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The implementation of green marketing as a modern dimension of corporate social responsibility to achieve sustainable development: Global experiences in adopting the concept of green marketing

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Abstract---This article presents a study of argumentative discourse in narratives, applying a pragmatic approach to analyse selected models from Victor Hugo's novel Les Misérables. It begins by addressing the issue of the adoption of modern critical frameworks in the Arab context, where, according to the author, these frameworks are accepted unconditionally without any filtering or scrutiny. In this regard, the pragmatic approach emerges as a procedural tool capable of exploring the argumentative structures embedded within literary discourse while addressing the reservations raised about its applicability to narrative texts. Focusing on the analysis of direct and indirect speech acts, as well as the argumentative connections in the chapter 'The Struggles of Jean Valjean', the article draws on the theories of Austin, Searle, Ducrot and Enscumber, as well as Hafiz Ibrahim's translation of the novel. The analysis reveals how these pragmatic mechanisms contribute to the text's persuasive dimension, emphasising society's harshness towards the protagonist and his journey of repentance and moral transformation. The article concludes that the pragmatic approach significantly activates the novel's argumentative potential, emphasising that its effectiveness is demonstrated through application rather than strict adherence to its propositions. It also calls for utilising its analytical mechanisms while considering the artistic and semantic particularities of literary texts.

Keywords---pragmatic approach, linguistic argumentation, Les Misérables, speech acts, argumentative structures, Victor Hugo, contemporary literary criticism.

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Introduction

Contemporary organisations are under increasing pressure from external environments, whether social, environmental or economic. This makes the concept of corporate social responsibility (CSR) an indispensable element of their strategies. Against this backdrop, Green Marketing has emerged as a key aspect of CSR, integrating traditional marketing practices with an organisation's environmental and social dimensions, thereby enhancing its potential to contribute effectively to achieving sustainable development goals.

Thus, this research seeks to address the question of how green marketing practices can serve as a strategic tool for corporate social responsibility and achieve sustainable development, by analysing the experiences of certain global organisations in adopting this concept.

1. Research problem:

Despite growing academic and practical interest in corporate social responsibility and green marketing, ambiguity remains over the effectiveness of green marketing as a responsible organisational practice for achieving sustainable development goals. Additionally, there are variations in global experiences in terms of application and results.

Based on the above, the main research problem can be formulated as follows:

To what extent do green marketing practices contribute to achieving sustainable development within the framework of corporate social responsibility?

This main problem encompasses a series of subsidiary questions, the most significant of which are:

What is the current status of the concept of green marketing, and how is it implemented in organisational practices?

How is green marketing related to the concept of corporate social responsibility?

What mechanisms facilitate the contribution of green marketing practices to achieving sustainable development goals?

What are the prominent experiences of global organisations that have adopted green marketing? What lessons can be learned from them?

What challenges do organisations face when implementing green marketing, and how can these challenges be overcome?

2. Research hypotheses:

Hypothesis 1: Organisations that adopt green marketing practices demonstrate a higher level of corporate social responsibility and contribute more effectively to sustainable development.

Hypothesis 2: 'Advanced global experiences in green marketing could provide a model framework to enhance the adoption of such practices in organisations from developing countries.'

3. Importance of the study:

This study is significant for several reasons, including:

Academically, it bridges a knowledge gap by linking green marketing with corporate social responsibility and sustainable development, and by analysing global experiences in this regard.

- Practically: offering recommendations to help organisations transition to more environmentally friendly and socially responsible marketing practices, thereby enhancing their competitiveness and sustainability.
- Socially and environmentally: highlighting how marketing practices can have a positive impact on environmental and social issues by integrating the three pillars of People, Planet and Profit.

4. Objectives of the study:

This study aims to:

- define and clarify the concept of green marketing and its relationship to corporate social responsibility;

Demonstrate how organisations can implement green marketing practices and link them to sustainable development goals.
- analyse case studies and the experiences of some global organisations that have adopted green marketing, drawing scientific and practical lessons from them.
- Make recommendations for organisations, particularly in developing countries, to help them adopt green marketing as a tool for social responsibility and achieve sustainable development.

5. Research Methodology:
In order to address the proposed problem and examine the elements of this study, a descriptive analytical approach was adopted. This involved describing the theoretical background of the subject, analysing the study variables and highlighting some successful international experiences in the field of green marketing.

6. Study axes:
In order to answer the proposed problem, this study was prepared and includes the following four main axes:
Axis One: Fundamentals of Green Marketing
- Axis Two: Introduction to Corporate Social Responsibility and Sustainable Development
- Axis Three: The contribution of green marketing as an aspect of corporate social responsibility to achieving sustainable development
- Axis Four: Experiences of Some Global Organisations in Adopting the Concept of Green Marketing to Achieve Sustainable Development

Axis One: Fundamentals of Green Marketing
The concept of green marketing emerged when organisations recognised an important truth: their survival and continuity depend on aligning consumer and societal interests. This indicates their awareness of the importance of applying the green marketing concept to help them survive, continue and grow in a healthy and safe environment in the long term.

Firstly: the concept of green marketing and its development

A. Development of the Concept of Green Marketing
Three main stages can be identified as key phases in the evolution of the concept of green marketing (Tarbesh & Moumeni, 2020, pp. 64–65):

1. Stage of Corporate Social Responsibility:
Corporate social responsibility emerged as a solution to societal issues, which were perceived as consequences of production or marketing processes and their negative effects, such as the depletion of natural resources, inadequate social services, and worsening poverty and unemployment. Economic institutions therefore needed to move away from focusing solely on maximising profits under all circumstances. Corporate social responsibility improves the organisation's image in society, particularly among customers and employees, due to its voluntary nature. It also encompasses marketing activities that promote products which are safe and easy to use, with honest and non-exaggerated advertisements.
2. Consumer protection and environmental orientation:
For a long time, consumers have experienced many problems in their dealings with economic institutions. These have taken the form of fraud, deceit and misrepresentation in the institutions' marketing practices. Many organisations' quest to maximise profit and increase their market share compared to competing institutions has led them to satisfy consumer needs and desires by any means necessary, regardless of the negative consequences that might arise (such as undesirable and harmful consumption patterns affecting society and the environment). Consequently, consumers have become the weaker party in the marketing equation, giving rise to various movements aimed at protecting consumer rights and providing the necessary information to enable informed product choices.

Consumer protection also encompasses the protection of society as a whole, so several parties bear this responsibility. These parties aim to make individuals and organisations more protective of and responsive to environmental concerns. They work to enhance quality of life by integrating environmental costs into the decisions made by producers and consumers, ensuring that these decisions do not harm the environment.

3. Stage of Green Marketing:

Due to the efforts of various entities to protect the environment, society has become more interested in and aware of the natural environment. Economic institutions have adjusted their environmental behaviour, seeking to adopt new social and environmental concerns. This is reflected in the implementation of environmental management systems that align organisational activities with contemporary environmental issues.

Against this backdrop, the concept of green marketing has emerged as a contemporary response to environmental and ethical issues stemming from traditional marketing's negative practices. Consequently, economic organisations began to incorporate environmental and social considerations into their choices and strategies, including marketing, resulting in the launch of environmentally friendly products.

B. The Concept of Green Marketing:

Green marketing is not an easy undertaking, as there is still no universally agreed definition. Definitions can vary from researcher to researcher. Some of the following definitions can be considered:

- The American Marketing Association (AMA) defines it as follows: 'The marketing of products that are considered environmentally friendly and safe, including activities such as modifying the product, changing production methods and packaging, and developing promotional methods' (Yousfi & Yub, 2020, p. 91).

Thamer Al-Bakri defines it as a term that accurately conveys the marketing message adopted by organisations to demonstrate the distinctiveness of their products or processes, ensuring they are more environmentally safe and respond to consumer needs in a way that is safe and peaceful when dealing with their products or processes (Ribah & Dubai, 2024, p. 344).

Kotler defines it as the development of products presented to customers without causing environmental harm (Tarbesh & Moumeni, 2020, p. 65).

From these definitions, we can conclude that green marketing is a marketing activity through which organisations seek to change their message to align with environmental practices by offering environmentally friendly products while focusing on meeting consumer needs and desires and achieving organisational goals.

Secondly: the importance of green marketing and justifications for its emergence.

A. The importance of green marketing

The importance of green marketing can be summarised as follows (Hamadi & Yakhlef, 2018, pp. 107–108):

1. Rationalising the consumption of natural resources
2. Satisfying stakeholder needs

The green marketing approach is expected to open up new market opportunities and horizons for organisations that adopt it. This will give them a competitive advantage, especially when targeting environmentally conscious consumers with eco-friendly products. This will generate higher profits and improve their reputation in society.

3. Ensuring safety

Focusing on marketing eco-friendly goods encourages organisations to reduce environmental pollution and avoid provoking environmental and consumer protection groups.

4. Social acceptance of the organisation

Organisations that adopt green marketing enjoy strong community support because their goals align with the community's environmental commitments. This social support helps organisations strengthen their relationships with current customers and attract new ones in the future.

5. Sustainability of activities

By avoiding legal action and garnering community support, green organisations can continue to offer their products and sustain their business activities.

6. Increasing profits:

Using production methods that rely on fewer raw materials, recycled materials or energy can lead to cost savings and consequently higher profits.

B. Justifications for the Emergence of Green Marketing:

Green marketing has emerged due to environmental movements putting pressure on businesses and governments to increase environmental awareness and ensure that changes in production, marketing and consumption benefit the environment, consumers, society and organisations. The reasons for the growing strength and effectiveness of environmental movements are outlined by Al-Khansa (2014, pp. 197–198).

A. Depletion of raw materials in nature:

This includes three types:

Unlimited materials, such as air and water, which are under threat due to pollution and the expanding ozone hole. This has prompted environmental advocacy groups to join forces to promote the optimal use of these resources.

Renewable limited materials, such as forests and food.

Non-renewable limited materials include oil, coal and iron. These are issues facing global economies. Once depleted, these materials cannot be renewed, so organisations must find alternative solutions to reduce the depletion of these natural resources.

B. Rising energy costs:

The rising cost of energy has led to increased calls for environmental preservation and the creation of job opportunities using clean technology, also known as clean energy. This has led to the emergence of the term 'green innovation', referring to the development of clean energy that does not harm the environment.

C. Increased pollution levels:

Most human activities harm the environment, either directly or indirectly. For example, water pollution is caused by the use of agricultural pesticides and insecticides, the dumping of waste in lakes and rivers, oil spills resulting from accidents, and the discharge of sewage into the sea.

D. Changing Role of Governments:

The level of environmental awareness varies from government to government, depending on the presence and effectiveness of environmental movements in these countries. For example, some governments support organisations producing green products, such as Toyota, which manufactures eco-friendly vehicles and is currently exempt from congestion charges in London.

In summary, green marketing emerged due to these and many other reasons, with a philosophy aimed at achieving optimal fulfilment for customers while meeting the organisation's profitability goals without harming the environment or societal interests.

Thirdly: Principles of Green Marketing

Green marketing is based on several principles (Abd Al-Daem & Boukhroun, 2020, p. 156):

- Elimination or reduction of waste:

The focus has shifted towards designing and producing products that generate either no waste or recyclable waste, which requires thinking about how to minimise or eliminate waste.

- Reconceptualising the product:

This involves aligning production technology with environmental commitments by relying heavily on environmentally harmless raw materials and minimising their consumption. Additionally, products, especially durable goods, need to be recycled after the consumer has finished using them and returned to the manufacturer, where they can be dismantled and reintroduced into the production process. Packaging should also be made from eco-friendly, recyclable materials.

Clarity of the price-cost relationship:
The price should reflect the true cost of the product, or at least be close to it. In other words, it should match the real value of the product offered to customers. The price of green products not only reflects the fact that they do not harm the environment, but also considers the search for alternative raw materials and their preservation, which incurs high costs, particularly those associated with research and development.

- Making environmental orientation profitable:
Green marketing aims to satisfy consumers' needs and desires while also achieving the marketer's profit objectives and considering the conditions for protecting and preserving the environment.

Fourthly: The Green Marketing Mix
The green marketing mix is a model used to formulate and implement green marketing strategies. It consists of elements designed to meet the needs of environmentally conscious consumers while minimising the environmental impact of products. The shift towards the green marketing mix emerged in response to criticisms of the traditional marketing mix regarding its negative environmental impact, making this a popular research topic. The green marketing mix comprises the elements outlined in Figure 1 below:

Figure 1: Elements of the Green Marketing Mix
Source: Khalid Bouazza and Amin Mqedich, 'Green Marketing and the Green Consumer: Essential Requirements for Environmental Sustainability', Journal of Finance, Investment and Sustainable Development, Vol. 9, No. 1, 30 June 2024, p. 599.

Below is a brief explanation of the elements of the green marketing mix outlined in Figure 1 (Wafa & Masouda, 2017, pp. 10–12):

A. Green products:
Green products respond to environmental needs and demands and are characterised by the following features:
- They provide environmental benefits, such as pollution control devices, safe waste disposal and emission reduction.

- They are less harmful and have lower environmental costs than similar products.
- They improve environmental quality by being less damaging, less polluting and having fewer side effects. They are also more responsive to consumer needs and consumer protection associations.

They are directed towards the genuine green needs of consumers rather than desires created by negative marketing and advertising that stir false needs.

They are more aligned with the 'Five Rs': Recycling, reuse, reconditioning, remanufacturing and repair.

B. Green Advertising:

Advertising is widely regarded as the most effective marketing strategy for boosting sales, which is evident from the substantial rise in corporate advertising expenditure. Green advertising is characterised by the following features:

- Promoting eco-friendly green products.

It should provide detailed, documented and accurate information about green products to raise customer awareness of environmental issues.

- It should not make comparisons or inaccurate claims about the green products being advertised versus competitors' products. An example of this would be British Petroleum's (BP) claims about super green unleaded petrol, which led to the company being ridiculed later on.
- It should not create false needs by evoking subconscious motivations to increase unnecessary consumption.

C. Green pricing:

Green pricing involves imposing a price premium on green products due to environmental considerations relating to their sourcing, manufacturing processes, cleaner energy consumption and packaging, as well as research and development costs. The advantages of green pricing include:

- Protecting the environment by reducing waste and inefficiencies in the use of natural resources.
- Increasing customer awareness by providing new environmental information alongside the price premiums of green products.
- Increasing employee loyalty, as staff are more likely to work for and remain with organisations that demonstrate social and environmental responsibility.
- Continuous improvement (Kaizen): Organisations focused on efficiency will find that the environmental price premium drives ongoing improvements in materials, products, processes, energy use and new environmental initiatives, giving green pricing the potential to provide a competitive advantage.
- Improving the organisation's reputation: Green pricing provides an opportunity to utilise the public relations department to enhance the organisation's image.

D. Green Distribution:

If the distribution process requires significant energy consumption and contributes to environmental issues by degrading the environment, the term 'green' aims to protect the environment from pollution from all sources, including that associated with transport and consumption in traditional distribution processes. Green distribution considers environmental factors in the movement of products from source to customer, and these considerations can be achieved through the following:

- Promoting environmentally conscious transportation options.
- Using eco-friendly trucks (eco-trucks).
- Using biodiesel vehicles (Bio-Diesel).
- Improving transportation processes through eco-driving, selecting appropriate truck sizes, using shared transport for materials and ensuring products are properly preserved when packaging them.
- Strengthening alliances with green distribution companies.

Based on the above discussion of the elements of the green marketing mix, it is evident that substantial modifications must be made to the traditional marketing mix to align it with the philosophy and principles of green marketing. The following table highlights the essential differences between the two mixes:

Table 1: Essential differences between the traditional marketing mix and the green marketing mix

Axis of difference	Traditional marketing mix	Green marketing mix:
Objectives	- Maximising sales and increasing profits.	- Achieving the organisation's goals while ensuring environmental sustainability requirements are met.
Available resources	- Maximising utilisation to enhance sales;	- Rational and wise usage according to sustainability demands.
Elements of the mix	- Formulating it within the framework of achieving profitability.	Formulating it in alignment with achieving profitability as well as sustainability.
Nature of the relationship with customers	Meeting customer needs and desires, regardless of environmental effects and implications.	Convincing customers to adopt correct consumption behaviours to mitigate environmental threats and collaborating with them to achieve sustainability.
Strategy	- Based on a profitable competition approach	Focusing on cooperation and mutual support with other parties.
Nature of the market	- Generally, a wide and comprehensive geographical market.	- "Precisely defined target market segments with specified dimensions".

Source: Khalid Bouazza and Amin Mqedich, 'Green Marketing and the Green Consumer: Essential Requirements for Environmental Sustainability', Journal of Finance, Investment and Sustainable Development, Vol. 9, No. 1, 30 June 2024, p. 602.

Axis Two: Introduction to Corporate Social Responsibility and Sustainable Development
In this section, we will explore the key points regarding the research variables represented by corporate social responsibility and sustainable development.

Firstly, the conceptual framework of corporate social responsibility.
The concept of corporate social responsibility has evolved significantly over time alongside societal progress. It has expanded to include strategic programmes and plans, moving beyond voluntary activities.

Definition of Corporate Social Responsibility and Its Elements

Definition of Corporate Social Responsibility
Corporate social responsibility (CSR) is a relatively modern concept in management theory, particularly given the transformations and developments that the world has experienced and continues to experience. Various definitions of CSR have been proposed in the literature on this topic, including:
CSR is defined as businesses' commitment to following policies, making decisions and taking actions that benefit society (Shami, 2023, p. 104).
The International Organization for Standardization (ISO 26000) defines CSR as the actions taken by an organisation to assume responsibility for the impacts of its activities on society and the environment. These actions should align with societal interests and sustainable development and be based on transparency, ethical behaviour, and compliance with the law (Haqa, Hanish & Abd Rabi, 2022, p. 115).
Thus, corporate social responsibility can be described as a voluntary ethical commitment between an organisation and the society in which it operates. Through this commitment, the organisation seeks to strengthen its bonds with the community and enhance its position in the minds of consumers and society at large.

Elements of Corporate Social Responsibility

Many researchers agree that businesses fulfil a number of interconnected and integrated responsibilities that ultimately form the philosophy of corporate social responsibility. The elements of corporate social responsibility can be summarised as follows:

Table 2: Elements of Corporate Social Responsibility and the Social Role of the Organisation

The element	The Social Role of the Institution:
1. Owners	Maximizing share value, achieving maximum profit, and cultivating a positive image.
2. Employees	Employment fairness, healthcare, training and development, and suitable working conditions (housing, transportation, salaries, and leave).
3. Customers	Quality products, reasonable prices, and honest advertising.
4. Competitors	Fair and ethical competition, and refraining from unfair employee recruitment.
5. Suppliers	Participation in business dealings, honesty in transactions, and fulfilling financial obligations.
6. Community	Creating new job opportunities, respecting customs and traditions, employing people with disabilities, supporting social activities, supporting infrastructure, and providing honest and disaster relief.
7. Environment	Optimal use of resources, pollution reduction, promotion of green and non-harmful products, and environmental protection.
8. Government	Compliance with legislation and laws, contributing to the resolution of social issues, fulfilling tax obligations and avoiding tax evasion, contributing to research and development, and assisting in rehabilitation and training.
9. Interest groups	Proper engagement with consumer and environmental protection associations, respecting and maintaining good relations with labor unions, and honest dealings with the press.

Source: Masdoui, D. and M'Tali, L. (2020). 'Green marketing as one of the modern trends of social responsibility in achieving sustainable development'. Journal of Modern Economics and Sustainable Development, 4(1), pp.97–104.

Importance of Social Responsibility

Adopting social responsibility is a beneficial process for institutions, reflecting positively on the organisation, society and the state in general (Haqa, Hanish & Abd Rabi, 2022, p. 116).

Importance for the organisation:

- Improving the organisation's image in society, particularly among customers and employees.
- Enhancing the work environment and fostering a sense of cooperation and connection between different parties.
- CSR represents effective responsiveness to changes in societal needs.

There are also financial benefits and improved performance resulting from the adoption of social responsibility.

Secondly: Fundamentals of Sustainable Development

Concept of Sustainable Development and its Goals

Concept of Sustainable Development:

There are numerous definitions of sustainable development, with more than 60 existing definitions for this concept. It is important to note that these definitions are not always used correctly in all contexts. The term 'sustainable development' first appeared in the World Commission on Environment and Development report in 1987. This term emerged during the early 1980s, when the world began to recognise the serious environmental problems threatening life on Earth. This was a natural consequence

of environmental aspects being neglected in development over past decades, making it essential to develop a new developmental philosophy to overcome these issues. International efforts resulted in the concept of sustainable development, first articulated in the 1987 report Our Common Future.
The World Commission on Environment and Development defined sustainable development as follows: 'development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs' (Hajjam & Tiri, 2019, p. 125).
In another sense, it refers to the process of achieving maximum economic efficiency from human activity, while ensuring attention is paid to the needs of future generations, within the limits of available renewable resources and the capacity of natural biological systems to absorb them (Younsi, Amari & Maytar, 2021, p. 63).

Goals of Sustainable Development:
Among the various goals intended to be achieved through sustainable development programmes, the following can be mentioned (Chatarbash & Tawahirah, 2016, p. 72):
Meeting present needs without compromising the ability of future generations to meet their own needs.
- Responsible management of available resources and environmental capacities, and rehabilitation of degraded and misused environments.
- Adopting forecasting and preventive policies to address emerging environmental problems in line with the principle that prevention is better than cure. This approach has proven to be more effective and cost-efficient than addressing environmental issues once they have escalated.
- Formulating environmental and development policies that stem from the need for sustainable development. These policies focus on stimulating growth and improving its quality, addressing poverty issues, meeting human needs, managing population growth and technological development, overseeing risk management, and integrating environmental considerations into decision-making processes.

Dimensions of Sustainable Development:
Sustainable development is based on several aspects and takes a multifaceted approach with three interconnected dimensions (Mazouzi & Ben Othman, 2018, p. 139).
- Environmental Dimension:
This involves preserving natural resources and using them sustainably. It revolves around a set of elements including ecosystems, energy, biodiversity, biological productivity and adaptability.
- Economic Dimension:
It aims to foster economic development while considering long-term ecological balances. The core elements of the economic dimension are sustainable economic growth, capital efficiency, meeting basic needs, and economic justice.
- Social Dimension:
Sustainable development emphasises growth as a means of social integration, alongside the necessity of intergenerational equity. The main elements of the social dimension are equality of distribution, social mobility, popular participation, cultural diversity and the sustainability of institutions.
Figure 2 illustrates the dimensions of sustainable development in more detail:

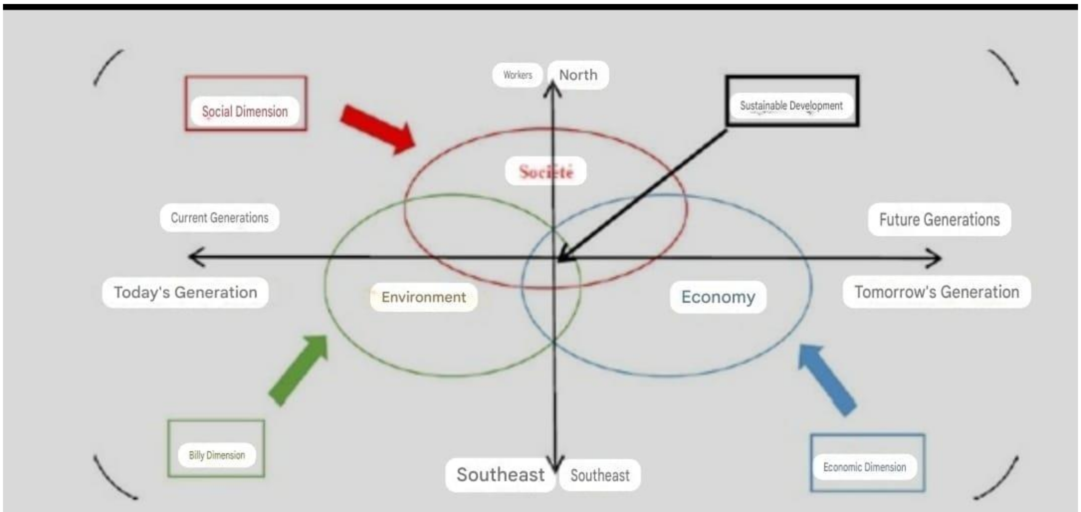

Figure 2: Dimensions of Sustainable Development
Source: Mazouzi, A. and Ben Othman, J., 'Green Economy and Sustainable Development: Conflict or Integration', Journal of Financial and Economic Studies, Issue 1, December 2018, p. 139.

Axis Three:
Axis Three: The contribution of green marketing as an aspect of corporate social responsibility in achieving sustainable development
In this section, we will attempt to link the research variables of green marketing, corporate social responsibility and sustainable development. This will involve examining the relationship between sustainable development and corporate social responsibility, the intersection between green marketing and sustainable development, how the green marketing mix supports corporate social responsibility and how green marketing contributes to achieving the dimensions of sustainable development. This will be explained as follows:

Firstly: the relationship between sustainable development and corporate social responsibility.
The relationship between sustainable development and the social responsibility of organisations has recently become a popular topic of discussion. Organisations are becoming more aware of their responsibilities regarding the impact of their economic activities on society, illustrating the close relationship between the two concepts. Organisations strive to contribute to achieving the goals of sustainable development by fulfilling their social responsibilities. However, the two concepts are difficult to distinguish due to their proximity: sustainable development means reconciling economic, social and environmental aspects at a global level, while corporate social responsibility involves integrating social and environmental concerns into business activities. Corporate social responsibility is considered a means of contributing to sustainable development, as many of the requirements for sustainable development are applied in the context of social responsibility.
The difference lies in the fact that sustainable development is a multi-stakeholder concept involving the state, the business sector, civil society, citizens and consumers, whereas social responsibility is a business organisation-level discussion. In summary, social responsibility is one of the essential tools for achieving sustainable development.
In this context, some believe that sustainable development answers the question: What do we accomplish to succeed in transforming societies in the present and future, at both local and global levels, towards a better life? Meanwhile, corporate social responsibility answers the question: How do we indicate the behaviors and practices that organizations should adopt to do the right things to achieve this transformation successfully? (Masdoui & M'tali, 2020, p. 103)

Secondly: Points of intersection between green marketing and sustainable development.
The emergence of green marketing alongside sustainable development was not coincidental, but rather the result of pressure exerted by the green movement, consumer and environmental protection associations, and others on businesses and governments. The aim was to pay attention to the environment, provide products that do not harm consumers or the environment, and enact legislation that organises, directs, monitors and, if necessary, penalises organisations operating within the same framework, in order to achieve environmental sustainability. This sustainability can only be realised through green marketing, which reflects how well it embodies the concept of sustainability.

As previously mentioned, green marketing is based on the philosophy of achieving optimal consumer satisfaction while also meeting the organisation's profit objectives without harming the environment. Returning to the concept of green marketing, we see that it features a distinctive blend of the marketing mix, allowing it to achieve consumer satisfaction, organisational profitability and public acceptance thanks to its respect for the dimensions of sustainable development. The following table illustrates this sustainable green marketing mix.

Examining the table reveals that green marketing has successfully embraced and enhanced the dimensions of sustainable development effortlessly and without difficulty, as represented in its marketing mix. This reinforces the idea that the concepts of sustainable development and green marketing are closely linked, emphasising continuity and balance between human needs and nature, and the ability to maintain profitable practices indefinitely without sudden environmental events interrupting them.

This can be described as 'an approach to consumption and production concerning raw materials in light of current standards, involving the use of natural resources in quantities that do not harm ecological systems or human activities'. In other words, it refers to environments that can be replenished through alternatives that replace original materials. It also encompasses 'the environmental impact of all activities related to marketing a product or service, which must be carefully managed so that these activities can continue in the future without decline'.

In light of the above, the aim of marketing activities is to direct green marketing in order to reduce environmental destruction and minimise damage to natural resources, while striving for sustainability. This involves achieving a state of cosmic balance for all environmental variables within various systems and frameworks. This allows individuals to meet their diverse needs with the best offerings, while causing no harm to the natural environment, either now or in the future. It also ensures the continued profitability of organisations. This is the essence of green marketing philosophy. The world is seeking sustainability to reconcile economic and social development with environmental preservation, a process assured by the characteristics of sustainability (Al-Khansa, 2014, p. 201).

Table 3: Points of intersection between sustainable development and green marketing

Sustainability characteristics	Regarding sustainable development	Regarding sustainable green marketing
Continuity	This requires generating a high income, some of which can be reinvested in the renewal, replacement and maintenance.	Green marketing does not neglect its traditional role in achieving organizational profitability, but not at the expense of the environment, the consumer, society, or even future generations.
Organising the use of natural resources	both renewable and non-renewable resources for the benefit of future generations.	It is the most meticulous in selecting the natural resources used in production and distribution, and continues to do so,

		even exploring ways to access alternative or environmentally friendly resources through green innovation, such as clean energy.
Achieving ecological balance.	This serves as the controlling standard, as environmental preservation ensures the safety of natural life and the production of renewable wealth, while utilising non-renewable resources fairly. This leads to the belief that the environment is fundamental to the success of any development project.	Achieving environmental safety is at the heart of the green marketing philosophy, and indeed one of its most important reasons for existence. This is evident in the aforementioned marketing mix, which is as far removed as possible from...
Communication based on environmental foundations.	This reflects the principle of outputs versus inputs, whereby waste generation should not exceed the Earth's capacity to absorb waste or harm its absorption capabilities in the future. Regarding inputs, consisting of renewable and non-renewable resources, overall consumption should not exceed the renewal capacity of renewable sources. Regarding non-renewable resources, a portion of their returns must be used to meet current needs, with the remainder invested in future projects serving upcoming generations.	Green marketing has never contradicted the principle of communication. It has provided a clearer explanation of the input-output ratio and has even included all the details that sustainable development has failed to provide, as it starts from a unitary, partial level, detailing the processes step by step, each one separately. The details of the marketing mix are the best evidence of this.
Stimulating public participation	Coordinating creative visions and working towards achieving common future goals supports a comprehensive communication methodology.	This is also evident through the social dimension of green marketing, which is embodied in marketing communication programs such as advertising campaigns that support environmental awareness.

Source: Al-Khansa Saadi, 'Towards Sustainable Green Marketing', New Economy Journal, Vol. 2, Issue 11, 2014, p. 202.

Thirdly: Supporting the Green Marketing Mix for Corporate Social Responsibility

Green marketing supports corporate social responsibility through its marketing mix, utilising green products, green packaging, green labelling, green pricing, green purchasing, green distribution and green customers. The following explanation is based on the work of Ben Mansour and Ajali (2019, pp. 279–281):

A. Green products and supporting the organisation's social responsibility:

Green products respond to social needs and demands, particularly environmental ones. They are:

- Beneficial to the environment and society, e.g. pollution control devices, safe waste disposal, and emissions management.
- Less harmful, with lower environmental and material costs than similar products.
- More reliant on renewable materials and energy and less reliant on non-renewable resources while performing the same functions as similar products that use non-renewable resources.

B. Green Advertising and Supporting the Organisation's Social Responsibility:

This involves advertising green products that have minimal or no negative impact on the environment or society. Specifically, it should:

- Promote green products.

- Provide detailed information about green products to raise consumer awareness of environmental issues.
- Present reliable and accurate information, avoiding claims without sufficient evidence.
- Avoid provoking subconscious motivations that create false needs and lead to unnecessary consumption.

C. Green Packaging and Supporting the Organisation's Social Responsibility:

Green packaging involves using recyclable, biodegradable or reusable materials that are less harmful than those used by competitors. This helps preserve resources and public health in communities, while reducing waste and the diseases associated with it — especially in developing and impoverished countries.

D. Green Pricing and Supporting the Organisation's Social Responsibility:

Green pricing is defined as setting prices in light of an organisation's environmental policies, whether mandated by regulations and laws or the organisation's own initiatives. Green pricing involves imposing a price premium on green products or services due to environmental considerations in their extraction, manufacturing, cleaner energy consumption, packaging, transportation, display and recycling or disposal methods. Green pricing supports social responsibility by:

- Protecting the environment by reducing waste and inefficiencies in the use of natural resources.
- Increased consumer awareness: consumers' enquiries about price premiums will provide them with new environmental and social information.
- Better response to stakeholders: expanding the organisation's responsibility to social and environmental issues contributes to developing positive relationships with various stakeholders.
- Continuous improvement: Organisations focused on efficiency will find that the environmental price premium provides a new incentive for ongoing improvements in materials, products, processes, energy use and new environmental initiatives. This makes green pricing an opportunity for gaining a competitive advantage.
- Improving the organisation's reputation: Green pricing activates the role of public relations within the organisation to enhance its image and reputation among the public.

E. Green purchasing and supporting the organisation's social responsibility:

Green purchasing incorporates environmental considerations into the purchasing process. Organisations must ensure that the materials and products they purchase meet the following criteria:

- The supplier must have an environmental management system that meets international standards (e.g. ISO certification).
- No environmentally prohibited materials should be used in the extraction, processing or manufacturing processes.
- Products should not contain prohibited materials.

A. Green Distribution and Supporting the Organization's Social Responsibility:

Green distribution is defined as the process of considering environmental factors in moving goods from the source to the consumer. It reflects the organization's environmentally friendly vision that extends along the value supply chain. Its main dimensions include:

- Transportation: Rationalizing transportation represents a green dimension. This is achieved in various ways, such as selecting locations near markets, reducing fuel consumption, minimizing transport accidents and disasters, and regularly maintaining vehicles, which reduces environmental and social damage.
- Shortening Distribution Channels: To avoid inventory spoilage and reduce repeated transportation activities

B. Contribution of Green Marketing to Achieving the Environmental Dimension of Sustainable Development:

Green marketing contributes to achieving the environmental dimension of sustainable development by offering products that have a minimal negative impact on the environment. This is achieved through environmental analysis of these products' life cycles, which reduces pollution sources during their lifespans, especially thanks to their recyclability and biodegradability. Additionally, modern production methods avoid pollution. Green marketing also involves studying the environmental impact of an organisation's marketing activities, whether through distribution or promotion, and choosing methods that are less harmful to the environment. This involves utilising various programmes and techniques that facilitate this task.

C. Contribution of Green Marketing to Achieving the Social Dimension of Sustainable Development:

Green marketing plays a role in achieving the social dimension of sustainable development by publicising an organisation's environmental and community commitments, and by providing reports on how these commitments are being fulfilled. It promotes a culture of green marketing internally to guide external activities. Green marketing also involves analysing the social impact of the product life cycle and fostering dialogue with stakeholders before, during and after the design and launch of products. The aim is to avoid deceptive advertising, such as greenwashing, while raising awareness of current challenges related to sustainable development through advertisements and promotional campaigns. Fair trade is regarded as a form of green marketing, as it creates opportunities for small traders, especially farmers, protects their margins, and spreads this culture among various consumer groups.

Axis Four: Global experiences of some organisations adopting the concept of green marketing

The policies and procedures adopted in green marketing vary according to the nature of the organisation and its marketing objectives. While some organisations focus on profitability and achieving specific goals, others emphasise meeting the needs and desires of citizens by considering public health and preserving the environment's aesthetic aspects. Green marketing has seen significant development in recent years. Therefore, this paper will discuss the experiences of some organisations globally in adopting the concept of green marketing to achieve sustainable development.

Firstly: the experience of the McDonald's restaurant chain.

McDonald's is a restaurant chain and joint-stock company with millions of shareholders worldwide. Founded by the "Mac" brothers, Ray Kroc and Dick McDonald, it is headquartered in Oak Brook, Illinois, USA. It is one of the world's largest fast food chains, with over 34,000 outlets in 121 countries, primarily serving burgers of all kinds. The chain is known for offering the same food and uniforms across the globe, and is particularly famous for providing children's meals with a toy depicting a beloved cartoon character.

In the early 1990s, the company experienced a decline in sales of 3% and a decrease in profits of 7%. Surveys indicated that the main reason for the company's loss of market share was its failure to respond to environmental changes. It had overlooked health-conscious customers, causing consumers to reconsider their interactions with McDonald's due to concerns over plastic packaging, the fat content of its hamburgers and their low nutritional value. The company began to face challenges from consumer protection associations and environmental groups.

In response, McDonald's sought to understand customer behaviour, implementing green marketing principles to change perceptions and distinguish itself from competitors. It instructed its suppliers to reduce packaging weight and provide recyclable packaging labelled as such. The company spent around $100 million a year on campaigns to buy recycled paper materials for its restaurants.

On Earth Day in 1990, McDonald's supported environmental associations and launched a programme providing contact information for 800 organisations that recycle materials.

McDonald's efforts did not stop there: the company reduced its use of fatty meats and started using 100% vegetable oils to protect customer health. The company also introduced a range of healthy food options to its menu and displayed nutritional information about its meals prominently in all its restaurants.

Despite these efforts, the company struggled to change public perception, so it intensified its actions by reducing its use of polystyrene containers and introducing 91% fat-free hamburgers. McDonald's became a sponsor of environmental protection, funding numerous research projects and contributing to a fund for environmental preservation.

A Gallup study (one of the largest public opinion research organisations in the United States with 70 years' experience, often cited as a trusted, objective institution for measuring public opinion on political, economic and social topics) indicated that 67% of respondents believed that McDonald's was a company directly concerned with environmental issues.

Thus, McDonald's has distinguished itself from its competitors by adopting green marketing principles and focusing on environmental preservation and customer health (Abd Al-Daem & Boukhroun, 2020, p. 161).

Secondly: Patagonia's experience in adopting green marketing strategies

Patagonia acknowledges the issue of climate change and is committed to producing its products in a sustainable way. The brand is transparent with its customers, acknowledging that its products are not entirely green — for example, the jackets are made from fossil fuels. Nevertheless, this does not diminish the brand's positive image.

The company's green marketing strategy includes regularly donating millions to initiatives that support sustainable agricultural practices, protect endangered species and restore forests. Patagonia, an American apparel company, received the prestigious environmental award given by the United Nations in the visionary leadership category. This was in recognition of its commitment to sustainability and advocacy for protecting the planet's fragile resources. On 24 September 2019, Patagonia received the Champions of the Earth Award from the United Nations in recognition of its dynamic policies that prioritise sustainability in its successful business model.

Since its establishment in 1973 by the renowned environmentalist and businessman Yvon Chouinard, Patagonia has been lauded for its commitment to sustainability and environmental advocacy. The company recently updated its mission statement to reflect the urgency of the environmental crisis: 'We are working to save our home planet.'

Patagonia has evolved from a small company manufacturing equipment for climbers to become a global leader in sustainability. Its commitment to preserving the planet's ecosystems is evident throughout its business, from the products it makes and the materials it uses to its donations to environmental causes.

Around 70% of Patagonia's products are made from recycled materials, including plastic bottles. The company's goal is to use 100% renewable or recycled materials by 2025. The company also uses hemp and organic cotton. Committed to simplicity, utility and durability, Patagonia is an innovative project in a world where fast fashion is the norm for many companies and consumers.

In 2018, Patagonia announced that it would donate an additional $10 million from its 2017 federal tax cuts to grassroots organisations that advocate for air, water and land on the planet, as well as to participants in the regenerative organic agriculture movement — an inclusive approach to growing crops that prioritises soil health and aims to sequester carbon from the atmosphere. The Champions of the Earth Award is the United Nations' highest environmental award. Launched by the United Nations Environment Programme in 2005, this award recognises individuals whose actions have had a transformative positive impact on the environment. From world leaders to environmental advocates and technology innovators, the award celebrates individuals working to protect our planet for future generations (Ben Bardi, 2021, p. 37).

Thirdly: the Swiss experience

Swiss municipalities implement a series of rules that may seem strict; however, citizens adhere to them and have incorporated them into their daily routines. In Switzerland, if you want the municipality to collect your waste from outside your house, you have to pay a fee. Conversely, if you dispose of your waste by taking it yourself to recycling bins, this service is free.

There are special containers and bags in different colours for each type of waste, and you can be fined if you do not comply. Batteries must not be thrown in general waste and there is usually a collection box for them in supermarkets. In the streets, there are containers for glass, aluminium, plant waste, as well as plastic, newspapers and magazines. These containers may be located in several distant places around your house, so you may need to plan your daily route accordingly.

It is also worth noting that Switzerland has prohibited waste disposal through landfilling since 2000. The mountainous nature of the soil, which covers two-thirds of the country, makes it difficult to continue creating pits for waste disposal.

Furthermore, waste that cannot be recycled or converted into compost is incinerated in specialised facilities designed with advanced technology to prevent air pollution. The energy produced by incineration is used to generate electricity (Qudayfa & Razzaz, 2021, p. 162).

Fourthly: The experience of the Liquefied Petroleum Gas Branch – Naftal Algeria

Algeria is a country striving for development and progress to enhance its economy. To this end, the country relies heavily on the hydrocarbon sector, with revenues from hard currency representing approximately 97% of national income from this vital strategic sector. One of the most important national institutions contributing to the development of this sector is Naftal, a recognised leader in the storage, transportation and distribution of petroleum products and their derivatives. This will be discussed in the following points (Dhbian & Abd Hamid, 2021, pp. 234–235).

Firstly: Naftal's green products:

Naftal markets and distributes environmentally friendly products that have little or no negative environmental impact. These products include certain types of fuel for vehicles with various fuel-powered engines, including clean fuel, which produces low toxic emissions. These products include:

- SerGas, unleaded gasoline, super gasoline, natural gas and diesel.

For the purpose of this study, we will focus on the cleanest and greenest product: SerGas fuel. SerGas is derived from natural gas, meaning it is a mixture of propane and liquefied butane obtained by refining crude oil to create gasoline for vehicles. It is odourless and colourless with low emissions. It contains neither lead nor gasoline and evaporates minimally, ensuring a tight supply to vehicles. Compared to other fuel types, it produces few emissions, with the main concerns being nitrogen oxides, toxic particles and carbon dioxide.

SerGas is an environmentally friendly alternative fuel that helps combat climate change. It is available from a greater number of sales points and is subject to strict regulations and legislation.

The supply network for liquefied petroleum gas (LPG): Although Algeria is the second largest producer of propane, the quantity produced is insufficient to meet local market demand for this product. Consequently, it imports between $200 and $250 million worth of propane each year. Naftal is promoting the use of this fuel to protect the environment; emissions are 3.01% carbon dioxide compared to 15% for gasoline. The company has adopted competitive pricing to encourage its use, resulting in a lower price compared to other fuels.

Promotion and development of the SerGas product:

In order to expand the market for SerGas fuel, Naftal has made several efforts, including:

- Implementing an agreement to convert company employees' vehicles to SerGas systems.
- Reducing the profit margin on the installation price of conversion devices.
- Entering into agreements with dealerships to sell vehicles and engine converters for the SerGas system, and to install these devices on newly imported vehicles.
- Increasing the number of stations selling the SerGas product.
- Converting vehicle engines to SerGas systems. As part of the SerGas promotion campaign, several stakeholders are working together to convert gasoline-powered vehicles to run on SerGas. Among these stakeholders are:
  - 27 conversion centres affiliated with Naftal.
  - five private operators.
  - six other minor private operators involved in the conversion process.
  - one authorised vehicle sales dealer with a conversion workshop in Oued Smar.

Fifthly: Application of Social Responsibility through Green Marketing in Some Organisations
Experience has shown that organisations spend significant amounts of money on water, energy and unused resources. However, when they implemented sustainable development practices such as recycling, reducing resource utilisation, conserving energy and water, and extending product life, they reduced resource consumption by 20% to 40% with no negative impact on operational performance. The following table shows some pioneering experiences in social responsibility and green marketing:

Table 4: Application of Social Responsibility through Green Marketing in Organisations

Number	Organisation	Implementing social responsibility through green marketing
01	Tata Steel	"The application of social responsibility through green marketing helps to reduce the negative environmental impact of production processes by conserving natural resources, optimising energy consumption through efficient management, reducing waste and encouraging recycling.
02	NDTV & Kirloshar Motor Pvt.Ltd	The two organisations held a 'Greenathon' event on television that lasted all day, aiming to raise awareness of environmental issues.
03	Titan	They minimise the use of precious mineral resources in all their production processes and recycle product waste to ensure the sustainability of technical trade.
04	Reva Electric Car Co	They support the creation of new markets for electric vehicles in order to contribute to sustainable development efforts.
05	Panasonic Corp	They launched interactive adverts called 'Going to School' to raise awareness among students of the general climate and other environmental issues.
06	Rekitt Benckiser Group Plc	They developed a refrigerator that is over 30% more energy efficient.
07	Rekitt Benckiser Group Plc	They launched a series of activities called 'Your Home is Your Planet' to help consumers save money and reduce carbon emissions effectively.
08	Hindustan Unilever Ltd	They published a message explaining how housewives can effectively wash clothes while conserving water by using a special laundry detergent.
09	Nokia India Pvt.Ltd	They have initiated a series of activities for recycling electronic waste.
10	Philips India	Their strategy aims to integrate social values, economic efficiency and environmental quality. They believe that disseminating values hinges on three key points: healthcare, lifestyle and available technology.

Source: Lilia Ben Mansour, Dalia Ajali, Green Marketing: A Vital Approach to Support Corporate Social Responsibility in Institutions, Journal of Finance and Business Economy (JFBE), Volume 03, Issue 01, 31/03/2019, p. 282.

From the table above, we observe that organizations are engaging in social responsibility behaviors through the function of green marketing, promoting activities for environmental preservation, rational use of resources, waste recycling, and seeking social benefits for all communities.

Conclusion

In conclusion, adopting green marketing as part of a company's social responsibility strategy is not a luxury or an additional feature, but a strategic investment that can transform an organisation's performance, its relationship with consumers and its contribution to sustainable development. However, success requires systematic design, diligent monitoring and the full participation of all relevant stakeholders.

After completing this research, which aimed to address the topic of 'Applying Green Marketing as a Practice of Corporate Social Responsibility and Analysing the Experiences of Some Global Organisations in Adopting This Concept', the following can be inferred:

Results of hypothesis testing:
Analysis of the experiences in light of the first research hypothesis — that organisations that adopt green marketing practices achieve a higher level of social responsibility and contribute more effectively to sustainable development — reveals a significant positive correlation between adopting green marketing practices and social responsibility indicators such as organisational image and stakeholder interaction.
As for the second hypothesis, 'The experiences of advanced global organisations in green marketing provide a model framework that can contribute to the adoption of these practices in organisations in developing countries', empirical evidence supported this, meaning that the analysis of global experiences provided transferable lessons and practices (considering the local context) for organisations in developing countries or those transitioning towards sustainability.

Results of the research:
Firstly, green marketing should be integrated into an organisation's overall strategy to achieve tangible results within the framework of social responsibility and sustainable development, rather than being a cosmetic activity.
Secondly, incorporating an environmental dimension into the marketing mix (product, price, place and promotion) can enhance an organisation's competitiveness, improve its image and create opportunities for expansion in environmentally conscious markets.
Thirdly, it is clear from the international experiences reviewed that organisations that took green marketing seriously — by changing processes, redesigning products and selecting environmentally friendly suppliers — were more successful than those that limited themselves to superficial 'green' promotion.
Fourthly, real challenges have emerged, including the risk of 'greenwashing', which has a negative impact on consumer trust and the brand itself. Measurement and internal accountability for green practices are often weak or unclear, which undermines their effectiveness.
Finally, green practices should be inclusive, involving suppliers, employees and partners rather than focusing solely on promotional campaigns, as the dimensions of social responsibility have broader impacts than just the product.
Recommendations: Based on the above, the following recommendations are made:
- Integrate green marketing into the organisation's overall strategy. The organisation should reconsider its marketing mix so that the product, price, distribution and promotion are all environmentally friendly, rather than just a separate campaign or advertisement.
- Enhance awareness and education among consumers and stakeholders. It is necessary to clarify what green products mean and how they differ from conventional products, while avoiding practices that may be interpreted as greenwashing, as this undermines trust.
Implement a clear system for measuring and monitoring environmental and social performance indicators. The organisation should establish measurable indicators, such as the percentage of renewable energy used, the amount of waste recycled or reductions in emissions. These indicators should be included in social responsibility or sustainability reports.
- Encourage innovation and invest in green processes: Organisations wishing to lead in green marketing should invest in research and development to design environmentally friendly products and rethink their supply chain.

- Engage stakeholders and partnerships: To achieve sustainable development, it is essential to involve suppliers, the local community, regulatory bodies and NGOs in green marketing initiatives, as individual efforts often have limited impact.
- Learn from global organisational experiences and share knowledge while considering the local context. Organisations in emerging markets or markets that are still developing their practices can benefit from lessons learned from global experiences, but they should adapt these according to the local regulatory, cultural and infrastructure environment.

Beware of the risks of greenwashing: organisations must be transparent and credible in their environmental claims. Research indicates that false claims lead to a loss of consumer trust and a decline in brand loyalty.

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