



Sustainable Green Marketing Concepts for Green Construction Market Developments in Bangladesh

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ABSTRACT

This paper presents the marketing green concept that drives the construction market towards sustainability. Due to the global energy crisis, climate change, and other environmental degradations, green products are gaining appeal and acceptance, revealing the twenty-first century's forthcoming concerns. Also, green business become a major driving force behind global sustainable development. Though Bangladesh's economy is growing as it strives to become a developing nation by 2026, the expansion of industrial sectors is essential to achieving this objective. The industrial expansion has resulted in significant depletion of natural resources, greenhouse gas emissions, and toxic waste dumping, all of which can lead to unchecked degradation of air, soil, and water quality. Most developing countries have introduced a new way of doing business known as "green business" (GB). The principles of green business align with new ways of production, marketing, and disposal of products that ensure environmental safety and corporate competitiveness. The primary objective of this study is to present an overview of green marketing strategies related to the construction sector, that will help the sector to gain sustainable competitive advantages. To achieve this objective throughout Bangladesh's construction sectors, we suggested a methodology to quantify green business strategy in the context of the strengthening of green business strategy and environmental deterioration. This study provides a valuable reference for both policymakers and industry practitioners to implement green construction.

Keywords: *Sustainability marketing, Sustainable development, Green construction, Green marketing, Environmental pollution.*

1. INTRODUCTION

Since the 1970s, marketing knowledge and theory have evolved and developed, and marketing sciences have emerged in the setting of the exchange paradigm. Every exchange structure is associated with products, services, people, places, or concepts, and individuals in profit and non-profit organizations, governments, and non-governmental organizations [1]. The term "green marketing" is frequently misused and applied incorrectly. "Green marketing" refers to the promotion of items that are seen to be environmentally friendly [2]. Climate change, energy scarcity, population growth, noise, and accelerated urbanization are all major threats to human society's sustainable development [3]. According to a NASA report, the temperature has increased by 1.8

Fahrenheit since 1880 [4, 5]. The increase in CO₂ alone is predicted to raise the global average temperature by around 4.5 degrees Fahrenheit by 2050 [6]. Energy-related usage is expected to rise from 32.3 billion metric tons to 43.4 billion metric tons in 2040 [7]. And 36 billion tonnes of CO₂ have been produced by the construction industry. According to World Population Growth Prospects 2017, the world's population has grown by around one billion people in the 13 years since 2005, and the population will surpass 9.8 billion in 2050 [6]. The electricity demand is growing as the population grows and urbanization accelerates, which will reach 900 EJ of primary energy use in 2050 [6]. Based on the above discussion need to promote using an environmentally friendly product.

Bangladesh is a rapidly urbanizing country with a socially developing market economy. The government has strong commitments to promote green construction and efficient energy usage in the commercial and public sectors via financial incentives and green building standards as part of the overall sustainable development strategy [8]. In addition, government policy incentives, directly affect improving developers' understanding of the long-term benefits of green buildings. Buildings [9]. Improved access to low-cost, long-term funding is a critical step in encouraging climate-smart investment, especially in green buildings.

Furthermore, the building construction industry has been criticized for being a major consumer of primary energy and natural resources [6]. The construction sector has had a significant impact globally on our energy, climate, culture, infrastructure, and public health. It uses 30% of the world's resources, 15% of freshwater withdrawals, one-fourth of all wood harvested, and almost half of all raw materials[10]. The construction industry is responsible for 30% of global greenhouse gas emissions and 40%–50% of water contamination [3]. On the other hand, the construction of the green building (GB) focuses on energy efficiency building and reducing CO₂ emission and resource impacts to resolve these challenges[11]. It may incorporate techniques from all building life cycle phases, such as site selection, planning, development, service, repair, reconstruction, and deconstruction, to reduce detrimental impacts on electricity, water, materials, and other natural resources[12]. It will also reduce landfill emissions, air and water pollution, indoor pollution, heat islands, stormwater runoff, noise, and different types of pollution [6, 13]. In several programs, the adoption and application of green building technologies resulted in a reduction in energy demand and CO₂ emissions and an increase in water quality. At the very least, the designers show their intent to adopt GB's instructions to produce the best result in their concept proposals.

Current economic practices contribute to environmental depletion and affect descendants who cannot access natural resources that are essential for economic well-being and life equality for future generations [14-16]. These ideas lead to long-term marketing. Sustainability marketing is a branch of marketing that incorporates economic factors, the new notion of relationship marketing, as well as social, moral, and environmental considerations [17, 18]. It also provides strategies for the duration of long-term growth, such as marketing improvements based on a deep understanding of and intensity of various prospects. Moreover, the three dimensions of sustainable development, including economic, climate, and social aspects, should be measured in business operations [19, 20]. The future of marketing will be shaped by some things, such as relationship management, improvements to manufacturing processes, and networking.

Also, as social and environmental issues become more important to economic growth, especially climate change, companies, and advertisers will have to find long-term ways to keep their customer's demands and invest in customer service. [19, 21]. This article aims to give a clear road map for national development growth, policy making, and construction design firms. It also gives guidelines for dealing with the growth of the green building market and a detailed method for academic researchers who might be interested in studying the subject.

2. METHOD

This article utilizes the research synthesis approach, which was conducted using narrative reviews and content summaries. This paper incorporates original material and data from different web pages related to sustainable development and sustainable marketing assessment, with scholarly publications and conference proceedings found by keyword searches. In reviews of relevant literature different databases like google scholar, web of science, and Scopus are often used. Inclusion and exclusion criteria for the selection of literature. Inclusion-published articles in English only, publishing years from 2000 to 2020, Sustainable development or energy-saving buildings, and exclusion- no other languages, not full-text articles, not related to others.

It was then screened by reviewing abstracts and titles for selected articles that can provide answers to the research questions. Forty-nine papers are associated with the research objectives. Therefore, the researcher formed the concept of sustainable green marketing or sustainability marketing through synthesizing research work employing interpretation.

3. RESULTS AND DISCUSSION

3.1 Sustainable development

The concept of economic development, like the idea of sustainability, is not as straightforward as it seems. However, according to Brundtland, et al. [22] in 1987, the commission defined sustainable development as: "Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs". This implies that we must take care of our environment, resources, and people to have a healthy life. Given that the idea of sustainable development encompasses environmental, economic, and social dimensions, we should also pass down our planet to our children and grandchildren so that they can live in real sustainability [23]. Resources, climate change, agricultural development, sustainable urbanization, catastrophe reduction, and mitigation all apply to the setting. It has to do with how they affect the world and culture. The term

"society" refers to a democratic culture that allows people to effectively participate in policymaking, share differing viewpoints, and elect governments. Environment, economy, and society are viewed as accepted manuscripts as three pillars of sustainable development and are used by several research studies on sustainable development [24, 25]. For these three sustainability dimensions, education is considered essential for developing ethical awareness in humankind [26]. Sustainability also creates a competitive advantage and improves process innovation[27, 28]. As an emerging industry globally, the building industry is desirable in both developed and emerging countries. On the other hand, this industry is equally responsible for greenhouse gas emissions, high energy consumption, environmental damage, resource loss, and both external and internal pollution [29, 30]. The notion of sustainability may be broadened, and most people believe that to accomplish it, we must strike a fair balance of economic, environmental, and social factors[31]. In the diagram of sustainability, as seen figure section, the three pillars of sustainability are also known as the diagram. We must strike a balance between economic, social, and environmental considerations to achieve true sustainability [32]. These may be summed up as follows:

Environmental Sustainability: Environmental management assurances that our ecological resources survive beyond our means. We must make sure we utilize our natural resources such as goods, fossil fuels, property, water, etc. ecologically to stay viable. So, we need to evaluate the availability of resources, the environmental impact on extraction, and the preservation of the assistance under circular economic concepts. Zero-carbon means net-zero, and thereafter we'll go on to do climate-positive things.

Economic Sustainability: Economic survival necessitates that a company or nation utilize its capital wisely and responsibly to run profitably and reliably. A company's operations cannot be sustained without an operating benefit. A company's operations would not be profitable in the long run if it cannot behave wisely to manage its capital effectively.

Social Sustainability: The tendency of a community, or any social structure, to maintain healthy social well-being over time is known as social sustainability. Achieving social longevity means that an organization's or community's social well-being can be sustained over time. Taking these three pillars of sustainability a step further, if we just accomplish two of them, we will have:

Social + Economic Sustainability = Equitable

Social + Environmental Sustainability = Bearable

Economic + Environmental Sustainability = Viable

We can only attain genuine sustainability and a truly sustainable future by balancing economic, social, and environmental factors.

3.2 Sustainability Marketing

Sustainability marketing has gained some popularity in recent years, but we are still unsure exactly what it means[33]. The area of sustainability marketing is also incredibly understudied in the field of sustainable marketing[34]. Although sustainability issues are gaining momentum, their bulk is managerial, according to the feedback [35].

This study provides a new perspective and distinct viewpoints on the area of sustainability marketing by leveraging academic research to clarify current conceptualizations of sustainability marketing using a broader approach from past sustainability marketing analyses [36]. We present core principles in sustainability marketing, outlining the overarching goal, assumptions, and practical and theoretical implications. This review also looks at several prior studies' hypotheses, which can be a little hazy at times [37]. It aims to provide marketing scholars and practitioners with realistic and straightforward conceptualizations and implications of sustainability marketing. Sustainability marketing has been introduced around since the 1970s, and we will talk about different marketing principles that relate to ecology and social marketing, such as societal, social, ecological, green, climate, environmental, and sustainability. As follows:

Societal Marketing: The increasing awareness and concern for the environment and societal impact of business practices [38]. Using societal concerns as instruments, marketing tactics to encourage commodity exchange are outlined. Organizational priorities, customer goals, and social goals are three points of convergence in societal marketing that may eventually contribute to long-term opportunities and marketing success [39]. The societal marketing theory is that the shared fulfilment of individual consumer desires and wishes would result in the greatest long-term contribution to the customer and public health [40, 41].

Social Marketing: Social marketing aims to influence consumer behavior and improve individual and societal well-being. It uses concepts, principles, and marketing techniques to evaluate policy, efficiency, and exploration of marketing plans[42]. Product schedules, correspondence, product delivery, marketing analysis, and price declaration are all considered. Social marketing is often linked to macro marketing topics, and social marketing programs are often coordinated and run by organizations that focus on specific issues[40, 43]. Public health campaigns (such as smoking cessation, alcohol rehabilitation, obesity reduction, and risky sexual avoidance), environmental campaigns (such as forest preservation, wildlife conservation, pollution prevention, and sustainability energy campaign, among others), family planning, human rights campaigns, and anti-corruption campaigns are examples of social marketing campaigns.

Ecological Marketing: Ecological marketing was founded in the 1970s. It considers the beneficial and detrimental results of green marketing activities aimed at reducing and preventing environmental issues such as oil and natural resource use reductions [44, 45]. Environmental marketing seeks to promote environmentally sustainable businesses [19]. The ecological marketing mix will be described by product campaigns that address natural resource concerns, energy use, and packaging quantity and type [46]. These are the factors that drive commodity and box reuse. This principle is also debatable in terms of marketing due to the negative outcome of reduced consumer demand, but good results exist for better quality goods that profit the environment.

Green Marketing and Environmental Marketing: Green market consciousness and interest emerged in Western Europe and Northern America in the late 1980s [17]. The climate has been identified as a strategic advantage. Green marketing and environmental marketing principles were developed as focus-group techniques to convince green customers to buy expensive green or environmentally sustainable goods. Environmental marketing theories that manufacturers are under pressure from green customer demand [40]. And the green consumer's demand can be met by organizational processes and management that have a little negative impact on human and environmental well-being [19].

Furthermore, the unexplainable market desire for green goods is identified in a consumer survey as a discrepancy between environmental consciousness and real environmental action, which affects environmentally friendly businesses [40]. In particular, [47] found that customers who have a favorable outlook toward sustainability and green goods tend to buy green products less in practice.

This diagram is also known as the three pillars of sustainability. To achieve true sustainability, we need to balance economic, social, and environmental sustainability factors in equal harmony [32]. However, marketing does not support the use of natural resources, but it does promote environmental conservation and environmental behavior as part of a living system.

4. FIGURES



Figure 1 Sustainable marketing model adapted from [48]. This diagram is also known as the three pillars of sustainability.

5. CONCLUSION

Sustainability marketing is all about planning, coordinating, executing, and managing services and marketing programs to satisfy customers' needs and desires. To accomplish the organization's goal, the norms of culture and the community would be taken into account. In the future, companies need to incorporate the sustainability marketing philosophy into their business plan to find marketing strategies that will meet the needs and wants of customers in the current and future as well for a long-term company life [40, 49]. According to the literature review, the three aspects of the sustainability marketing paradigm are economic feasibility, social justice, and environmental security. In terms of green marketing adoption in society may be difficult shortly, but it will undoubtedly pay off in the long run. To begin with, the economic feasibility dimension is concerned with sustainable development. For sustainable growth, the government and numerous social organizations may mandate all firms to use green marketing. Since it is primarily dependent on economic gains, conventional marketing within the economic model is fundamentally unsustainable. Green marketing also cuts down on the consumption of energy and other renewable resources [19]. The function of promotion is confusing since, while it may be used negatively to increase demand, it can also be used positively to support ecologically friendly products. Finally, environmental marketing actions that are encouraged to lessen and protect against environmental concerns are referred to as "ecological marketing." This paper serves as a valuable resource for anyone working in sustainable development and sustainable marketing and also for those who want to learn how to effectively sell their green product services and how organizations may embrace green building technologies more quickly.

AUTHORS' CONTRIBUTIONS

Md Shaharul Islam has conceptualized, drafted, edited, and reviewed the manuscript. Abu Bakar Sade has reviewed and edited, and supervised it.

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