

GREEBO: Sustainability Eco-Friendly Marketing as Shortcuts for SMEs to Compete in The 5.0 Society Era

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Improve business performance by implementing a eco-friendly marketing sustainability model to penetrate the international market in the 5.0 society era. The research method is an exploratory qualitative approach by collecting data based on in-depth interviews with related informants. The sampling technique is purposive sampling, in which the main criteria are SMEs assisted by the Central Java Government. The research analysis flow is data collection, data reduction, data presentation, and concluding. The results show the "GREEBO" solution model can be implemented in two ways, including education and increasing green marketing knowledge; mentoring and business model development. The research object only SMEs in several city, so it can't generate the whole situation in province. Improving SMEs business performance through the government's online single submission programs, so another government can adopt the "GREEBO" model. Improving SMEs business performance through the government's online single submission programs, so another government can adopt the "GREEBO" model. Eco-friendly marketing is the answer to internationalization several obstacles of SMEs facing the 5.0 society era market dynamics.

Keywords: Eco-Friendly Marketing, Internationalization, SMEs, 5.0 Society Era, Sustainability.

INTRODUCTION

The importance of preserving the environment makes various companies begin to be selective in using production materials that do not damage the environment. The company applies the same thing to its production processes, such as no-animal testing, implementation of e-billing, waste management and utilization, and recycled packaging (De Giacomo & Bleischwitz, 2020). Green Marketing has become a hot topic in the current marketing concept, and the trigger is the problem of global warming, which is getting out of control day by day. Kumar, Kumar, and Ram (2015) explained that in addition to soil pollution and air pollution, water pollution is one of the problems faced as a result of global warming. As the industry increases, it releases a number of waste containing hazardous chemicals in the river flow. This phenomenon shows that many business practices are starting toward the environment or what is commonly called green marketing.

A Green Marketing strategy can provide a competitive advantage in a proactive and long-term oriented way. The relation of green marketing strategies with green marketing objectives and the primary areas of the marketing value chain. The value chain in question is the development of green products, positioning, logistics, adequate waste management, communication, development of green partnerships, and adjustment of the marketing mix. The alignment carries out with the hope that consumers' thinking is embedded and that the products resulting from the green marketing strategy have a strategic position (Manjunath & Manjunath, 2013). In addition, the company can raise its image, which usually gets an opposing view from stakeholders from environmental pollution. Large companies carry out the application of Green Marketing, and all business actors such as micro, small and medium enterprises (MSMEs) are required to run their business by creating safe and environmentally friendly products (Kaur, Gangwar, and Dash, 2022).

The demand to produce environmentally friendly products has become a significant problem and can be strategic. This opportunity must be considered for business people and can be used for national industries to increase exports (Li et al., 2020). The purpose of Indonesian government policy expects to increase the country's foreign exchange sources through export activities from local companies. MSMEs have a strategic role in the structure of the national economy. Meanwhile, the contribution of the MSME sector itself to the Gross Domestic Product was 4.48%, equivalent to 452 trillion. The presence of MSMEs in Indonesia is expected to suppress the development of creative industries that can move the people's economy, create jobs, and reduce unemployment (Zia & Arabia, 2015). The prominent role of MSMEs motivates that MSMEs must be improved even more. The survival ability of an MSME is influenced by the ability to implement sound management. Management covers the areas of marketing, production, human resources, and finance. Competitiveness is a concept that refers to a commitment to market competition for a company or industry and success in competition (Tsai et al., 2020). To increase competitiveness, MSMEs strive to continue to innovate and be creative in developing their business so that the flow of liberalization does not erode them. Along with the growing public awareness of preserving the environment, people prefer a product that positively impacts the environment. In addition, there are global consumer demands to produce products or services with a Green Marketing orientation, which includes product development, production, energy and waste management, consumer protection, environmental and social policies (Vafaei, Azmoon, & Fekete-Farkas, 2019).

Research must be channeled towards SMEs, considering their renaissance as economic engines for economic growth, employment creation, and poverty alleviation in many economies across the globe. SMEs are the backbone of the Indonesian economy.

Although there is voluminous literature concerning green marketing practices, much is centered on large corporations. As such, there is a need to investigate the phenomenon of green marketing practices for SMEs since they face institutional and structural conditions that differ from their counterpart, large corporations (Bruce et al., 2022). Furthermore, there is an existing incessant gap between green marketing attitudes and green consumption to the extent exacerbated by a growth in the number of people prepared to buy green products, with little evidence suggesting a relative growth in the purchase of green products has also grown (Vilkaite-Vaitone & Skackauskiene, 2019). In Indonesia, most SMEs have constraints regarding the provision of sustainable products due to an increase in the cost of the production process and other difficulties associated with green business operations. Faced with this plethora of challenges in going green, the primary question that needs to answer is the effect of adopting green marketing on the performance of SMEs. Against this backdrop, the primary objective of this study was to establish a strong relationship between green marketing practices improve SMEs performance (Aithal & J., 2016).

Besides, the result from Masocha (2021) shows the existence of MSME businesses helps improve the Indonesian economy and even becomes the most significant contributor to state revenue from the MSME sector. Currently, the government is trying to improve access and transfer of technology to develop innovative and eco-friendly MSMEs by utilizing information technology and socialization so they can compete with another players. In Indonesia, the implementation of eco-friendly marketing strategies is still low, especially during the current Covid 19 pandemic. The MSME industry in running its business that does not use an eco-friendly marketing strategy is around 64%, while the MSME industry that uses an eco-friendly marketing strategy is 36%. This condition is triggered by the low literacy knowledge of MSME's eco-friendly marketing strategies, so it has the effect of small production capacity, inconsistent production quality, and insufficient market access. Based on the above background, this study aims to explore eco-friendly marketing strategies implementation for Central Java MSMEs in recovery phase after the Covid-19 pandemic. The strategic plan research directs the centre of excellence in using integrated information technology to support improving the welfare of the community and MSMEs after the Covid-19 Pandemic.

LITERATURE REVIEW

In running a business, it is necessary to develop a marketing strategy. Marketing strategy is a way for companies to coordinate activities to be more directed and formulate company goals. Increasing business competition requires efforts to survive and grow by expanding market share to international markets. There are several ways to enter the international market, among others, through direct or indirect export activities, strategic alliances, and direct investment (Taherdangkoo Mona, B., & Ghasemi, 2019). There are two forms of export activity: occasional exporting and active exporting. Occasional exporting is passive company involvement, where companies only export because of foreign demand. Meanwhile, active exporting is the company's commitment to developing exports to specific markets (Vilkaite-Vaitone, Skackauskiene, & Díaz-Meneses, 2022). In addition, there are 2 (two) aspects of the benefits obtained from export activities, namely (Berawi, 2019) Micro (Expanding and developing marketing, Increasing sales and income, Expanding company activities, Increasing production by utilizing idle capacity); Macro (Increasing national economic growth, Empowering potential economic sources in the country, Expanding employment opportunities and generating foreign exchange, Encouraging the development of science and technology and human resources, Developing the nation's socio-culture).

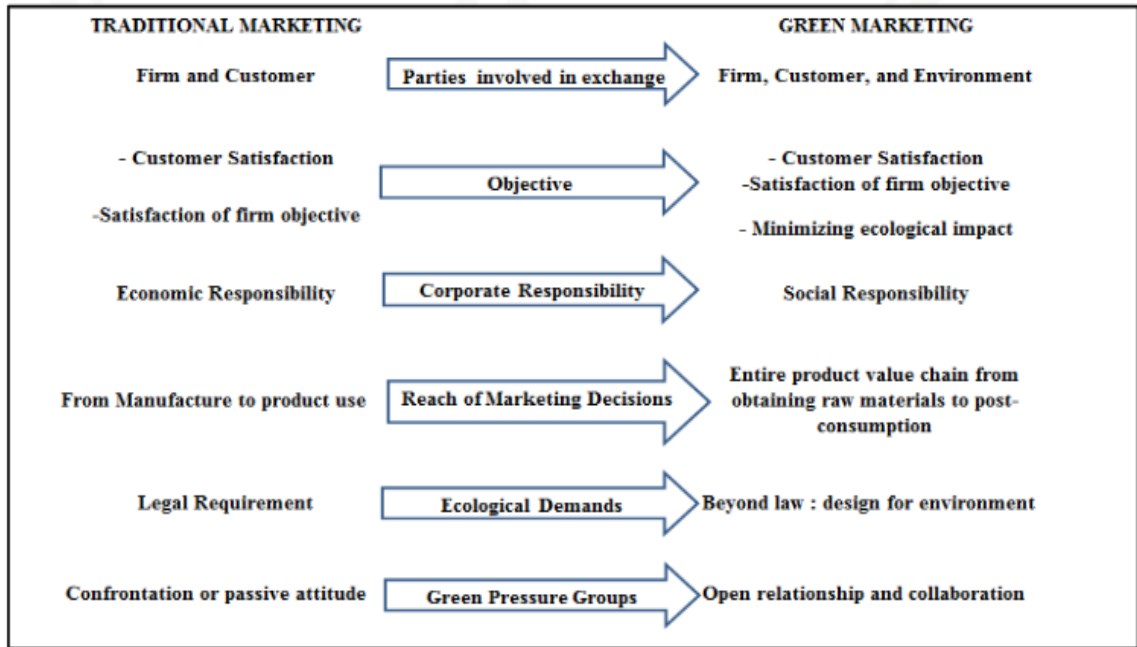
Companies carry out strategic alliance activities to share costs, benefits, and risks. Strategic alliances include licensing, franchising, joint ventures, and production contracts

with local partners in the host country. This choice of alliance strategy is widely used by companies that go international (Bakar, 2016). Licensing is a transaction based on a contract in which a company (licensor) offers company assets to a foreign company (licensee) in exchange for a royalty fee. Licenses usually only cover certain products listed in the license agreement. Franchising is a form of alliance that occurs when a company in one country (the franchisor) authorizes a company (the franchisee) to use its operating system, brand name, and logo in exchange for royalties. A joint venture is a partnership agreement between a foreign investor and a local investor to establish a local business that shares ownership and control. This strategy has the advantage of risk sharing and combines the strengths of each company to develop a competitive advantage. Finally, a production contract is a collaboration between local producers to make company products in the form of an alliance, which is used when companies have difficulty finding production factors and raw materials (Narvaez Rojas, Alomia Peñafiel, Loaiza Buitrago, & Tavera Romero, 2021).

Direct investments are investments made to actively control property, assets, or companies in the host country. A direct investment strategy is that companies with supporting resources want full supervision of the subsidiary (host country) by the parent company or the company's head office (home country) (Alamsyah, Othman, & Mohammed, 2020). Besides deciding on the chosen strategy to enter the international market, it is crucial to support the role of the state and government in building mutually beneficial bilateral and multilateral relations. This is considered to provide the market potential for the product to be visited by heads of state or government officials of other countries (Purwanti, Abadi, & Suyanto, 2019). Therefore, economic cooperation between countries can be well established, and economic growth in the country will increase. Green Marketing is an innovation that appears along with environmental damage due to the company's production activities, thus creating a sense of responsibility for environmental sustainability. Green Marketing explains how companies' practices of green marketing strategies will affect company performance. The company's Green Marketing strategy allows it to use different products and qualities, and then the entire market reacts to its performance. Green marketing is multiplying, and green products are gaining consumers' trust influenced by the adoption of increasingly sophisticated technologies, strengthened assertions on advertising claims, government regulations and incentives, and closer scrutiny of various environmental organizations and media (Garg & Sharma, 2017).

The difference between Green Marketing and traditional marketing is described in Figure 1. Green marketing explains the relationship between companies, communities and the environment. Green marketing must be practised by all parties in the company, both by marketers and by company functions, such as quality, design, production, and inventory. In order to minimize the adverse impact of their operations on the environment, companies must integrate green marketing practices into their overall operational processes, including planning, implementing, and controlling product, service, pricing, distribution and promotion policies (Lin et al., 2021).

Figure 1. The Differentiation of Green Marketing and Traditional Marketing



Source: Trivedi, Trivedi, and Goswami (2018)

Previous Studies

Kowalska (2020) discusses the industry's view of a fast-growing economy toward a green philosophy and further investigates the initiatives taken by the industry to be environmentally friendly. The research method used is quantitative research with an exploratory approach aimed at companies producing durable goods, non-durable goods, and service companies. The researcher stated that companies should be able to review environmental problems as business problems and invest in environmental issues, as they would for problems common to their businesses. Companies should view green ideas as investments from a long-term perspective and consider how these ideas will benefit all company stakeholders in the future. Companies in developing countries such as India that produce durable goods, non-durable goods, and service companies are highly concerned about environmental conditions. The company believes consumers' choices are shifting to consuming environmentally friendly products. Companies that have an environmentally friendly image will get particular advantages and can maintain their products in the market. The result of this research is that companies in India with a positive outlook on practising green marketing will achieve a competitive advantage and support sustainable growth to face the challenges of a dynamic global market.

Vogtlander, Scheepens, Bocken, and Peck (2017) discusses the extent to which the implementation of green business has been carried out by SMEs and knows the role of green business that applies green input, green process, green output, green marketing, government regulations and public awareness affecting the performance of SMEs. The research method used is a quantitative approach using primary and secondary data. The sample used is 100 SMEs, using regression analysis and ranking with a Likert score. The results of field data analysis explain that Small and Medium Enterprises are said to have implemented environmentally friendly businesses. The importance of synergy between the community, companies, media, education, and government. Because in practice, a green business faces several obstacles in its implementation. One of the efforts the government can make is establishing regulations or policies governing the implementation of green businesses.

Erwin, Suade, and Poernomo (2021) discusses the application of green marketing to small and medium enterprises (SMEs) operating in India, especially industries engaged in electricity, and the impact of green marketing on the performance of these SMEs. The research method used is mixed methods, a combination of qualitative and quantitative

approaches. A qualitative approach was used for interviews with ten company owners regarding the impact of green marketing on the performance of B2B employees and customers, followed by a quantitative approach by distributing questionnaires to 152 SMEs. The study's results found five aspects of implementing green marketing for SMEs in India: greening the process, green supply chain management, green strategic policy initiatives, proactive energy conservation and green promotion. All of these five aspects have a positive and significant impact on the company's performance. In addition, the impact of implementing green marketing on B2B customers is customer satisfaction and employee retention.

RESEARCH METHOD

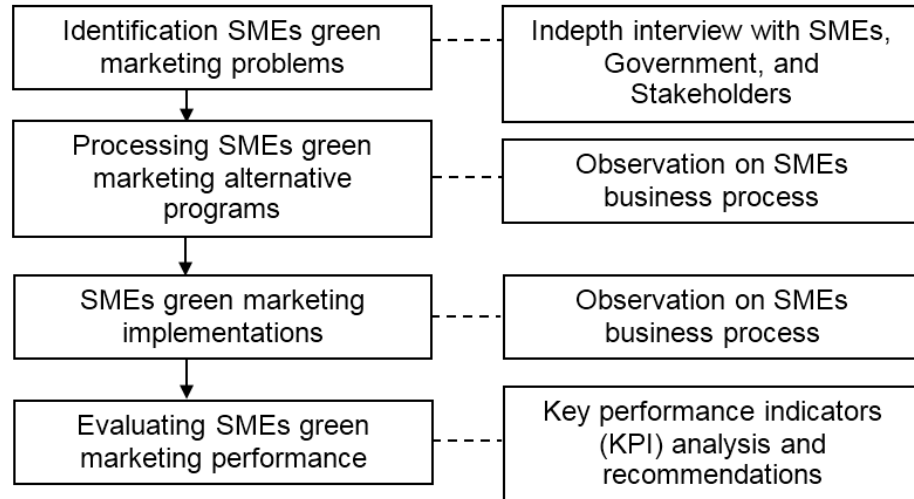
This type of research uses exploratory qualitative. This method is used to identify the process of implementing eco-friendly marketing strategies for SMEs in Central Java in recovering economic conditions after the Covid-19 pandemic. The type of data is primary data which is a direct answer from the informant. The data collection technique is the in-depth interview method. The sampling design uses non-probability sampling (snowball), a method used to identify, select and take samples in a network or continuous chain of relationships. Data analysis techniques use Duffett, Edu, Haydam, Negricea, and Zaharia, (2018) model which start from data collection, data reduction, data presentation and conclusions.

The focus of this research is implementation of green marketing in Central Java SMEs to enter the 5.0 society era international market with the following components: 1) Green Marketing implemented in SMEs is seen from green marketing elements such as Green Product, Green Pricing, Green Place, and Green Promotion; 2) Factors conducting Green Marketing include Social Responsibility, Governmental Pressure, Competitive Pressure, Cost or Profit Issues; 3) The competitive advantage of Central Java SMEs lies in innovation to excel in the international market; 4) The impact of implementing Green marketing on SMEs is an integrated internal and external side. The guide list of interview questions asked includes:

- a. How do you find out about eco-friendly marketing?
- b. What do you do after you get enough information about eco-friendly marketing? Are you immediately interested in following it?
- c. What attracted you, and then decide to use eco-friendly marketing?
- d. What are the stages in implementing eco-friendly marketing? Do you do this yourself or use a vendor/consultant?
- e. What are the benefits of using eco-friendly marketing?

Through an eco-friendly marketing program, there is integration with relevant stakeholders to determine policy directions to provide opportunities for access to potential SMEs in developing their businesses. Eco-friendly marketing programs are also used to increase the capacity and eligibility of SMEs in accessing financial institutions and encourage financial institutions to provide financing services to SMEs more efficiently so that the ultimate goal is to achieve independence and business growth that is competitive, independent, prosperous, and cultured based on religious values. The research flow scheme starts by analyzing the potential of SMEs in Central Java, most of which come from home industries. By implementing eco-friendly marketing programs, it is hoped that SMEs new marketing systems and business strategies can encourage economic recovery due to the Covid-19 pandemic.

Figure 2. Conceptual Framework



Source: Gonzales-Gemio, Cruz-Cázares, and Parmentier (2020)

RESULTS

Eco-friendly products are attracting the attention of business people. SMEs that produce environmentally friendly products are more in demand and become an added value to penetrate the international market. This is because the company pays more attention to environmental sustainability as a shared responsibility. Central Java SMEs are trying to carry out environmentally sound marketing activities. SMEs realize that it is rare or even difficult to find products that pay attention to environmentally friendly marketing processes. The products produced by Central Java SMEs have a reasonably broad market segmentation in sales because the products' uniqueness attracts domestic and foreign consumers. In efforts to communicate to the public that the products offered are environmentally friendly, it is necessary to create a particular brand for their products, called Eco-brand. Prospective consumers can easily distinguish between products with very harmful or good environmental impacts.

Government pressure to regulate business actors, especially SMEs, in order to minimize the negative impact of production activities on the environment and surrounding communities has been regulated in laws and regulations, namely Law Number 32 of 2009 concerning Environmental Protection and Management, Law Number 32 of 2009 concerning Waste Management, and Government Regulation of the Republic of Indonesia Number 101 of 2014 concerning Management of Hazardous and Toxic Waste. As stated in these laws and regulations, the government's role also encourages Central Java SMEs to remain committed to creating healthy business opportunities by utilizing available resources wisely.

SMEs Readiness to Enter International Markets Based on Eco-friendly Marketing

The application of eco-friendly marketing has a vital role for business actors who market their products to the international market because it is influenced by the demands of foreign people who are more interested in green products. The application of green marketing by SMEs in Central Java is used as a marketing strategy due to the market share factor, which is an international market with standardization of product quality and several minimum standards related to product safety and environmental friendliness of the products being marketed. International markets such as America, France, Germany, and Singapore are very concerned about products that enter their country, which are products that pay attention to environmental aspects. The marketing strategy of Central Java SMEs by implementing Green Marketing can be used as selling power and attractiveness in the international market.

The government can facilitate the process of entering the international market by cooperating between countries so that Central Java SMEs can bring product standards to other countries to be marketed to the domestic market. Central Java SMEs expect their products to reach the high-end market segment. Central Java SMEs' strategy to enter the international market is done by participating in exhibitions held in certain countries or door-to-door or directly coming to potential customers. In addition, requests or by-order systems are usually sent via e-mail or social media, then payment is made in advance, and when the product is ready to be shipped, payment will be made. An SME must also consider applicable laws and regulations. Each international target market will have specific rules regarding a product they will receive, based on the situation and conditions experienced by each country. SMEs must first understand the conditions and applicable legal regulations so that SMEs can continue marketing activities or have to stop them.

Implementation of the Integrated Green Marketing Strategic Model "GREEBO"

In applying the "GREEBO" model to SMEs in Central Java, the resulting product can be categorized as eco-friendly because it can be seen from the ongoing marketing as entirely environmentally friendly. Green Product has three indicators to determine the performance of environmentally friendly products: 1) Tangibility, which is the identification of the product in terms of aesthetics and product labels. The marketing strategy of SMEs in Central Java to provide an Eco-brand, namely "GREEBO" aims to distinguish that the products produced are unique and are not produced using materials that are harmful to the environment. 2) Warranty is a guarantee of product safety against environmental impacts in order to preserve the environment around the place of business. 3) Reliability is the product's ability to function correctly in terms of durability and quality to provide a uniqueness that is difficult to find in foreign countries. The entire marketing process is carried out in an integrated manner which can take up to 2 months with a total of 6 employees, affecting the effectiveness and efficiency.

The Central Java SMEs penetrate the international market through export activities with the nature of Occasion Exporting to several countries such as America, France, Germany, Singapore, and others. Occasional Exporting is a form of passive company involvement, where the company only exports because of foreign demand. There are 2 (two) benefits of using the "GREEBO" green marketing strategy, both macro and micro. Micro export benefits include expanding and developing marketing, increasing sales and income, expanding company activities, and increasing production by utilizing idle capacity. In comparison, the macro benefits include increasing national economic growth, empowering potential economic sources in the country, expanding employment opportunities and generating foreign exchange, encouraging the development of science and technology and human resources, and developing the nation's socio-culture. Central Java SMEs can absorb new workers and influence the income increase from the previous year.

The competitive advantage generated by Central Java SMEs through the green marketing strategy "GREEBO" is to optimize 4 (four) attributes of the formation of the industrial environment such as supporting factors, demand conditions for an industry's products or services, related and supporting industries, strategy, structure, and competition.

a. Supporting factors

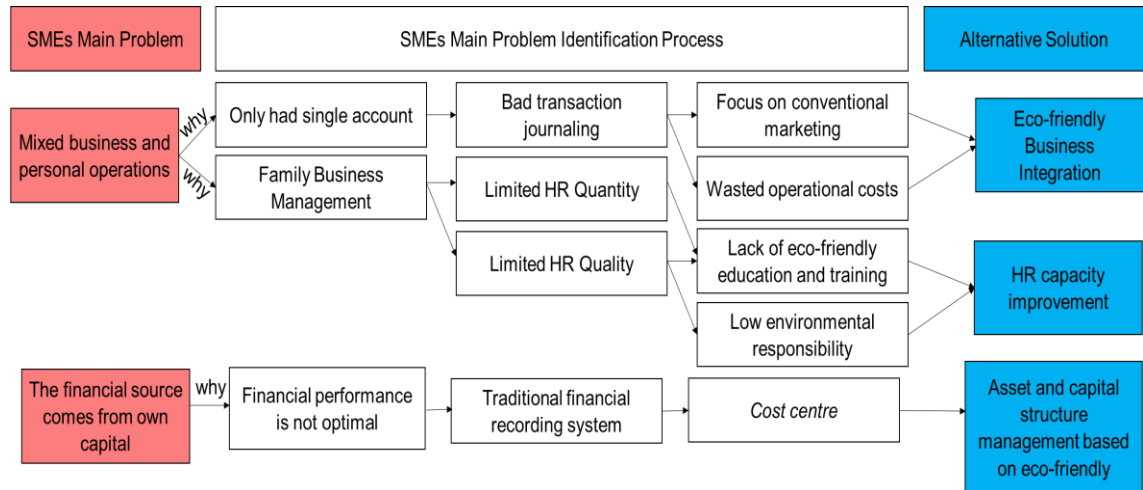
Central Java SMEs carry out standardized green marketing activities and have a skilled workforce through workshops to improve performance.

b. Request Condition

The difference in demand between consumers with domestic and foreign consumers requires Central Java SMEs to fulfill them, so with an increase in sales, SMEs need to innovate new products.

- c. Company Strategy, Structure, and Competition
 Circumstances shape how SMEs are established, regulated, and managed and the nature of competition within the country. Indonesia has the availability of renewable resources, so it encourages SMEs to cooperate with foreign parties providing opportunities to compete in similar industries globally.

Figure 3. The Integrated Green Marketing Strategic Model “GREEBO”



DISCUSSION

SMEs that apply the Green Marketing "GREEBO" strategy model will have a significant impact, including the ability to achieve a competitive advantage, obtain positive feedback from consumers, be closer to consumers, increase sales and company profits, and improve the company's image in the public eye. The external impact felt by Central Java SMEs from the implementation of the "GREEBO" Green Marketing strategy model is to contribute to improving the quality of life of the community by absorbing labor, improving social and environmental quality, as well as maintaining public health adjacent to the production site. These impacts follow Goyal and Pahwa (2018) theory, which states that to minimize their operations' adverse impact on human health and the environment, companies must integrate green marketing practices into the company's overall operational processes, including planning, implementing, controlling, product policies service, price, distribution, and promotion. The results of this study follow the previous research conducted by Agustini et al. (2021), which stated that companies that have an environmentally friendly image will gain particular advantages and can achieve competitive advantages such as bringing brands and products to international markets, cooperating with international parties, and product characteristics so that it has a competitive advantage.

The results about relationship between eco-labelling and performance purports that SME operators and their owners acknowledge the role that is played by environmental and social information on the packaging materials in determining the competitiveness of their strategies. With more consumers being informed and conscious about environmental issues, developing eco-labelling strategies is proving essential and SMEs can seize the opportunities provided in eco-labelling in contrast to large organizations. The tentative relationship between green branding and performance implies a significant change in the environments and with demands being conspicuous that green features and characteristics of a brand are a differentiating standard between successful and less successful firms. The extent of advertising activities that are inclined and embedded with green concerns a firm undertakes the more success it achieves pertaining to its firm performance measures.

CONCLUSION

Researchers use the Green Marketing application in Central Java in SMEs consisting of Green Product, Green Price, Green Promotion, and Green Place. In Green Product, the resulting product has met the green product indicators: Tangibility, Warranty, and Reliability. Central Java SMEs are committed to using materials that are easy to find in everyday life while still paying attention to the quality of their products. Green Price is determined by implementing Green Marketing for SMEs in Central Java, setting a reasonably competitive price for its products. This is a form of consumer involvement for the long term and supports environmental conservation. Green Promotion is shown by Central Java SMEs using Green Advertising and Eco-Labeling in carrying out promotional activities so as not to harm the environment, and promotions carried out are educative, as well as the application of eco-brands to communicate to the public. Meanwhile, Green Place for SMEs in Central Java has tried to implement environmentally friendly distribution channels for Cost and Time Savings. Several factors that influence the implementation of Green Marketing in SMEs in Central Java include: a) Social Responsibility, having an awareness to be responsible for the environment in their place of business. b) Government Pressure, the existence of government regulations that affect the commitment not to produce hazardous waste. c) Competitive Pressure, the existence of similar industrial competition so that Central Java SMEs have characteristics with superior quality and competitive prices in the medium to high market class. d) Cost or Profit Issues, the application of Green Marketing provides cost savings in waste treatment for SMEs Central Java.

The International Marketing Strategy of Central Java SMEs in the era of society 5.0 by implementing Green Marketing is the right thing. This is because the international market share is very interested in products with eco-friendly standards, as evidenced by the increase in sales in 2022, which is supported by sales to overseas consumers through occasional exporting and direct sales. On the other hand, to enter an international market and maintain existence during similar industry competition, SMEs have a way of achieving competitive advantage, which is indicated by choosing a differentiation strategy through unique environmentally friendly attributes. While the perceived impact of the implementation of Green Marketing provides internal and external impacts, such as helping the quality of the community's economy by absorbing labor, the quality of public health around the production site is good, and improving the social quality in the area where the business is located. Researchers can give suggestions to open spaces for collaboration with institutions such as companies and universities to hold exhibitions, workshops, and training activities to introduce SME products to all levels of society. For further researchers, research can be developed to implement Green Marketing in export-oriented SMEs, considering that similar research is still rare.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that they have no competing interests regarding this article.

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