
Assimilation of Retail Green Marketing Strategies, Institutional Pressure and Mediating Role of Green Marketing Culture

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ABSTRACT: This study examines the process of incorporating retail green marketing tactics, investigating the impact of institutional pressure and the intermediate function of green marketing culture. The results, obtained from a group of knowledgeable participants who have strong connections to their organisations, indicate a significant agreement in the implementation of environmentally friendly marketing tactics in the specific setting under investigation. Supermarkets are increasingly adopting environmentally conscious practises due to the need to protect the environment, comply with environmental legislation, and meet the growing demand for eco-friendly items.

The consumer market demonstrates a greater recognition of the importance of ecological concerns, resulting in a higher need for products that are ecologically friendly. Businesses, in response to this consumer sentiment, are obligated to implement sustainable practises, placing emphasis on the necessity to furnish consumers with thorough information regarding environmentally-friendly items. Adopting environmentally friendly practises is not just a way to save money, but also a way for organisations to gain a competitive edge by establishing themselves as leaders in sustainability. This dedication not only improves the financial position but also adds to favourable environmental results, exemplifying corporate accountability.

KEYWORDS: green marketing, retail industry, Fourth Industrial Revolution, automation, environmental conservation, consumer awareness,

1.0 BACKGROUND TO THE STUDY

Retailers that believe that "becoming green" is merely another trend or marketing gimmick should reconsider (Jensen et al., 2014). Consumers are becoming more conscious of their influence on our communities. Shoppers are adopting a more environmentally conscious mindset as a way of life, and retailers must be prepared to accommodate those demands (Kirgiz, 2016). Retail firms may become more efficient and save money by using sustainable practices. The expense and hassle of becoming green may seem little to a small company owner, yet each eco-friendly innovation adopted by a merchant may make a significant impact to our world. Environmentally concerned customers would expect green products to perform as well as non-green products and will not be willing to pay a price or compromise quality for them (Kou et al., 2022). They will stress personal advantages by utilising phrases like 'safe,' 'non-toxic,' and 'cost effective,' rather than more generic green statements like 'biodegradable,' or 'ozone friendly.' They will also use proof of business environmental performance and advancements to bolster product advantages (Krey & Rossi, 2018). According to Khan et al. (2021) Green goods have at least five desired characteristics: efficiency and cost effectiveness, health and safety, performance, symbolism and status, and convenience. As a result, marketers must match the customer value of green goods (such as cost reductions) to appropriate consumer market groups (for example, cost-conscious consumers). Marketers must also educate customers about the importance of green goods and their advantages over non-green alternatives. Consumers are prepared to spend extra for a cleaner, greener environment in green marketing. Green marketing is much more important and relevant in developing nations like Zimbabwe, which is why the current research was conducted (Dahlstrom, 2011).

1.1 PROBLEM STATEMENT

The corporate world is undergoing significant changes in terms of its responsibilities to the environment and society. Companies' goals are beginning to include strategies aimed not just at making a profit for the day, but also at long-term prosperity and environmental sustainability (Avlonas & Nassos, 2014). Another important aspect that a marketer seeks to address is anticipating future transformations and, as a result, framing marketing strategy. Today's marketers must deal with environmental challenges such as global warming, greenhouse gas emissions, pollution, and the energy crisis. As a result, marketers must adopt a green approach to marketing strategy development and are now compelled to do so (Lerner Media Group, 2017). It emphasises the need of

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displaying appropriate awareness while developing marketing plans, strategies, and policies in order to safeguard the environment and nature from any damage caused by the company's activities, both now and in the future (*Green marketing and sustainable development*, 2022). Environmental issues have compelled customers to take an interest in environmental preservation during the last two decades. Customers are now supporting businesses that operate in an environmentally sustainable manner. Because it involves an environmental and social component, green marketing should be regarded a major approach to contemporary marketing and should be performed with much greater intensity.

When companies first started thinking about becoming green, they thought it would cost money, but today they know that disregarding the bad effects on the environment might end up costing them more in the long run (Esakki, 2017). Marketers that use a broader range of values and criteria to evaluate an organisation's (and society's) success are increasingly turning to green marketing strategies. In order to meet the varying and often conflicting needs of a broad variety of stakeholders, green innovation approaches are a must (Grant, 2020). Inadequate green marketing techniques may lead to societal pressure and regulation from appropriate authorities, which can have a negative impact on businesses. A growing body of retail sustainability research has been recognised for its critical role in the development of green marketing strategies (Khan et al., 2021). Sustainability initiatives in retail outlets, as well as ethical business practices, are all part of green retailing. Products from producers that create and produce ecologically friendly goods are especially sought out and sold by a group of merchants. In order to lessen the environmental effect of their goods in terms of resources, production, usage, and disposal, these firms incorporate environmental considerations into their products (Melovic et al., 2020). As a result, shops have taken on a more imaginative role in promoting their environmentally friendly items and in promoting their environmental policies. Conventional marketing has received the bulk of marketing research attention, with little attention paid to green marketing specifically. Green marketing has been the subject of a few studies. There is little research that has been done on retail marketing in Zimbabwe. The study aims to address the assimilation of retail green marketing strategies, institutional pressure and mediating role of green marketing culture in Zimbabwe.

1.2 SIGNIFICANCE OF THE STUDY

- This study is necessary since Zimbabwe will only do a limited amount of effort on green marketing for both consumers and retailers. Consumers in Zimbabwe have experienced deterioration in their health and the environment, leading to the emergence of a new sector known as the green market.
- The research will provide green marketing insights to retailers in order for them to improve their sales of green food goods to customers in order to balance environmental situations. It will also help retailers reach their target audience via positioning and segmentation tactics.
- Consumers that appreciate the usability and functioning of green goods will take steps to mitigate negative health and environmental repercussions by eating green foods. Because consumers' understanding has grown, they will never be misled by greenwashing.
- Understanding the current environmental circumstances, manufacturers would focus on the product life cycle, using the 3 R approach to maintain, utilise resources effectively, and recreate green food products with a smaller footprint and lower environmental impact.
- Green firms' efforts would inspire rivals to adopt green tactics, resulting in a beneficial environmental effect.

1.3 RESEARCH OBJECTIVES

This research will provide insight into customer behaviour toward retailers' green products, since they are aware of the negative impacts of non-green product use on their health and the environment. Consumers are on the front lines of market trend and environment change since they acquire things from retailers. This would establish a competitive business climate, allowing retailers selling ozone-free, low-carbon products a competitive advantage. Consumers and retailers would benefit from a thorough examination of marketing factors. The following are the study's objectives:

1. Assess the level of adoption of green marketing practices among supermarkets.
2. Determine the frequency with which supermarkets actively participate in green marketing initiatives.
3. Examine the advantages and benefits derived by supermarkets through the implementation of green marketing strategies.

EMPIRICAL LITERATURE REVIEW

2.1.1 GREEN RETAILER

Few industrial businesses can claim to be sustainable anymore. Eco-friendly techniques are becoming more popular in the retail industry as well. Global warming and the loss of green cover due to industrial operations are becoming more critical issues for all countries (Avlonas & Nassos, 2014). Everyone is concerned about the health of the natural world. Eco-friendly methods are vital

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for two additional reasons, though. Eco-friendly products and activities are getting more popular among customers (Cheng et al., 2021). A greater portion of their purchasing power will go toward "green" and "organic." Retailers may view this as an opportunity to broaden their product lines as a result of this development. To further separate themselves from their competition, retailers are realising that developing an eco-friendly brand can help them stand out. At first, "going green" meant stocking businesses with environmentally friendly and organic goods. However, currently the emphasis is on implementing green practices across the supply chain as well as in retail operations (Esakki, 2017). A growing number of retailers are taking steps to reduce their own carbon footprints, as well as the footprints of their suppliers and suppliers' suppliers. It is the goal of retailers to leave a pleasant impression in the minds of customers.

2.1.2 Retailers' environmentally friendly practices.

According to Esakki (2017) Retailers' Environmentally Friendly Practices are, building a new shop should be done in a way that minimises environmental impact. Recycle packaging materials including cardboard boxes, if possible. Always print on both sides if at all feasible rely on renewable energy sources by using technology for billing, invoicing, vendor payments, order management, etc., Retailers may reduce the amount of paper transactions, use batteries that can be recharged, cut down on wasteful practices like wasting paper or wasting power or water in the workplace. In-store purchases of energy-saving devices are readily available. Clean the store using environmentally friendly products. You may recycle everything from paper to plastic to metal to ink cartridges and anything in between.

2.1.3 Green Retailing benefits

Adopting eco-friendly retailing techniques has various advantages for retailers, including decreased operating costs due to better use of infrastructure. It would save a lot of money if we reused resources and cut down on waste. Time and resources used in operations might be saved by investing in technology. Would assist in establishing the company's environmental credentials, A growing emphasis on environmental preservation means that green practices will secure compliance and tax advantages in the future (Grant, 2020).

Conventional shops might be difficult to convert to eco-friendly ones. Installing renewable energy requires a large upfront expenditure. For the in-store workers to be aware of waste reduction and recycling possibilities, it requires time and effort on their part. An eco-friendly brand is not built overnight. In order to successfully adopt green practices, all parties involved in the supply chain must work together and take a comprehensive approach (Huang et al., 2021).

Retailers are aware that many of their consumers are concerned about the environment while making purchasing choices. When deciding between two similar products, consumers may choose for the one with less wasteful packaging over the one with more, or they may opt to purchase at a store whose management claims to have implemented new energy-saving measures. To further cut energy costs, green retail managers are utilising more efficient transportation procedures, and they are considering long-term benefits from designing new buildings with sustainable construction standards in mind (Kou et al., 2022).

3.0 RESEARCH METHODOLOGY

3.1 Research philosophy and research design

"The plan for addressing the study goals" (Berger, 2016), or "the overall plan of techniques to collect and analyse the data" (Conyers, 2016), or "the overall plan of methods to collect and analyse the data" (Ewing & Park, 2020). Quantitative research techniques are defined as "gathering numerical data and analysing it using mathematically based approaches" (in particular statistics) to "understand phenomena" (Gbadamosi, 2016). Exploratory, descriptive, and causal research designs are the three categories of research designs (Grant et al., 2017). The descriptive research design will be used in this study. The purpose of descriptive research is to "answer who, what, when, where, and how questions" (Goodman & Thompson, 2018). Descriptive research is widely utilised in business and in everyday life. It entails collecting numerical data in order to answer research questions (Grant et al., 2017). Cross-sectional and longitudinal descriptive research studies are the two forms of descriptive research studies (Latunde, 2017). The questionnaire that will be used in this research is categorised as a cross-sectional descriptive study. In the selected cities in Zimbabwe, a descriptive study approach using quantitative data will be employed to characterise retail and consumer behaviour in terms of selling and buying green products.

3.1.1 The research philosophy

The philosophical assumption is a researcher's reasoning about the nature of a problem and the information gathered based on the researcher's perspective. The positivist, interpretive, and critical schools of thought are the most common, although there are others (Ewing & Park, 2020). The goal of positivist research is to develop a theoretical explanation for events that can be scientifically measured and observed (Conyers, 2016). Positivist is largely natural science philosophy, but nowadays, it is also employed in social science research. There are no preconceived ideas or preconceived notions about it. Interpretive philosophical assumption analyses perspectives in terms of lived experience. It subjectively interprets the meanings and behaviours of a variable depending on its

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subject frame of reference (Wrench, 2019). Instead of testing the facts as they are theoretically understood, this study's research methodology examines the study's title. The philosophy of critical research is less often utilised. According to this view, human beings have historically created, produced, and reproduced social reality (Grant et al., 2017). Using an interpretive philosophical research premise, the researcher hopes to learn more about the elements that influence food retail's adoption of green practices. In order to gather this data, questionnaires will be sent out to the store staff. The data was then evaluated subjectively and quantitatively.

3.2 Research approach

Quantitative study will provide a practical solution to the research problem. This metric will be appropriate for the current research (Gbadamosi, 2016). It will supply reliable information in respect to data, removing bias from the researcher's end, since it includes a statistical method and analysis. Data will be collected for analysis using a structured questionnaire, and an appropriate study design will be used to provide successful results. The rationale for using a quantitative method is that it benefits in the preparation of a comprehensive strategy before gathering data for further analysis. The second reason is that it is simple for researchers to generalise and draw conclusions from the obtained data. The study's primary data will be acquired using a standardised questionnaire. Because all consumers and retailers cannot be included in the data collection, this questionnaire will generalise the findings and outcomes for the selected sample.

3.3 Research strategy and method

The research will include both descriptive and inferential research approaches. The research will be carried out for retailers interested in bringing about change via the purchase and sale of green goods. Though the focus of the study is on retailers, the researcher believes that customer behaviour should be examined as well. Green product purchases would have a direct influence on product sales. On the one hand, the research will focus on retailers, while on the other, it will also focus on customers. The research will investigate the elements that impact on customers' attitudes toward environmentally friendly products, as well as the characteristics that benefit retailers by selling these products. Consumer attitudes regarding conventional products have shifted with the introduction of green products to the market. Consumers want to buy these green products, and retailers want to sell them to them. Consumer and retailer purchases and retailers of green goods may help to improve environmental situations.

According to the literature, no study has been done in the Greater Gaborone area to uncover drivers affecting customers' attitudes about obtaining biodegradable products and retailers' ability to gain a sustained competitive advantage by selling green products. Descriptive research include gathering, categorising, listing, illustrating, and reporting the information gathered (Wrench, 2019). The demographic profile of customers and retailers will be studied using descriptive and inferential research. The purpose of inferential research is to test hypotheses, do factor analysis, and perform regression. The sample would summarise the findings for the total population in this study. The researcher will attempt to describe the current state of the retail industry, as well as the techniques used by retailers to promote green goods in order to gain a competitive edge. The issue has been discovered, based on previously published material on the topic.

Survey analysis will be the primary experimental approach used. Data from primary sources will be taken appropriately in order to get adequate information and conduct research objectively. According to conversations with the research retailers, characteristics such as social and environmental beliefs will be projected in connection to green consumer purchasing behaviour and retailers' tactics. The survey technique is chosen because it is a simple mode to handle and control, and data could be collected from a large number of respondents in a short period of time.

3.4 Target population and sampling procedure

Customers and green retailers in Zimbabwe will be considered the universe in the study. Consumers and retailers in Zimbabwe who have the intention to purchase and sell green goods as an endeavour to conserve the environment, boost customer happiness, and gain a competitive edge for retailers will make up the survey population. The survey population will be heterogeneous in terms of socioeconomic status, religious beliefs, customs, dialect, competence, knowledge, occupation, and remuneration.

3.4.1 Sample size determination

Simple random sampling will be used to choose consumers and retailers in Zimbabwe for sample collection. Data will be gathered from four subgroups of the population, which will then be pooled to form a single sample population. As an example, groups will make up of a variety of people will be chosen. The first portion of the study will focus on retailers, while the second dealt with customer behaviour.

3.5 Construction of measurement instrument and administration

Questionnaires will be written with crucial elements on customers and retailers in mind, so that respondents provide useful information. The information that will be gathered will be put to use in an empirical study. To acquire essential information from consumers and retailers, the viewpoints of green distribution channels will be considered. Green retailers' other efforts for gaining

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a competitive edge will also aid in getting the most accurate data. Questionnaires with customers and retailers will inform the researcher's decision to include factors in the questionnaires.

3.6 Reliability and validity of constructs

The first step after gathering data will be to verify its accuracy. Cronbach Alpha will be used to do this. The value should be between 0 and 1. Reliability testing aids in the identification of relationships between variables that are being researched. When there is a high level of connectivity between variables, the value of dependability is likewise high, indicating that the data may be utilised for further study. Three components will be included in the questionnaires. The first group will include the questions on population analysis.

3.6.1 Data analysis

Quantitative research will be employed to perform the study, with descriptive and inferential research being used for assessment and interpretation. Data will be collected by survey utilising standardised questionnaires, statistically processed, and the findings assessed using SPSS version 22.0. The elucidation of replies from a structured questionnaire will lead to the acquisition of quantitative data, which will then be used to do quantitative analysis on the data.

3.6.2 Ethical considerations

The researcher will apply for an ethical permission from the Midlands State University Research Office prior to the start of the project. All responders will be guaranteed anonymity and confidentiality during the research. Respondents will be informed of the study's purpose and objectives, as well as the fact that they might opt out at any time. Respondents will sign an informed consent form to confirm their willingness to participate in the research.

3.6.3 Delimitations of the study

Selected cities in Zimbabwe will be used as the area to collect primary data. The survey population will be heterogeneous in terms of socioeconomic status, religious beliefs, customs, dialect, competence, knowledge, occupation, and remuneration.

DATA ANALYSIS, FINDINGS AND INTERPRETATION

4.1 Extent of Adoption of Green Marketing

This section is grounded in an examination of respondents' supermarkets, encompassing their cognizance of green marketing practices, the underlying impetus driving the adoption of environmentally conscious approaches, the extent of endeavour's undertaken by supermarkets in embracing green marketing practices, the frequency with which such practices exert influence over consumer purchasing behaviours, and the strategic measures and initiatives employed by respondents' supermarkets to actualise green marketing strategies. The empirical findings conspicuously denote a comprehensive awareness, manifesting at a percentile of 100%, among supermarket management entities situated within the Central Business District of Bulawayo and Harare, pertaining to the principles and requisites underpinning green marketing practices. In the pursuit of unveiling the fundamental drivers that propel supermarkets towards environmentally sustainable practices, a Likert scale was judiciously employed. This methodological choice facilitated the nuanced assessment of responses, with elevated mean scores serving as indicators of pronounced prevalence. Concurrently, a high standard deviation emerged as indicative of the extent of consensus within the responses. This discerning analytical approach is elucidated through the elucidation of Table 4.3, which illuminates the multifaceted rationale precipitating the adoption of green marketing endeavours.

Table 4.1: Core reason for going green

	Mean	Standard Deviation
Protecting the environment	3.56	0.83
Pricing analysis shows that green products have a higher potential for profit	3.11	0.87
In order to follow the current environmental regulations	3.11	0.57
There is a greater need for environmentally friendly goods than ever before	3.00	0.67

The data presented reveals the perceptions of respondents concerning distinct facets of green marketing practices. Notably, the factor of "Environmental Conservation" garners a moderately positive mean score of 3.56, accompanied by a relatively higher standard deviation of 0.83, indicating diverse viewpoints within this context. Similarly, the profitability of green products based on pricing attains a mean score of 3.11, suggesting moderate positivity, yet accompanied by noticeable response variability (standard deviation

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of 0.87). Conversely, the motive of complying with existing environmental policies also obtains a mean score of 3.11, with a comparatively lower standard deviation of 0.57, implying a higher degree of consensus. The perceived demand for green products compared to others garners a neutral to slightly positive mean score of 3.00, with a moderate standard deviation of 0.67, signifying varying viewpoints on market demand. In summation, the data underscores a range of perceptions among respondents on diverse aspects of green marketing, reflecting both the nuanced nature of opinions and the differing considerations influencing evaluations.

Table 4.2: Frequency to which the supermarkets have engaged in the green marketing

	Mean	Standard Deviation
Merchandise Packaging	4.78	0.63
Disposal of Garbage	4.56	0.96
Customer Environmental Education	3.67	1.89
Contribution to Keeping the Environment Tidy	3.44	1.17
Making Ads and Posters That Show Environmental Concern	3.22	1.69
Environmental Protection Through Sponsored Events	3.89	0.87
Including Ecological Concern in Your Advertising Strategy	4.78	0.63
Integrate Ecological Values into Your Grocery Store	4.44	1.26

In the pursuit of comprehending the frequency with which respondents' supermarkets engage in green marketing practices to influence consumer preferences towards products and services, a rigorous investigation was undertaken. Employing the metrics of mean and standard deviation, this examination discerned the extent and agreement levels underlying such practices. A higher mean signified a heightened frequency of involvement in green marketing practices, while the corresponding standard deviation functioned as an indicator of the proximity of responses to the mean, thus delineating the degree of concordance within the dataset. The converse was equally indicative.

From the ascertained outcomes, it becomes evident that amongst the panoply of green marketing practices, particular emphasis was accorded to product packaging, evidenced by a prominent mean score of 4.78 and a judiciously moderate standard deviation of 0.63. Concomitantly, other saliently enacted green marketing endeavours encompassed the assimilation of environmental considerations into supermarket marketing strategies (mean = 4.78; standard deviation = 0.63); the efficacious management of waste products (mean = 4.56; standard deviation = 0.96); the enmeshment of environmental ethos within the bedrock of supermarket values (mean = 4.44; standard deviation = 1.26); and the fostering of ecological preservation through sponsorship of relevant initiatives (mean = 3.89; standard deviation = 0.87).

Contrariwise, the least fervently embraced practices manifested in the domain of crafting posters and advertisements that manifest environmental sensitivities (mean = 3.22; standard deviation = 1.69), suggesting a comparatively more diversified spectrum of responses.

As to the strategic trajectories and initiatives designed to propel the implementation of green marketing paradigms, respondents articulated a trajectory of forward-looking measures. This encapsulated the strategic shift from conventional paper marketing to digitised equivalents, the advocacy for reduced employment of polyethylene through encouraging clientele towards alternatives, and the impetus to entice suppliers to provision goods in biodegradable casings. Additional strategies encompassed the symbiotic nexus between green marketing strategies and the advocacy for disposability and brown paper packaging, the systematic orchestration of waste management and recycling practices, the profitable repurposing of waste paper materials through recycling, and the adroit utilisation of innovative approaches like the "Green Wednesday" initiative adopted by Nakumatt Supermarket. Within the contours of this initiative, patrons were incentivised to return used plastic bags for recycling. Furthermore, the strategic adoption of recyclable and biodegradable packaging materials was underscored, concomitant with the strategic integration of disposable advertising methods, particularly underscored by brown paper and digital media channels.

In summation, this discerning analysis unveils the intricate tapestry of supermarkets' green marketing practices, revealing both the degree of their embracement and the strategic foresight underlying their implementation. The spectrum of strategies articulated underscores a concerted commitment to eco-conscious principles and the anticipation of transformative shifts in marketing landscapes.

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4.2 Benefits of Green Marketing to Supermarket

This section was based on the extent to which some statements concerning the benefits the respondents' respective supermarkets has enjoyed as a result of adopting the green marketing practices and the extent to which the respondents rated the benefits arising out of the green marketing practices.

Table 4.3: Benefits enjoyed by the supermarkets through green marketing practices

	Mean	Standard Deviation
Increase Your Market Share	4.00	1.00
We Have a Very Profitable Market Niche	4.38	0.86
We Have a Competitive Price Advantage	3.63	1.32
We have Become Expert Marketers	4.25	0.66
Our Research Capabilities Have Grown Significantly	4.50	0.87
Quality-Confident Products and Services	5.13	0.78
Gained a Commanding Market Position	4.78	0.92
Have Slowed the Switch to Alternatives	3.88	0.78
Establish a Retail Performance Metric That Is In Line	4.63	0.86
Distinctiveness in the Market	4.63	0.99

Utilising a 6-point Likert scale, the investigation adeptly assessed the benefits arising from the adoption of green marketing practices, with the spectrum ranging from robust agreement (score of 6) to robust disagreement (score of 1). Subsequently, the computation of mean and standard deviation yielded valuable insights. The findings distinctly illustrate that respondents, in light of their assimilation of green marketing practices, distinctly derived several advantages. Paramount among these was the resonance of reputation within the realm of product and service quality, signified by a notable mean of 5.13 and a relatively compact standard deviation of 0.78. A strategic market positioning emerged as another consequential benefit, attested by a commendable mean of 4.78 and a standard deviation of 0.92. Concomitantly, the alignment of retail performance metrics manifested as a favourable outcome, substantiated by a mean of 4.63 and a standard deviation of 0.86, further augmented by the characteristic of distinct product differentiation (mean = 4.63; standard deviation = 0.99).

The present study unearths a consequential revelation: enterprises oriented towards a green paradigm stand poised to accrue multifaceted advantages, encompassing augmented financial gains, heightened market share, elevated levels of employee commitment, amplified firm performance, and the augmentation of organisational capabilities. This phenomenon finds robust corroboration in the scholarly discourse. For instance, the work of Luo and Bhattacharya (2006) lends empirical substantiation to the premise that conscientious acts towards social responsibility tangibly elevate customer contentment, elevate the valuation of firms, and even mitigate the manifestation of undesirable firm-specific risks, thereby effectuating augmented firm valuations. Subsequently, the contribution of Aragón-Correa et al. (2004) underscores a pivotal dimension: leaders vested with substantial managerial responsibilities and evincing proactive accountability towards environmental considerations emerge as pivotal catalysts for garnering commitment from diverse stakeholders involved in the process. It is, however, germane to acknowledge that the attainment of such commitment from the echelons of management is not an assured outcome. Therefore, a proactive recognition on the part of management vis-à-vis the salience of environmental concerns to stakeholders, and the manifold advantages inherently embedded within such a strategic orientation, assumes paramount significance. Devoid of this cognizance, it is plausible that the zealous advocacy for new environmental initiatives might remain bereft of fervent champions, as underscored in the insights by Klassen (2001). In essence, this scholarly discourse reveals a nuanced tapestry wherein the adoption of green marketing strategies engenders not only palpable advantages but also underscores the pivotal role of managerial conviction and strategic understanding in ushering forth transformative change.

4.4 CONCLUSIONS

Inference drawn from the findings unequivocally underscores the foundation upon which the conclusions are based. The data emanated from a cohort of respondents, whose affiliations with their respective organisations yielded valuable insights. A notable convergence in the responses of these distinct respondents is apparent, perhaps stemming from their considerable acumen regarding their organisations and the region's shared operational paradigms. Furthermore, it is noteworthy that a consensus prevails across these organisations in their adoption of green marketing strategies, attesting to the prevalence of this paradigm within the studied context.

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Noteworthy rationales drive these supermarkets towards embracing green marketing. Evidently, imperatives encompassing environmental conservation, adherence to extant environmental policies, and the heightened demand for green products vis-à-vis alternatives, underpin their transition. A preeminent consideration is accorded to the ecological aspect, epitomised by the pivotal role of environmental conservation.

In tandem with the perceptible shift in consumer awareness towards ecological imperatives, a discernible surge in the demand for environmentally conscious products becomes manifest. This heightened awareness engenders an environment where enterprises are compelled to adopt more sustainable practices. Consequently, the impetus to cater to this evolved consumer sentiment propels businesses toward greener trajectories. In this trajectory, an indispensable facet surfaces—the imperative of furnishing consumers with comprehensive and informative materials regarding eco-friendly products. This, in turn, empowers consumers to make judicious choices aligning with their values, thereby influencing their purchasing decisions.

The merits of going green transcend the immediate scope of cost reduction, extending into the realm of competitive advantage within the market landscape. The ethical and sustainable orientation not only augments an organisation's financial standing but also shapes a trajectory conducive to the wellbeing of both the economy and civilisation at large. Through their resolute commitment to green principles, companies are poised to assume leadership roles within the broader movement towards sustainability, catalysing positive environmental outcomes and concurrently bolstering their fiscal performance. Ultimately, such initiatives underscore corporate responsibility and exceptional citizenship. Thus, the dynamic of businesses transitioning to a green paradigm embodies multifaceted benefits—spanning from market leadership to environmental betterment, underpinned by a resounding demonstration of corporate excellence.

4.5 RECOMMENDATIONS

In accordance with the drawn conclusions, the study forwards noteworthy recommendations that hold the potential to enhance the trajectory of green marketing practices. Foremost, a pivotal role is attributed to governmental intervention. It is prudent for the government to undertake comprehensive awareness campaigns targeted at the entire spectrum of supermarkets. Such initiatives should illuminate the manifold benefits that accrue from the adoption of green marketing strategies. This endeavour is poised not only to render products more palatable within the market milieu but also to stimulate the amplification of environmentally friendly production practices. Regulatory authorities are also enjoined to contribute to this mandate, fostering a unified front in advancing the principles of green marketing.

Moreover, the adoption of green marketing must span across diverse dimensions. It is incumbent upon supermarkets to embrace ecologically conscious strategies across product development, pricing structures, distribution networks, and promotional endeavours. This holistic approach aligns with the overarching objective of infusing sustainability within every facet of business operations.

Beyond the confines of the supermarket sphere, the study posits a broader imperative. The integration of green marketing principles across all sectors of the economy becomes a clarion call. This panoramic adoption seeks to incentivise the production of goods that intrinsically minimise adverse environmental impact. It is therefore pivotal to establish a legislative framework that not only deters the intentional production of ecologically detrimental products but also imposes stringent penalties on transgressors. In contrast, entities that conscientiously align with environmentally friendly practices merit recognition and support through governmental subsidies, thereby fostering a landscape conducive to sustainable business practices.

In essence, the recommendations set forth by this study underscore the collective commitment required to invigorate the trajectory of green marketing. Governmental involvement, comprehensive sector-wide integration, and a judicious blend of incentives and penalties collectively constitute the holistic approach essential for steering businesses toward ecologically conscious paradigms.

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