greater company value (Luo & Bhattacharya, 2013) and can reduce undesired company-specific risks, which can lead to greater company valuation (Luo & Bhattacharya, 2013). While benefits are noted, Mathur and Mathur found that green promotional efforts by companies resulted in negative stock returns (Mathur & Mathur, 2000).

Organizations can also benefit from environmentally friendly practices through cost savings. Because pollution is a sign of waste, companies that curb pollution and reduce inputs that can cause waste must see the benefit of cost savings (Lash & Wellington, 2007); (Porter & Van Der Linde, 2017). Increasing energy efficiency and reducing waste can enable green companies to do so quickly recover the financial expenditure needed to fund green initiatives. Through increased energy efficiency and wasteful reductions, companies can quickly recover the financial expenditures needed to fund green initiatives. Thus, given the results of directed green initiatives on company performance, proven green strategies can be beneficial for the company. However, a more thorough understanding of the effects of green marketing strategies can have company performance needed.

Various ways can be done during the production process, in order to produce an environmentally friendly product. One method used is to apply the concept of sustainable green products; the use of recyclable raw materials, environmentally friendly packaging materials, energy saving, and environmentally safe waste.

In general there are four ways used to optimize a green product (Ottman et al., 2006). These methods are Reus, Repair, Reconditioning / Remanufacturing and Recycling. Reuse is a cleaning or sterilization activity by using recycled products. While Repair is repairing things or components that have experienced minor damage, not functioning or performing poorly, becoming back to normal. While remembering certain components is called Reconditioning / Remanufacturing. Finally, Recycling is an activity to recycle a product with the aim to be used as raw material for other products. The characteristics of green products are non-toxic, have a longer durability, environmentally friendly raw materials, refills are available, do not involve cruelty to animals, do not endanger health, energy-efficient production processes, and have a green label (Ottman et al., 2006). The characteristics possessed by green products illustrate that green products are safe for consumption and do not endanger themselves, others and other creatures (animals and plants).

The more consumers are willing to pay for green products, the more companies are able to observe changes in consumer demand and behavior. But there are still companies that implement green marketing and green product development that are not on target so that it becomes a problem in the future. Therefore, marketers must develop green marketing strategies with extreme care and precision before they apply the products to their companies. Strategic planning objectives can maintain consumer retention; and minimize environmental impacts to achieve long-term benefits and growth.

CONCLUSION AND SUGESTION

The research aims to study how the concept of green marketing as a source of business competitive advantage. Due to the level of environmental damage and pollution getting worse from day to day, which will ultimately lead to continued deterioration in human life. For this

reason, a green marketing strategy is needed in promoting and preserving the natural environment that can benefit companies, consumers and the environment.

In the long run the company will face the challenge of environmental pollution, for that we need the right solution. Sustainable development strategies are needed as integrating economic and ecological considerations in decision making by making policies that protect the quality of agricultural development and environmental protection. So that it can protect environmental sustainability by using green marketing reservoirs for the next generation.

Marketing products that are considered safe for the environment is the implementation of green marketing. Where green marketing involves combining various activities, including product modification, changes in production processes, packaging changes, and modifying advertisements. By promoting sustainable innovation the company functions as a bridge between the company's interests and profitability. So that through a significant capital investment can change the way business companies to innovate their products and services, will ultimately have a more positive impact on the environment.

The development of energy-efficient operations, better pollution control, recyclable packaging and biodegradable, ecologically safe products are part of environmentally friendly marketing that leads to sustainable development. So that green marketing is a means towards broader goals of sustainable development; this is a medium and long-term policy strategy that understands and addresses potential poverty and resource gaps, provides opportunities to develop alternative economic, production and livelihood models; and can protect development and growth prospects, and the impact of environmental degradation.

The key to successful green marketing is credibility. Never overestimate environmental claims or build unrealistic expectations, and communicate simply and through sources that people trust. Looking at the latest trends in green marketing and gaining its importance throughout the world, it can be said that if sustainable development is a need of time then green marketing can meet these needs and can be a vehicle for sustainable development as green marketing combines people, profits, and the planet together.

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