



# **The state of green marketing in Vietnam and future implications**

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**Abstract**

The research topic "The state of green marketing in Vietnam and future implications" was aimed to achieve the following research goals: (1) Evaluating the current state of green marketing strategies in Vietnam; (2) Examining the internal and external factors influencing the green marketing activities of Vietnamese enterprises; (3) Examining the opportunities and challenges that Vietnamese enterprises face while implementing green marketing strategies; and (4) Suggesting policies to assist Vietnamese businesses in effectively implementing green marketing strategies. The research method used was the qualitative approach based on data obtained from interviews with marketing department staff members of some companies and from previously done studies. Research results showed that green marketing was still a new concept to Vietnamese businesses. Some businesses had started to do this but only at a small scale with a lack of system and without achieving tremendous efficiency. Analysis of external factors showed that there had been substantial changes, but there were still many gaps. Natural and technological limitations had caused several difficulties for businesses seeking to adopt green marketing strategies. On that basis, the author pointed out opportunities such as the government easing the legal and regulatory condition that encourage businesses to implement green marketing. With the support of consumers, green marketing had been a global trend which was supported by many organizations around the world. However, there were also many challenges for Vietnamese businesses such as high construction rates, challenges from customers and a lack of close coordination between businesses and authorities ... Finally, the author proposed a number of policies for the Vietnamese government as well as some guidelines for the enterprises.

**Keywords/tags (subjects)**

Green marketing, internal factors, external factors, micro environment, macro environment, opportunities, challenges, enterprises, green marketing implementation, sustainable marketing, ecological marketing, environmentally friendly, eco-friendly, green marketing strategies, policies, socio-economic, technology, environment, pollution

**Miscellaneous (Confidential information)**

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# 1 Introduction

## 1.1 Research Background

Despite the ongoing trend of corporations and governments pursuing sustainability and eco-friendly agendas, green marketing has grown and gained traction in developed countries since the late 1980s and early 1990s. However, marketing strategists have long used the concept of "green marketing." In 1975, the American Marketing Association (AMA) hosted the first workshop on Ecological Marketing. Following this meeting, Henion and Kinear wrote "Ecological Marketing", the world's first book on green marketing, in 1976.

Green living, green use of environmentally friendly products... have acquired significant traction and are expected to become the norm in the future. In 1992, a poll of 16 countries found that more than 50% of consumers in those countries were concerned about the climate (Ottman, 1993). According to a 1994 Australian poll, 84.4 percent of people believe they should be responsible for the natural environment. Another poll showed similar results, with 80 percent of customers promising to change their environmentally unhealthy food habits.

Moreover, all businesses understand that they are part of a larger society and, as such, must be environmentally friendly. They have now put in place environmentally sustainable solutions to reduce their green footprints and losses. This suggests that meeting environmental targets is almost as vital as maximizing profits, and environmental considerations are becoming more integrated into business culture. As can be observed, green marketing piques the attention and support of investors, companies, and policymakers all over the world.

Green consumption is currently establishing itself as a recent and unstoppable phenomenon in many countries around the world, beginning in developed countries and rapidly expanding to developing countries with average and above-average incomes. This content is seen as a critical and realistic adaptation to the principle of sustainable consumption in order to minimize civilization's environmental effects.

There are many signs of market development in Vietnam, and a variety of green goods and services are emerging, but customer adoption remains a barrier.

In contrast to other countries in the region, the Vietnamese market still has a low appetite for green goods (environmentally friendly products), as does consumer perception of such products. Environmentally friendly goods are often seen as divisive and unimportant by the majority of consumers. As a result, Vietnamese companies remain reluctant to invest in environmentally sustainable technologies, using management practices and appropriate management processes to manufacture goods that fulfill labeling criteria.

On the other hand, the standards for green product labeling are also very narrow at the moment, and are only applicable for certain kinds of production. Globalization, on the other hand, necessitates reform. If Vietnamese businesses do not change to meet the regulatory demand and specifications for green products, they will face global competition and lose customers not only in the world but also in the domestic markets.

Vietnam's state and environmental management has been tougher and more demanding in recent years. Typically the case of the Vedan company discharging wastewater into Thi Vai river in 2008. When the incident was discovered, it immediately created a wave of discontent in public opinion. The amount that Vedan must compensate is not great, but the brand's reputation was tarnished in the hearts of consumers. This is a valuable lesson for other companies in Vietnam.

However, unlike Vedan, there are other companies that have successfully incorporated green marketing. Specifically, the Metro retail group's unwavering green marketing initiative. Instead of supplying free plastic bags, they have opted to market and pack papyrus bags. This is an example of "foresight," because it is a critical business judgment. This approach aims to raise public awareness of environmental concerns while also strengthening the business brand in the eyes of society.

The introduction of a green marketing approach is in accordance with emerging business growth practices and provides many benefits to companies, customers, and

the community. Despite the fact that a number of businesses have been successfully using green marketing tactics in their marketing campaigns, green marketing is still relatively new in Vietnam, as most Vietnamese businesses are still reluctant to introduce it. Therefore, study on green marketing strategy and its effect on green consumption in Vietnam is a critical and urgent topic with immediate practical implications.

## **1.2 Research Objectives**

The study's overarching goal is to evaluate the state of green marketing in Vietnam and then make suggestions about how companies should adopt green marketing strategies in Vietnam. To achieve a deeper understanding, the study addresses questions about how the macro and microenvironments influence enterprises' green marketing activities in Vietnam, as well as the possibilities and obstacles they face while applying these techniques. This research will also suggest a number of guidelines to help Vietnamese businesses effectively execute green marketing and recommend some policies to the Vietnamese government in order to encourage more enterprises take actions in the process of green marketing.

## **2 Literature review**

### **2.1 State of the research**

There have been many studies done on green marketing in Vietnam, including these specific research below.

Nguyen Thi Huong (2010) did research on green marketing activities of foreign enterprises in Vietnam. The research results show that green marketing has gradually become a part of corporate culture. It also suggested that in the near future, green marketing would certainly become a key international marketing trend. In Vietnam, although it started quite late, there have been some remarkable achievements in green marketing activities, for example, the case of Toyota Vietnam and Ajinomoto Vietnam. In addition, many other domestic enterprises also gradually pay more attention to environmental issues and sustainable business development. Beside

companies claiming to be "Green Enterprise" or "Sustainable Green Brand", there are still many enterprises that seriously violated the law of environmental protection.

Hoang Duc Binh (2011) has researched the current green marketing development trend. In the study, the author has generalized the theoretical basis of green marketing and how enterprises applied strategies, including: defensive green, ultra-green, light green and light green marketing strategies. Research results show that, it is "easier said than done" to have an effect on environmental change using consumers' powers: a lack of criteria and norms for what constitutes green performance or green product; green food development has been delayed due to a lack of unity among customers, retailers, regulators, and influencers.

Bui Lan Phuong (2010) conducted research on green marketing as a recent company growth theme. The author of the report has a detailed understanding of the effects of green marketing, such as creating new markets for companies, increasing the opportunity to comply with regulatory legislation, and assisting businesses in lowering operational costs. As a result, a lot of companies have begun to incorporate green marketing into their operations. The research suggests green marketing activities in businesses still have many shortcomings and many businesses are still hesitant to implement a green marketing strategy. Furthermore, the author has suggested a series of solutions to increase the effectiveness of green marketing in companies.

Nguyen Minh Phuong (2015) conducted research on green marketing strategies at Co.opMart supermarkets. In the study, the author analyzed environmental factors affecting green marketing activities at CoopMart. The study also affirms that the current macroeconomic environment is a great opportunity for CoopMart to develop the market and implement the green marketing strategy. Next, the study analyzes the industry environment and internal factors of the company to perform SWOT matrix assessment. From there, the research has proposed a marketing strategy as "Green campaign coverage", which is the Coop Mart campaign to implement green marketing right from the investment in the product (process) to the output, the purchase behavior. Customer's is also green.



Overall, there are already a number of research projects on green marketing practices in Vietnam. In particular, these studies mainly focus on assessing green marketing activities of one specific enterprise or of enterprises in Vietnam as a whole. There is also research on the current trend of using green marketing in Vietnamese businesses. However, there have been lacking studies on assessing and analyzing how macro factors are affecting green marketing activities of enterprises by analyzing pros and con for Vietnamese businesses when implementing green marketing strategies. Therefore, the research topic "The state of green marketing in Vietnam and future implications" is completely consistent with the requirements of theory and practice and is an essential project to contribute to the green marketing scene in Vietnam.

## **2.2 Green marketing**

### **2.2.1 The green marketing concept**

There are several perspectives on green marketing, yet most scholars agree that it refers to special marketing campaigns based on traditional marketing that seeks to deliver "green products." The phrase "green marketing", in general, refers to all innovations, strategies, and systematic innovation mechanisms used by companies to address the demands of green goods of consumers and society, as well as to encourage the protection of natural resources. Green marketing also involves saving the atmosphere by lowering CO<sub>2</sub> emissions, recycling and reusing products, and expanding business opportunities.

Based on the American Marketing Association's viewpoint, the author agrees with the principle of green marketing in this research (AMA). Thereby, green marketing is considered the method of creating environmentally friendly product lines according to this definition. To get green goods to market, a range of practices such as product innovation, production processes, packaging, distribution, trade marketing, advertisement, and so on are involved.

### **2.2.2 Some perspectives on green marketing in the world**

Concerns over serious environmental issues such as ozone emissions and climate change started to gradually decrease in the late 1980s and early 1990s, as nations,

after years of grappling with economic growth, increasingly became mindful about the value of green development and conservation of the environment. Businesses attempted to build a “green picture” by reducing the volume of pollution released into the air while still saving electricity. Therefore, the sustainable marketing movement has emerged as a significant research subject (Ottman, 1994). In the late 1970s, the American Marketing Association (AMA) hosted the first conference on green marketing. It was the starting point for creating a conceptual system in green marketing planning.

In 1976, the book written by two infamous scholars at the time, Henion and Kinnear, about green marketing, proposed that a green marketing approach should provide a study of the effect of business practices on environmental emissions and natural resource scarcity. They mentioned that green marketing supposedly was a subset of general marketing practices and that they only regarded environmental effects within the context of business operations. Wagner agreed, arguing that a green marketing campaign should have taken into account questions about the impact of manufacturing and use on the natural world.

Other scholars contributed a variety of perspectives on industry practices. Pride and Ferrel, described green marketing as the method of manufacturing, pricing, selling, and promoting goods without negatively impacting the environment. Some concentrated on a single component of the marketing mix, such as product strategy (Porter, 1991), price strategy, delivery (also known as "place") strategy (Bohlen et al, 1993), or promotion strategy.

There are also a selection of scholars that adhere to the general approach. Green marketing, according to Peattie, is “a comprehensive management process that identifies, predicts, and responds to customer and social requirements in a profitable and sustainable way”. Sheth and Parvatiyar believed that enterprises should have created distinguished products and production systems for green marketing; Welford (1995) advocated that products needed total changes so that they could be considered “green” in all production stages; Chamorro and Banegil (2006) emphasized the significance of the organizational philosophy about environmental respond.

Based on Stanton and Futrell's (1987) concept of marketing, researcher Polonsky asserted in 1994 that "Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment." Fuller also found the contribution of other considerations such as customer desires, corporate priorities, and environmental compatibility on green marketing, despite the fact that he also approached the green marketing campaign from business practices.

According to Fuller, Ottman believed that green marketing should concentrate on designing goods that can balance all customer demands, including consistency, fair price, and compliance with the environment while used - minimizing negative environmental impact. According to Ottman, a green marketing plan would reduce the harmful effect on the climate while not entirely eliminating it as implemented.

Today, the majority of scholars and organisations agree with Ottman's suggestion. According to the Environment Protection Agency (EPA) of Queensland, Australia, green marketing is the production and promotion of goods and services that meet the demands of customers, including the need for consistency, a fair price, and the opportunity to use without negatively impacting the environment. According to the American Marketing Association (AMA), green marketing is the procedure of marketing environmentally safe and friendly product lines. Thus, green marketing can be described as a method that involves a variety of business practices such as quality improvement, shifting manufacturing and packaging methods, and changing advertisement formats in order to produce environmentally sustainable goods that fulfill the needs of consumers.

### **2.2.3 The development process of green marketing**

According to Paettie, the evolution of green marketing is split into three stages. The first phase was "Ecological" green marketing. At the time, marketing efforts were mostly focused on resolving environmental issues and providing ways to change the environment. Following that, the "Environmental" green marketing process focuses on leveraging renewable energy to design new innovative technologies, as well as emissions and industrial waste that impacts the environment. The late 1990s and

early 2000s witnessed companies paying heed to the phenomenon towards sustainable growth. As a result, “Sustainable” green marketing is regarded as the basis of a sustainable business.

In the table below, the difference of a regional movement of environmentalism in the 1970s and a huge global phenomenon in the 1990s called Ecological marketing or green marketing is demonstrated.

	1970s Environmentalism	1990s Sustainable green marketing
Focus	Mainly on the Environment	On Economics, Society and Environment
Area of influence	Regional	Global (due to climate change happening worldwide)
Strategy	Forecast of environmental problems through their growth potentials	Use current evidence of environmental damage to create solutions
Business conception	Mainly competition	Collaboration to find a solution
Development perspective	Zero growth	Sustainable development
Business response	Focus on the negative impact of businesses on the environment	Focus on the socio-economic - environmental relationship

Table 2.1 The evolution of green marketing 1970s -1990s

## **2.2.4 Awareness of green marketing**

### **The brutal state of the environment nowadays**

Climate change and global warming are those of the biggest challenges humanity have to cope with in the 21st century. To truly grasp the principles of global warming and climate change, we must first grasp the greenhouse effect. The greenhouse effect occurs as solar radiation travels from the atmosphere to the earth, where it is transformed to heat and reflected back. The majority of solar radiation is absorbed by the earth's atmosphere, which causes it to heat up, while the remainder is reflected back into space. Polar ice contains up to 90% of the solar radiation that enters it, while water consumes 90% of the energy that. Furthermore, as the earth's crust is heated, it releases long yet short wavelength radiation (infrared rays), which is captured by greenhouse gases in the atmosphere and returned to the earth.

Prior to the eighteenth century industrial revolution, there was a very stable equilibrium between the solar rays shining on the earth and the thermal radiation of the atmosphere into the universe. This equilibrium has held the average temperature about 14 degrees Celsius for 10,000 years and has allowed life to exist on Earth to this day. People started to use more and more fossil fuels, such as oil, coal and natural gas from the underground, as the power for transportation and electricity accelerated as well as other energy requirements as the industrial revolution accelerated. Since the fossil fuel gas is carbon dioxide, this has been and will continue to be a challenge. Carbon dioxide can be used in the atmosphere for decades or millennia. Greenhouse gases have been pumped into the atmosphere in large and increasing volumes. New, incredibly strong greenhouse gases, such as chlorofluorocarbons, have also been developed (CFCs).

All of the above reasons are to blame for the rise in the concentration of greenhouse gases in the atmosphere. Scientists can reliably measure the proportions of greenhouse gases in the atmosphere over time by studying coals, corals, and ice cores. CO<sub>2</sub>, the main greenhouse gas, seems to be rising at the highest rate in the last 20,000 years, according to proof. CO<sub>2</sub> levels have had the most rapid surge in last 50 years. They rise from 280 in 1750 to 380 parts/ million today, which is the

fastest rate in 650,000 years. Methane (CH<sub>4</sub>), the second most abundant greenhouse gas, has also risen by 150 percent since the pre-industrial period. The more intense these gases are, the more they can retain, and thus the greater the house effect, which allows the surface temperature of the earth to increase exponentially.

The temperature of the earth will rise by around 2 to 3 degrees Celsius in the first 50 years if current trends continue. Melting ice would raise the risk of drought and cut water sources, affecting one-sixth of the world's population, as well as most sub-basins of India, some regions of China, and the Andes. Yields of crops in Africa would fall, leaving millions unable to produce or purchase enough food. Global food supply is expected to suffer if temperatures rise to 4 degrees Celsius. Furthermore, climate change would exacerbate hunger and high-temperature mortality. Malaria and dengue fever, for example, can spread rapidly if they are not effectively controlled. Flooding would impact tens of millions of people as sea levels increase, most notably coastal areas in Southeast Asia, the Caribbean and Pacific, and cities in major coastal areas such as Cairo and Tokyo. It is anticipated that by the mid-twenty first century, about 200,000 inhabitants would have to fully evacuate due to increasing sea levels, excessive rainfall, severe droughts and other factors. The biodiversity would be particularly vulnerable to climate change, with 15-40 percent of animals expected to become extinct if temperatures rise by 2 degrees Celsius. Furthermore, ocean acidification, which is a direct result of increased carbon stocks, would have a significant impact on aquatic environments, potentially having a negative impact on fisheries stocks. As a result, it is clear that climate change is a significant danger to developed countries and, in many respects, a major impediment to poverty alleviation. In developing countries, the initial climate change can be affected favorably by rising crop yields, lowering heating prices, and attracting visitors. However, with the present manufacturing scenario, they would eventually succumb to serious damages. According to Stern (Sir Nicholas Stern, 2015), climate change would have an effect on the entire economy, with a price tag of up to 7,000 billion USD. The report's final statement is that if we move now to drastically curb emissions of greenhouse gases in order to mitigate the worst consequences of climate change, it would cost one percent of global GDP per year. Otherwise, global GDP will fall by up to 20% as compared to the value it could achieve.

According to a 2006 survey on environmental stability metrics conducted by Yale University (USA), Vietnam placed last among eight Southeast Asian countries, with 42.3 points. According to the World Bank Climate Change Report 2007, Vietnam is one of the 2 nations that will be most affected by climate change.

In terms of the soil climate, deforestation, ash washing, lack of organic matter, drought and desertification, inundation, flooding, landslides, and alumification have resulted in a lot of barren land that is no longer capable of farming and increased the area of desertified land throughout the territory of Vietnam. Chemical and pesticide misuse in agricultural production is polluting and degrading many lands across the country. Environmental testing findings indicate that some agricultural land is contaminated, such as the vegetable region of Ho Chi Minh City, where the content of CO, chromium in the topsoil layer, and lead reaches the allowable limit, and Thanh Tri and Tu Liem areas (Hanoi) have nitrogen eutrophication vary from 30.29 to 102.2 mgN / kg; nitrate ion 6.49-7.7 mgN / kg.

The water quality in the upstream areas of the rivers is rather good, but the water quality in the downstream areas is often polluted and at some extreme levels. The cause for this is that drainage from manufacturing and commercial facilities, as well as untreated residential wastewater, has been directly flowing into waterways. Many markers, such as Biological and Chemical Oxygen Demand, nitrogen, total nitrogen, were many times higher than the permissible levels, usually in the Cau River. The water quality of rivers in the Cau river system is deteriorating, with certain parts of the river poisoned to dangerous levels. The portion of the Cau Chay river that runs through Thai Nguyen city has the most pollution, especially at the discharge points of the Hoang Van Thu paper mill and the Thai Nguyen iron and steel district. Both A and B water quality requirements are not met. The following part of the Ca Lo dam, downstream of the Cong river, has water quality that does not match A standards and certain conditions that do not meet B standards. The most polluting factors are organic substances, nitro dioxide and oil.

Furthermore, water contamination in rivers, lakes and canals in main cities in Vietnam is severe; sampling indicators have surpassed the permissible levels several times, if not hundreds of times. The water in the ground in some areas, especially

agricultural and urban areas, is at stake of exhaustion during the dry times and has shown signs of contamination in some locations. The cause for this is indiscriminate manipulation and improper techniques.

In terms of air quality, the increased number of cars is causing air pollution in many countries. The lead level, CO concentration is very elevated at certain major intersections, directly impacting the health of road users. Dust levels in residential areas near factories or main roads are 1.5 to 3 times higher than allowed limits, and in areas where house and road development is taking place, this number is 10 to 20 times higher than the permitted standards.

In terms of national biodiversity, Vietnam is one of those countries in the world with the most unique habitats, several varieties, and endangered species of high scientific and economic importance as well as a plethora of unusual genetic opportunities. Some species, such as Sao La and Mang Lon, were found for the first time in the world in Vietnam. However, in recent years, Vietnam's biodiversity has deteriorated sharply. The primary cause is that, as a result of forest fires, the function of land use changes, resulting in the consolidation of species' populations, overfishing, and illicit trade of rare animals and plants. In nearly 5 decades, the area of mangrove forests has decreased by 80% or 96% of coral reefs that are seriously damaged, many wild species have disappeared forever.

Regarding the urban and industrial environment, the relatively rapid urbanization in Vietnamese cities has had significant impacts on the environment and natural resources, on the ecological balance: land resources being thoroughly exploited for urban construction, reduce in the area of green trees and water surface, along with increasing demand for water for daily life, services and production, which depletes water resources and causes flooding. Waterlogged many factories and factories that have caused major environmental pollution, previously located in suburbs, have now been caught in the densely populated areas; expansion of urban space leads to the occupation of agricultural land, affecting the national food safety issue and the life of suburban people; Industrial production thrived, generating a large amount of waste, of which hazardous waste was increasing; motorized traffic boom caused serious air and noise pollution; Urbanization increases the inflow of migrants from rural to



urban areas, causing considerable pressure on housing and environmental sanitation to form slums and urban poor areas.

### **Enterprises' awareness of green marketing and its benefits**

Because of these shocking figures, many companies have realized that they are part of the society and therefore bear a responsibility for the long-term development of all mankind. The aim of the ASEAN Socio-Cultural Community Action Plan is "towards an environmentally resilient ASEAN community." Countries all over the world have accepted "sustainable growth" as a driving philosophy for ensuring that the planet can continue to support life in the future. Sustainable development was described by the Brundtland Commission in 1987 as "development that remains sensitive to present needs without affecting the needs of future generations." As a result, many companies have reacted to this pattern by innovating in environmental policies and green manufacturing practices in order to show corporate social responsibility to the world, and that ethical action deserves to be done.

Simultaneously, customer appetite for green goods and services has provided many chances for companies to raise sales, expand market share, and gain a competitive edge while also improving the reputation of "green businesses."

### *Green marketing assists companies in increasing revenues*

Many companies already have quality control processes in place to ensure that they follow environmental requirements as well as customer demands, especially in polluting industries such as plastics, oil and gas, and electrical energy. Many multinational companies in the United States, for example, conduct annual environmental assessments and provide waste disposal programs or energy-saving technologies. In the long term, they would assist companies in lowering running expenses and increasing earnings.

According to the results of the polls, customers will still be able to pay more for environmentally friendly goods. However, cynical customers want real-world evidence of a company's investment in advanced technologies, special materials, and the high initial expense of launching green goods. The fundamental concept of green marketing

is that if companies fulfill their consumers' desires and needs, both in terms of meeting their wants and maintaining environmental compatibility, they will be able to pay a premium price for their goods. This will result in rocketed retail revenue (Huong, 2010).

Producing environmentally friendly goods reduces pollution, uses less raw materials than conventional production processes, and saves resources. At the end of 1997, Interface, the world's largest carpet manufacturer, had raised more than \$ 35 million by implementing an advanced production model staffed by employees skilled in environmental management systems. This organization provides sustainability training to its staff. As a result, the firm now manufactures nylon rugs made entirely of recycled raw fabrics, lowering energy demand and thread waste from yarn poles by 75%. As a result, if businesses use a green marketing procedure in their production, their manufacture costs would be greatly decreased.

Furthermore, the additional advantages of green marketing assist companies in improving their image and branding to their clients and partner, which helps to retain investors, which speeds up the mechanism of capital turnaround to propagate.

*Green marketing assists companies in increasing their economic advantages*

Today's age of rivalry, with new companies constantly entering the market, resembles a red ocean. As a result, in order to prosper and flourish in the industry, firms must have their own strategic advantages. Product differentiation or low-cost production can be a strategic edge, and the target can be the manufacturing process or the product or service.

Businesses can gain a competitive edge through economic growth, which means lowering prices through improved competitiveness in the manufacturing sector and mitigating the environmental effect of business operations. Market-leading companies still want customers and the general public to consider their success in developing green goods focused on distinction in the production process. Differentiating goods and services by technological creativity that seeks to reduce environmental harm makes it impossible for rivals to mimic the green identity of businesses. With goods and services in the specialty market, which is a huge benefit for product design or

technological advancement. In short, the green market will provide a strategic edge to businesses working in a wide range of industries.

Philips light bulb, for example, has developed compact bulb making technology that is entirely different from the previous red electric bulbs which used too much fuel. Wellman Group has moved into plastic recycling in order to dominate the demand for polyester fabrics manufactured from plastic Coca-Cola bottles. These recycled fabrics help Wellman save 60% on the cost of using regular plastic sheets while still lowering CO<sub>2</sub> and SO<sub>2</sub> emissions into the environment. So Wellman's Ecospun commodity has the benefit of being low cost thanks to the use of recycled materials, as well as lowering the costs associated with waste disposal into the atmosphere.

#### *Green marketing assists companies in increasing market share*

A market share is the proportion of the market that its goods occupy. Thus, the greater an enterprise's market share, the stronger its economic advantage, and thus a substantial boost in sales and earnings. In green marketing, if a company's merchandise meets the expectations and green values of its consumers, they become faithful to the brand. Market leaders such as P&G, Honda, and Unilever are actively working to develop the greenest product lines to fit their profile. Tide detergent, for example, does not use phosphate but does use bio-bleach processing and is sold in recycled bottles. As a result, implementing a green marketing campaign would greatly lead to the enhancement of the corporate brand's value and personality.

#### **Governments' moves towards green marketing**

The government aims to protect consumers and society by marketing-related practices, and green marketing is one such weapon. This can be accomplished in a variety of ways:

- Reduce the number of unhealthy goods available to consumers; and
- Change consumer behaviour in regard to harmful products.
- Raise awareness to ensure that all customers are able to shield themselves from unhealthy goods.

The government enacts laws to limit the amount of waste that is emitted into the atmosphere, thus restricting the actions of the company. In a few occasions, governments that attempt to change consumer behaviour end up being more accountable. Some governments, for example, have formed recycling clubs of which the primary members are voluntary users.

In the United States, the government has a major impact on the effectiveness or failure of a green marketing campaign. If the Bush administration struggled to resolve crucial environmental and climate change challenges, the Obama administration implemented progressive reforms. He quickly updated environmental legislation and generated more "green" jobs. Greener electricity supplies and greener facilities are both important aspects of the national action plan. The first was the 2009 economic stimulus package, which funded more than \$30 billion for the sustainable production of renewable supplies, as well as the reconstruction and modernization of low-income housing. Smart conductivity with clean fuel projects were encouraged to be used to reduce carbon footprint. A program called "Cash for Clunkers" was launched in July 2009 to eliminate old cars with high emissions and support and encourage people to buy new cars, fuel-efficient cars. Not only that, former first lady Michelle Obama personally grew a garden at the White House so that American people could understand the benefits of health, create more green jobs such as growing beards and fruits to raise awareness about the environment.

Korea is one of the dragons in Asia that has committed to green development. On the occasion of the 60th anniversary of the country's founding in August 2008, the Korean Prime Minister announced the messages "Low Carbon / Green Growth" (reducing carbon, green development) as a vision of development for the next 50 years. To make the vision a reality, the government launched the "National plan for green progress" to 2050 in July 2009, which involves mitigating the impact of climate change, developing advanced technologies that leads to economic growth, and enhancing people's quality of life.

In Vietnam, the government also issues environmental regulations related to trade. Many countries in the world, including the USA and those in the EU, have used this instrument as a "green firewall" to restrict imports of goods that are not safe or

cause significant environmental damage. According to Decision 2596/2000 / QD-KHCNMT, Vietnam has only recently implemented these instruments, which include 502 guidelines, ISO 14020, ecological marks, and environmental statements - general principles.

Vietnam was one of the first countries to implement a national environmental strategy and establish a national sustainable development orientation from 1991 to 2000. Vietnam has attempted to introduce the solution to addressing environmental issues and encouraging enterprises and citizens to take part in by implementing and providing environmental protection laws, most notably the Law on Environmental Security in 2005, Decree No. 4/2009 / ND-CP on incentives and funding for environmental preservation programs, and The Law on Biodiversity, which went into effect in July, 2009.

Implementing TCVN on environmental cohesion is important. For business growth prospects, the Ministry of Science and Technology issued Decision No. 1696 / QD-BKHCN on July 28, 2006. The national environmental conservation policy has set a goal of certifying 100% of exports and 50% of domestic products for domestic consumption as ISO 14021 environmentally sustainable by 2020. In response to climate change, Vietnam has joined the UN Framework Convention on Climate Change and several ministry programs such as the SP-RCC, the Kyoto protocol and the UN Environment Program's (UNEP) climate change program. Via the Danish International Development Agency, the Danish Government is financing a capacity-building program for the National Climate Change Focal Point (CD4CCFP) (DANIDA). On February 25, 2011, the two parties discussed and drafted a technology partnership approach to eradicate environmental effects and strategically schedule sustainable growth at a global conference in Vietnam hosted by Japan's NIKKEI newspaper in collaboration with VCCI. In June 2015, the Japan International Cooperation Agency in Vietnam (JICA) decided to disburse ODA resources worth up to 10 billion yen within three years for Vietnam's climate change policy support system. There are three main components of this financial aid initiative:

- Reduce pollution and increase the ability to consume greenhouse gases that cause climate change

- Increase resistance to combat negative effects of climate change
- Respond to climate change in a variety of ways

## **2.3 Companies' green marketing implementation process**

### **2.3.1 The preparation phase of building green products**

According to the website Enviro-neu.com, "green product" is a product that is used equivalent to traditional products with little effect on the environment or with little harm to human's health condition. Green products can be either wholly or partly made up of recycled materials, produced in an energy-efficient manner, delivered to the market in a low-cost way.

In addition, under existing standards such as the Government Environmental Council (SFSC) program, trade fair and Energy Star to classify green products and services, product activities Sustainable exports of green products will include the following elements:

- Energy consumption is efficient, economical, durable, and low maintenance cost.
- Using recycled and reused materials.
- Use "sustainable harvesting" methods with little impact on nature.
- The product does not contain toxins during use or emissions of toxins in the manufacturing process.
- Highly reusable and easy.
- Capable of biodegradation
- The product is made using natural ingredients or from renewable resources.
- Does not contain substances that destroy ozone levels.
- Obtained from local resources and producers.

The process of preparation for green marketing products (in detailed steps):

The green marketing process, like marketing, must begin with market analysis and product planning. This preliminary process covers data collection, placement, and green product growth practices. Even though it is a complex process, it is essential for the effectiveness of a green marketing campaign. It consists of three major stages: product design, production, and packaging.

### **Design**

Businesses should consider the 3R concept at the product design period (Reduce, Reuse and Recycling). In addition to the product's core features, companies must adapt so that it has other qualities that are both environmentally friendly and able to fulfill the demands of customers. This concern necessitates companies focusing on research and development of goods that are genuinely greener than similar products. Setting quality levels for green products is a never-ending process and environmental conservation is an ever-changing necessity. To keep up with market and consumer trends in general, businesses must constantly innovate, develop, and follow awareness shifts. Businesses must place a premium on their products' environmental friendliness. This stage can be challenging for businesses because they have to invest in research and development (R&D) in order to provide innovative and environmentally friendly functionality for the product.

### **Production**

The use of emerging technology for waste management, exhaust gas treatment, polluting pollution reduction, and the creation of advanced technology is a revenue-generating method for industries in the long run. The aim of greener production is to reduce emissions by making better use of land, products, and electricity.

A cautious use of energy capital is a prudent way for companies to conduct themselves. This is one of the easiest and most critical measures a company can take to lower costs, increase profits, and add value. This can be done by purchasing electricity-saving workplace equipment and eco-friendly materials, inspiring employees with energy-saving tips and guidance, and seeking out and using green or recycled energy sources.

Aside from the problem of sustainable electricity usage, companies must still save water resources. Since water supplies are becoming limited, it is important to save water. It not only serves to conserve this valuable resource, but it also helps to lower the costs of buying, heating, containing and using water. Companies can save water by using cutting-edge technology with water-saving systems and periodically inspecting pipes and sanitary equipment for leaks and mitigating waste water.

Nowadays, most product companies are implementing "cleaner production." However, greener output does not imply end-of-pipe treatment, such as wastewater treatment, exhaust gas treatment, or solid waste disposal, but it does imply less input material consumption, waste control, and avoidance of contamination of the atmosphere. Not only does it assist companies in meeting and complying with the increasing environmental conservation legislation of authorities, but it also improves efficiency and reduces manufacturing costs, resulting in greater benefits. The estimation and quantification of environmental effects at each point of manufacture, including the use of input fuel and output, as well as after the product's usable life has ended, is needed for the company to make plans based on current estimates.

### **Packing**

Businesses must use non-toxic and recyclable containers on their packaging. On the long term, this will help companies save money. Furthermore, if the product's packaging is approved and eco-labeled, it can demonstrate the benefits of being environmentally friendly while still retaining customers.

#### **2.3.2 The stage of introducing and distributing products to the market**

This is a critical stage because it specifically affects the customer. Since upgrading green goods and services, a tough challenge for companies is determining how to make the product appealing to customers rather than only useful to the ecosystem. As a result, companies must create sales marketing campaigns targeted at the intended demographic that have been thoroughly researched. This phase entails a series of steps to develop "green prices", "green distribution networks", facilitate "green trade", and create a "green identity".



### **Determine a green price**

Following the completion of the offering, companies must focus on the pricing problem. While some shoppers are able to spend more for environmentally friendly goods, the majority of the time, price is the driving factor in their purchasing decisions. If a commodity is both environmentally friendly and cost-effective, it would be prioritized for purchase. According to recent reports, consumers are happy to pay 5-10% extra for green and eco-friendly products. Therefore, before releasing their green goods to the market, companies must check with their rivals and change their pricing accordingly. While green marketing will help companies lower operational costs in the long run, the use of new technologies in the early stages of implementing a green marketing campaign would cause food prices to rise relative to before. As a result, companies must set fair rates and implement sales marketing practices to entice customers to purchase their goods or services.

### **Establishing "green distribution" channels**

The mode of retail delivery that an organization chooses has a huge effect on its green marketing policy. "Green delivery" also refers to the handling of logistics in order to minimize waste during transit, thus lowering the carbon footprint. Businesses should pay close attention to transportation and storage prices. When markets are volatile and inflation is high, the fighting situation in areas with vast oil reserves leads to a substantial rise in the cost of gasoline for transportation. To address this problem, many companies have redesigned their packaging to be lighter in weight and more recyclable in order to minimize both quality and expense. Governments in certain countries often pass laws requiring suppliers to recall goods that have reached the end of their usable life "reverse logistics", which Germany is regarded as the first country to ever introduce to their industries.

Businesses must pick the best time and place to make an impact on their target clients in order to execute a flawless green marketing plan. Customers rarely seek to change their buying habits and consume green goods for the sake of it. As a result, when launching a product, green marketers must understand how to position it so

that it not only draws green consumers in the “niche” market, but also attracts customers from other industries.

A appropriate location should be compatible with the company's image. Because of the benefit of that status, it will assist companies in developing their own profile. Not just that, but the ideal position must be distinct from rivals. This can be accomplished by in-store trade marketing or by designing eye-catching decor focused on recycled materials that highlight environmental friendliness and other quality benefits.

### **Promotion**

Green marketing entails the creation of resources such as public relations, advertisements, websites, clop, workshops, and forums... Green marketers can draw consumers based on their name, product productivity, cost savings, health factor, and comfort, as well as their environmental friendliness. Enterprises can raise customer awareness by broadly disseminating the product's "green" message via traditional media or social networks. Green ads is classified into three types:

- The ads emphasized the link between the good or service and the physiological environment.
- Ads promoting a green lifestyle that highlight a product or service.
- Advertisements that demonstrate the company's environmental stewardship.

## **3 Methodology**

### **3.1 Overview of methodology**

The specific steps of the research process are as follows:

Step 1: Identify the research problem:

Green marketing is a long-established technique that is commonly used around the world. However, green marketing is still a recent idea for businesses in Vietnam, and most Vietnamese businesses are also reluctant to practice it. Therefore, the author

realized that the research on “The state of green marketing in Vietnam and its future implications” was a very urgent issue with practical significance in the current period.

#### Step 2: Literature review

The author conducted a review of previously done research related to the topic to identify research gaps and then studied on the subject to assess the empirical basis of green marketing and the global application of green marketing.

Step 3: The author conducted analysis of the current status of green marketing strategy implementation in Vietnamese enterprises by interviewing staff of marketing departments of these enterprises. The author then used the information presented to assess the successes and challenges of incorporating green marketing techniques in the Vietnamese industry, and then performed an overview of the effect of green marketing practices on various facets of these businesses.

Step 4: Based on the results of step 3, the author did further research to create a set of guidance on opportunities and challenges when applying green marketing for future businesses.

Step 5: The author proposed some recommendations to encourage Vietnamese businesses to incorporate green marketing into their marketing activities.

### **3.2 Data collection**

The partnership between green marketing and business strategies for applying green marketing is explored in this study. As a result, for the explanatory nature of the thesis, qualitative data analysis is used because it helps in a deeper interpretation of people's viewpoints and how those perspectives are shaped in relation to society, social, and physical settings. Maxwell (2013). The author intends to include both primary and secondary data in this study. In-depth interviews with people who excel in the area of green marketing in Vietnam would provide primary data, while secondary data would come from previously conducted studies.

### **3.2.1 Primary data**

The author has collected primary data through interviews with a number of businesses that have used green marketing strategies to evaluate the enterprises' perspectives on green marketing, the benefits obtained, the results achieved and the difficulties encountered when implementing green marketing. The interviewees are the heads of the marketing departments and the marketing staff of the companies.

The interview questions are:

- (1) What are the green marketing strategies? For this question, the author expects a thorough understanding of what specific strategies companies had used in their green marketing campaigns, how they implemented them, at what scope and the expected outcomes.
- (2) What benefits do these green marketing strategies bring to the company? For this question, the interviewees are expected to provide information on the realistic outcome, what happened after the green marketing strategies were applied, what benefit they brought to sales and overall companies' images, etc. Basically, this question calls for all the achievements companies accomplished when incorporating green marketing to their marketing activities.
- 3) Difficulties encountered when implementing a green marketing strategy at the company? This question is to name the obstacles that showed up when applying green marketing strategies into the real life market, what latter campaigns should look out for hence create a set of guidance for other companies.

### **3.2.2 Secondary data**

The author collects secondary data from books, textbooks, articles, and research works related to the topic to form the theoretical basis of the topic. In addition, the author also collects data from market reports, sales department reports in selected enterprises as research points, market research reports of evaluation organizations and Macroeconomic reports of the World Bank, General Statistics Office, reports from State Securities Commission of Vietnam and International Finance Corporation

World Bank Group... with the aim to assess the opportunities and challenges when applying green marketing in businesses.

### **3.3 Data analysis**

In order to utilise the data, the author analyses the basic characteristics of data collected from empirical research in different ways, in this case the process of implementing green marketing in some enterprises in Vietnam and then statistically described the fluctuation of macroeconomic indicators such as speed of GDP growth, per capita income for macroeconomic analysis of the impact on green marketing activities of companies in Vietnam. From there, the author would evaluate and assess the performance and application of green marketing in Vietnam enterprises in comparison to those in the world. Also, by analysing macro factors such as political, legal, social, economics etc., the author would provide a perspective on what the Vietnamese market is like towards green marketing directions. All aspects of the research would also be compared with the existing literature.

## **4 Research results**

### **4.1 The current state of green marketing strategy execution in enterprises in Vietnam**

#### **4.1.1 The overall situation of green marketing strategy execution in enterprises in Vietnam**

Large companies such as Panasonic, Honda, Unilever, and Daikin have not lost any growth opportunities by engaging in green marketing activities since the idea of green marketing was introduced and transformed into a worldwide trend. However, this is still a relatively recent phenomenon for Vietnamese companies. Few companies have begun to do so, but have stalled due to limited operations, a shortage of systems, and inability to achieve high performance. Notably, almost no Vietnamese businesses have established green procedure as a corporate vision or green marketing as a long-term approach. However, given the state of extreme

environmental contamination and the shift in market consciousness in Vietnam, Vietnamese companies have begun to follow this approach in recent years. The first firms to use green marketing were mostly foreign-invested businesses based in Vietnam, most prominently Nokia. Nokia is a leader in integrating science and technology as well as catching user patterns in its business practices, ranging from technology-integrated goods that first arrive on the market and draw the interest of any buyer, to conventional programs that engage on the internet very successfully, attracting the participation of many young consumers, and, most recently, the series of recycled old phones that aims to contribute to a healthy living condition. The benefits that Nokia provides to their customers are not limited to eco-friendly goods, but also to responsible group activities. Unilever Vietnam, for example, has introduced the one-rinse Comfort fabric softener. This device is designed to help inactivate the residual detergent ingredients in the load while softening the cloth. Instead of rinsing 3-4 times after washing with detergent and only using fabric softener, as is the case with traditional brands, this new Unilever product will save two rinses per batch. However, in order for renewable goods to be readily available to the majority of customers, Unilever promises only a 10% price increase on conventional products. Along with multinational firms operating in Vietnam, domestic businesses such as the following are focusing on green products:

- Co.opMart stores are encouraging the use of cloth bags in the mean time.
- Power-saving consumer electronics (reversing air conditioner, compact power-saving lamp ..)
- Big C supermarket prioritizes green food ingredients and does not use additives that are toxic to the atmosphere or consumers.
- Honda Vietnam introduced the PCX scooter line with the feature of shutting off the engine after more than 3 seconds of inactivity to conserve energy and protect the environment. Currently, new products have introduced new features to aid in the conservation of resources and the protection of the atmosphere.

- The Vietnam National Coal and Mineral Industries Group has improved technologies to mitigate environmental emissions from mining, shipping, and screening in order to achieve the objective of "a clean, green, and modern mine." This organization has founded Green TV, a green television network, to raise consciousness of environmental sustainability and the optimal use of energy sources.
- Viglacera Joint Stock Company has introduced the first domestic Mova mortar factory with the capacity of 48,000 tons per year. High-quality tile adhesives, wall residue polish, floor coverings, and dry mortar are among the factory's supplies. All of the above do not use polymers and special chemicals, are manufactured on factory technology lines with dust filtration devices with no industrial discharge water, and can reproduce a 100 percent volume of dust.
- Vinamilk also uses paper package packaging from Tetra Pak Vietnam Group for liquid milk and drinking milk products, more than 60% of which are recycled with multiple functions.
- In addition, with the help of the government and international organisations, small and medium businesses, craft village enterprises have increased awareness of environmental emissions control, adapting manufacturing practices and introducing technical advancement.

#### **4.1.2 Current state of green marketing strategies execution in some specific enterprises in Vietnam**

##### **4.1.2.1 Panasonic Vietnam Co., Ltd.**

###### **A. About Panasonic Vietnam Co., Ltd.**

The company's official registered name is Panasonic Vietnam Company Limited. It is located in Dong Anh, Hanoi, Vietnam. Established in 2005, the legal capital of Panasonic is 140 million USD. The main activities of their Headquarter in Vietnam is managing the capital of the Panasonic Group in Vietnam, hosting marketing, sales and warranty for Panasonic products. They are also accountable for the financial and

administrative support for subsidiaries. Panasonic Vietnam is the representative of relations in relations with the state management agencies in Vietnam and abroad.

### **B. Green marketing strategy and implementation**

**Green Vision:** Striving to be a green innovative business with a global vision, Panasonic issues an eco-idea statement to prevent the warming of the Fruit and demonstrates that effort in applying eco-ideas in a diverse way in lifestyle and businesses.

**Lifestyle Eco Ideas:** Panasonic is trying to promote the lifestyle of virtually zero CO<sub>2</sub> emissions globally. Panasonic has developed a number of cutting-edge, energy-saving solutions for use in the home, such as. These eco-friendly inventions are found in a wide range of products.

**Business Eco Ideas:** Panasonic aims to develop and follow a business model that maximizes the utilization of energy and energy supplies from recycled sources to mitigate pollution, in conjunction with R&D to develop more reliable goods that conserve power, heat, and water..

#### **Green marketing implementation process:**

##### **Design**

Panasonic's product research and development capabilities are one of its strengths (R&D). Panasonic products, when combined with a green outlook, reflect a global concern in three areas: combating global warming, efficiently using energy and fuels, and effectively handling chemicals. Panasonic, in particular, focuses on increasing manufacturing performance through the use of renewable energy and designing product lines with high quality of electricity.

Panasonic has used a manufacturer's environmental evaluation method to evaluate the environmental effect of a product from the very first stages. Panasonic will legally certify goods and services with good environmental value as green products based on the assessment results. The green product evaluation criteria scheme is



categorized into three levels: Green products, greener products, and the greenest products.

Technology is the most significant factor in product design. Panasonic has launched a number of innovative technologies to articulate its green vision, including the Inverter, the Eco Navi, the Eco Patrol technology, and so on.

The energy-saving masters of home appliances are the Range Inverter Technology. This invention improves the efficiency of home appliances, enabling them to be lighter, cheaper, and more environmentally friendly. This system dynamically adjusts the rotating speed household equipment to make them perform well under different environments. It can be used on items such as refrigerators, air conditioners, and inclined drum washers.

Sensor technology is used in appliances such as washing machines and air conditioners. The weight sensor indicates the number of clothes in order to determine washing time, water volume, and energy usage, while the sweat sensor assists in calculating the dirt of laundry in order to determine the degree of perspiration. An optical sensor is also used to assess the extent of staining on clothing. The air conditioners are equipped with a mix of two sensor technologies: the room object sensor and human status sensor such as the Eco-Patrol technology. This system monitors the amount of people and movement in the room to change the temperature to a comfortable level while saving up to 20% on energy usage (research was done by comparing two air conditioners, one conventional and one using Eco Patrol sensor together at the same time in empty rooms for 2 hours). Furthermore, the Advanced+ ion air filtration solution with dust sensor alerts owners when the amount of dust in the space shifts then activates the e-ion air purification mode, which encircles impurities and returns them to the membrane filter. The air in the room is recycled, making it new and clean again, thanks to a device that acts like a boomerang. These excellent benefits make Panasonic's air condition products recognised as the top selling air conditioner brand in the Vietnam industry.

## **Manufacturing**

Panasonic Vietnam not only introduces cutting-edge technologies to the industry, but it also minimizes the environmental footprint of its manufacturing and commercial activities. In 2009, the organization cut CO<sub>2</sub> emissions by 35.12%, water use by 3.6%, and waste generation by 3.8% compared to 2008, far beyond its initial goal. Panasonic has also taken very important steps in the manufacturing industry. Panasonic has saved 30 percent of the company's lighting capacity by swapping all conventional lighting equipment with HF (Green Products) bulbs, while also greatly lowering carbon dioxide emissions. The firm has used energy-saving technology for its refrigeration system to manage energy. For instance, using cascade technology for the water pipe cooling system increases the pipeline's operating performance by 1.63 times, saves electricity by 508,390 kilowatt hour/ year, and cuts carbon dioxide pollution by 215 tons.

## **Market entry phase**

### **a) Improving the "green" price**

According to a survey conducted by major electronics stores in Hanoi, air-conditioning items with energy-saving features are nearly twice as costly as standard air-conditioning products. If traditional air conditioners cost between 4 and 6 million VND per unit, air conditioners with advanced technology that reduces electricity use by 50% cost about 12 million VND per unit.

When the price of the energy-saving Panasonic air conditioner is compared to equivalent goods from LG or Haier, the price fixed by Panasonic is higher, the price difference is not significant. Consumers are also able to pay the price gap because the Panasonic brand has proven its worth and dependability to them. In other terms, consumers are ready to pay a premium for products that use more innovative green technologies within the same product range. Furthermore, it can be seen that Panasonic's pricing policy for green goods is not too dissimilar to its initial pricing policy.

### **b) Establishing "green distribution" system**

Like other companies, Panasonic's consumer division is represented by the green customer. Environmentally responsible devotion is increasingly taking shape in the industry, but it is still limited, fractured, and insufficiently wide to constitute a distinct market sector. Aside from that, there is a clear paradox in that young people are the most conscious of environmental concerns, but those who make buying decisions about mobile products are in their forties and fifties, with stable jobs and safe incomes. This may be the key reason Panasonic continues to concentrate on all tiers of buyers in general, or common markets in the electrical goods and home appliance sector. As a result, Panasonic continues to favor the two standard delivery networks of level 1 and level 2.

#### c) Trade promotion in the direction of sustainability

Since they reach general buyers, Panasonic continues to use conventional media such as newspapers, both printed and electronic, with an emphasis on newspapers with a wider audience. Panasonic also places outdoor banners, big panels that draw consumers' interest. Panasonic, for example, does not advertise on television and, while it has the biggest viewers, it still has the highest advertising costs. It can be said that Panasonic tends to focus on more effective PR networks rather than spending resources on expensive promotional platforms.

Indeed, since the end of 2009, Panasonic has consistently pursued public relations campaigns to reinforce the company's image as a green brand in the minds of customers. Panasonic also shows its corporate social responsibilities by conducting environmental outreach programs for schools and the younger generation in order to raise awareness about global environmental issues. They organized the Green Life Talk to educate young people about the value of leading a green lifestyle on a daily basis. In January 2010, Panasonic Vietnam published "Green Book" by Elizabeth Roger and Thomas Kostigne. The book is full of green tips for daily activities and events that will help you save money while also saving the environment.

The Risupia showroom in Hanoi is one of the activities that best exemplifies Panasonic's environmental contribution and the company's green marketing strategy. This location has piqued the interest of a large number of people from all

ages and walks of life. Risupia centre is split into two sections. Area 1 introduces children to the enchantment and magic of science, as well as the elegance and mystery of mathematics. Area 2 is a showcase for Panasonic's latest cutting-edge sustainable innovations and technology. Every week, the showroom coordinates with primary schools in Hanoi city to arrange Risupia tours. Not only were students attracted to Panasonic's green world technology simulations, but also to videos about the current environmental crisis and Panasonic's Eco Ideas. Panasonic's educational approach has stimulated the interest of a diverse variety of audiences. This significantly contributes to Panasonic's "green" image.

### **C. Achievements:**

Panasonic has launched a range of eco-friendly ad campaigns. As a result of that scheme, Panasonic has remained highly competitive and has maintained its position as a market leader in both the domestic and international electronic equipment markets. Panasonic is considered as one of the few forerunners in developing new technologies including Inverter, Eco Navi, Eco Patrol, and so on at the R&D level. Panasonic's market share is very high as a result of the green marketing efficiency of product preparation, which paves the way for the subsequent stages of the process.

Panasonic Group and their leading strategy are praised around the world for numerous cost-cutting steps in manufacturing, such as 5S, LED lighting, or staff preparation,... As a result, the target of saving Panasonic's power, food, and water has been drastically reduced.

Panasonic's media strategy for promoting commerce and creating a green picture of the company is also noteworthy. Panasonic has been really wise in today's dynamic period to maximize the appeal of real assets with the Panasonic name synonymous with green ideas - Eco Ideas.

### **D. Limitations**

On the occasion of its 100th anniversary, Panasonic Corporation was named the No. 1 Green Innovation firm in the electronic industry in 2018. The climate is now the most important consideration in their corporate practices, and they are taking the

lead in fostering the global Green Revolution. In its environmental statement, the company pledged to use Earth's energy wisely and sustainably, as well as to conserve the natural environment, thus attempting to fulfill its mission of contributing to the social well-being of the community. (Panasonic, 2009)

One of the major drawbacks of product use is Panasonic's product pricing. When using "green" technologies, the rule is that it is more expensive. As a result, in order to pay for its R&D prices, Panasonic must still accept the retail price. Any devotees who do not completely comprehend the benefits of green goods or are unable to purchase them will find it difficult for Panasonic's sales to expand.

Panasonic's delivery networks are not very broad or reliable. Much of the time, they only use the two major platforms listed above, making it impossible to significantly raise sales. Furthermore, Panasonic devices are only available in showrooms and electronics retailers, restricting the ability to arrange, adorn, and sell in order to convey a distinct look and a green message to consumers.

Panasonic employs a limited number of promotional outlets, the majority of which are conventional in nature, such as outdoor advertising, showrooms, direct product launch, consumer sponsorship and education, and so on.

#### **4.1.2.2 Mai Linh Group North Central Joint Stock Company**

##### **A. About Mai Linh Group North Central Joint Stock Company**

The company was founded in 1993 and now it has officially become Mai Linh North Central Joint Stock Company. The head office is located at 92, 2/9 Street - Hai Chau District - City. Danang, Vietnam. Their business focuses on passenger transportation by taxi and contract as well as fixed route transportation by high quality express vehicles. They also provide both domestic and international travel tourism services. Due to the nature of their business, they are also able to provide advertising services directly on vehicles. Other than taxi and road transports, they also support domestic and international aircraft agents, train ticket agents. They even sell cars, auto parts and other means of transport.

##### **B. Green marketing strategy and implementation**

Green marketing is now used in Vietnam not only for consumer products and manufactured goods, but also for utilities. activities essential to the success of green marketing. One of the most visible eco brands in the service sector is Mai Linh Taxi.

If the green marketing process is divided into two stages, which include product planning and market launch, Mai Linh Taxi's green campaign is in the second stage. During this point, the company is implementing a green marketing strategy through price initiatives, trade promotion, and the development of a green picture.

### **Building a green image**

Mai Linh has begun to use fuel-efficient, gas-powered cars. Mai Linh also employs technology applications to conserve electricity and fuel when delivering customer support. They also want to educate consumers in order to make a point: Mai Linh's website provides tips on how to use cars safely, the varieties of fuel-saving cars, and the automotive servicing period so that consumers can better appreciate how this procedure pollutes the atmosphere.

Mai Linh organizes departmental brainstorming competitions to discover new ways to recycle money. They also have environmental themed competitions every three months, at which the team addresses the current environmental situation, environmental management initiatives, and the company's environmental policies.

The Mai Linh service's branding is aligned with the picture of a sustainable green brand. In Da Nang, the organization has already had environmental conservation policies. They also finance and design an environmental awareness scheme that includes the formation of a beach cleaning team. This unit is in charge of sweeping the city beaches to ensure there is no garbage.

### **C. Achievements**

Mai Linh has long been considered as one of the famous taxi firms in the country. With the “green” branding, Mai Linh has built up customers' trust. That image of Mai Linh is positioned quite consistently, with green as the main theme. Therefore, the company's brand recognition is very high. The brand positioning goals and

positioning solutions offered and implemented by Mai Linh have created a remarkable effect in the process of bringing Mai Linh's name to customers.

The above analysis has initially found out the factors affecting the identification of the green taxi service of consumers in the Da Nang market. That can be seen as the most general way of the standard of a green service. This will be the prerequisite for a complete green marketing positioning strategy for Mai Linh in the near future.

#### **D. Limitations**

Most of the marketing process of Mai Linh North Central Company focuses only on the stage of bringing products to the market, not proactive in product preparation. In fact, Mai Linh's cars are mostly Toyota cars imported from abroad or assembled domestically. Therefore, it is uneasy for the company to quality control environmental standards or proactively create environmentally friendly technologies. However, Mai Linh still encourages vehicles to use gas as an alternative to gasoline in order to reduce environmental pollution even though this is just the end of the road.

In terms of price: compared to other firms in the same area, the price of Mai Linh is quite high. Therefore, the number of customers of the company will also be limited. In the long term, the company should add more incentives and effective marketing measures to help consumers understand the true value of a green brand positioning in the market.

#### **4.1.2.3 Co.opMart**

##### **A. About Co.opMart**

Co.opMart, founded in 1989, is now one of the most well-known discount grocery chains in Vietnam, operating directly under the Union of Trade Cooperatives of Ho Chi Minh City (Saigon Co.op). Co.opMart currently operates the most supermarkets in Vietnam, with 81 locations in the region.

##### **B. Green marketing strategy and implementation**

##### **“Green” in service**

Co.op Mart opens cafeterias to serve dishes made with clean vegetables and ingredients that are available or co-produced in the system to serve customers who do not have time, in accordance with nutritional safety and hygiene regulations, and has stringent oversight to ensure consumers' wellbeing.

### **“Green” in terms of commodity quality**

Staff can inspect and handle all Co.opMart products in compliance with Saigon Co.op import, storing, showing and distributing regulations before, during and after sales. Furthermore, Co.opMart signed advisory and support contracts with the Department of Standards, Metrology, and Quality at the Center for Preventive Medicine in Central Vietnam, Support Centre for Research and Study etc., Where an unsatisfactory sample is detected, the company will be automatically halted and the producer or retailer will be asked to rectify the situation.

Co.opMart prioritizes the selection of products from accredited cooperatives like VietGap for a healthy vegetable processing process, signing agricultural off-take contracts, and advance funds for these cooperatives to invest in developing infrastructure, facilities, seeds, and fertilizers for herbs, fruits, and vegetables.

Saigon Co.op is involved in the following projects: “Improving the competitiveness of the livestock sector and food protection,” “Improving the quality of agricultural goods and expanding the biogas scheme” and “Save Vegetable Production Program in Ho Chi Minh City”, which help growers and farmers pack their products and improve product quality

Co.opMart prioritizes the collection of trustworthy vendors, strong brands, companies with specialized quality control systems, and Vietnamese products enterprises of high quality.

### **“Green” administration:**

Co.opMart organizes additional educational classes to enhance workers' knowledge of ISO 9001: 2008 certificates in order to assist them in implementing well-scientific management practices, rigorous standards, and improving the structure. They also



hire more management teams with high experience who understand the manufacturing process, as well as ISO certifications to efficiently handle the consistency of input materials. Furthermore, by organizing an emulation and awarding program for supermarkets that are successful in eliminating or shutting off redundant running systems, reducing air conditioning when there are few customers, and using electricity-saving lights,.... The Co.op Mart scheme was successful in minimizing needless costs and avoiding resource waste.

**“Green” consumption:**

In June 9, 2015, Co.opMart and P&G Company Vietnam unveiled "Children nurtured, help the entire family," a campaign to promote women's family financial management. The main tasks of the service are as follows: non-refundable financial assistance for married women in stressful situations and counseling, which provides information and expertise on handle household budgets by expense management. The program had run for one year, from June 2015 to June 2016, and was split into multiple sessions based on regions around the world.

Co.op Mart stores stopped the use of plastic bags in March 27, 2010, but instead promoted the use of paper bags to protect the climate. The Co.opMart and Co.opXtra networks have been implementing the scheme "7 days of green shopping, easily save money" from March 3 to March 30 every year from 2015, handing out over 420,000 gifts, including 350,000 bags of green environment friendly products and more when consumers chose to purchase goods from companies that perform well in environmental safety, such as Miliket Colusa, Unilever, P&G, Dutch Lady, and etc.,

**“Green” focused campaign:**

The campaign includes 5 projects: “Green Community”; “Nuclear Green Quarter”; “Empowering green consumers”; “I love green products”; “The green action dance”.

The key project of the campaign is the model "Green Quarter" implementing solid waste separation at source (household waste classification), now it has expanded to the whole area of Tan Phu district. The main project day of ended up with more than 30,000 people voluntarily engaging in the campaign; 3.7 million people contributed

to purchasing in response to the green consumption strategy after four years of planning (from 2010 to 2014). During the pilot process, more than 90% of households agreed to engage and correctly categorize the initiative.

By 2015, the campaign for green product use had several green environmental projects associated with city people's lives, such as: Earth Hour Green Germination Project; Project on building an ecological school at Nguyen Du primary school, District 12; Project of 20 seconds for Earth Hour; Green Quarter Project; Green energy project; The green movement project...Thereby, the Co.opMart and Co.opXtra supermarkets of Saigon Co.op arranged the promotion of Green Consumption Month in 2015 to raise customer awareness of environmental sustainability and to help companies who adhere to the city's green policies.

#### **Earth hour support:**

Every year, Co.opMart supermarkets organize "Turn off the lights for 1 hour" and coordinate brands to organize strong discounts of up to 50 percent on thousands of products, give more gifts, and earn high-level bonus points, with an average discount of 15 percent to 20 percent on fresh food items, technology, supplies, and apparels to enact the Green Earth Hour campaign.

Co.opMart spends costs and energy in the product's input management mechanism to ensure that it meets green quality requirements, food hygiene, and protection from the import of raw materials to the production stage to ensure public wellbeing and remove brands with poor quality goods . This is a methodical and long-term approach.

Co.opMart does not promote itself as a company that sells environmentally friendly goods. However, as a result of realistic strategies urging customers to practice green consumption, consumers are now much more knowledgeable of green goods and have a strong interest in Co.opMart as one of the leading companies in green consumption.

### **C. Achievements**

Co.opMart prioritizes public health by storing food and goods that also prioritize customer health. They guarantee a strong quality management mechanism for input items so that consumers feel encouraged to consume green products. They also make it easier for a large number of sustainable chemical manufacturers to engage in environmental protection schemes, and by doing so they also encourage producers and retailers to produce more environmentally friendly and healthy goods.

They have also succeeded in hosting educational programs in place to increase employee's awareness about green goods at the workplace. They provide substantial financial capital, which makes implementing green marketing strategy easier for all parties. With this experience, they can also assist customers with wealth monitoring and financial aids. They also provide customers with a plethora of coupon schemes and discounts.

#### **D. Limitations**

Coop Mart's campaign is yet to convince customers how environmentally friendly their goods are. Big C places a heavy emphasis on the use of eco conscious bags, highlighting the green in front of customers, offering them an advantage over CoopMart because the distribution system does not emphasize this aspect to the customers. Furthermore, the customer management system is also in its infancy, so such information would be available only to consumers who make purchases at Coopmart.

#### **4.1.2.4 Tetra Pak Vietnam Joint Stock Company**

##### **A. About Tetra Pak**

Tetra Pak Vietnam Joint Stock Company, established in 2003, is a subsidiary of the Tetra Group of Sweden. They are now regarded as one of the most prominent enterprises specialized in offering liquid food packaging solutions. Tetra Pak has reiterated the brand "developing in partnership with the culture and the world" after more than 25 years of success in Vietnam. The wood fibers that make up the Tetra Pak paper box are harvested from regenerated woods, responsibly handled, and approved by FSC as the logo on the box. Tetra Pak packaging is widely used in Vietnamese companies, as is Nestle, Nutifood, Vinamilk, Dutch Lady...Therefore,

when Tetra Pak makes its products more environmentally sustainable, it also makes its partners' products more environmentally friendly.

### **B. Green marketing strategy and implementation**

Tetra Pak operates under the three 3R concepts of Renewing, Reducing, and Recycling. The raw materials derived from regenerated forest supplies are tightly controlled. The wood used must be sourced and processed with as less environmental effects as possible. Tetra Pak allows suppliers to have an ISO 14001 forest protection certificate. To avoid waste and CO2 pollution into the atmosphere, they use recyclable packaging materials. Tetra Pak's factory has a strict policy of reducing electricity usage. Furthermore, the corporation is concerned with reducing the volume of water used.

#### **Pricing approach**

By lowering the cost of packaging by using less raw materials, less energy, and various recycling practices, the cost of packaging is minimized, and therefore the cost is decreased. The price of the final product to the consumer is lowered, narrowing the price difference between an environmentally friendly product and an unfriendly product. As a result, environmentally safe fabrics will be used.

#### **Distribution control**

Tetra Pak prioritizes low-emission modes of transportation such as marine transport. They expect shipping optimization to be able to transport more materials. To conserve room for transportation, the packaging is compacted into a roll of paper.

Tetra Pak packaging is intended to address the demands of retailers and users. Tetra Pak collaborates to form a packaging collection mechanism for recycling by installing garbage in classrooms, distributing in public spaces, and encouraging consumers to protect the environment.

### **C. Achievements**

Tetra Pak's green marketing policy has assisted the firm in earning the label of "Green company" as well as expanding its business with several affiliate clients.

Simultaneously, this policy provides many advantages to customers while also contributing to overall environmental sustainability. Since they are commonly regarded as one of the most environmentally aware companies in Vietnam, they have had the distinction of receiving two sustainable growth awards in 2019 from the European Chamber of Commerce (EuroCham) and the Business Council for Sustainable Development (VBCSD), which has heightened the company's efforts to become more sustainable and environmentally sound. They've figured out the fastest way to get around the nature of their products and truly lived up to customers' expectations.

#### **D. Limitations**

The only drawback of this approach is that it does not have a widespread impact on market consciousness. And if it improves the essence of customer behaviour, it has no impact on people's consciousness. The strategy is limited to the internal departments of the company with no movements of raising public awareness towards such weighty issues like the environment and green consumption.

### **4.2 Analysis of external factors affecting green marketing activities in Vietnam**

#### **4.2.1 The socio-economic situation.**

Vietnam's Socio-Economic Development Plan from 2011 to 2015 was pursued in the face of dynamic international developments and a difficult domestic economic situation. The final year of the Economic Plan 2011-2015, 2015, ended with growth in the economy at its highest level in five years, low inflation, a dropping NPL ratio, and a trade deficit at the target level.

#### **Gross domestic product (GDP) growth**

The average economic growth rate from 2011 to 2015 was estimated to be about 5.91 percent, which was lower than the 2016-2020 timeframe, but given the economy's many challenges and uncertainties, and the global economy's many unfavorable reasons, this was still a reasonably good growth. Furthermore, the economic expansion's trend has been painfully clear since 2013, with the next year's growth rate being greater than the prior year's. The 2015 growth rate was about 6.9

percent, above the target of 6.2 percent, which was the highest number in the whole period 2011- 2015, with manufacturing and construction contributing the most to growth at 9.64 percent.

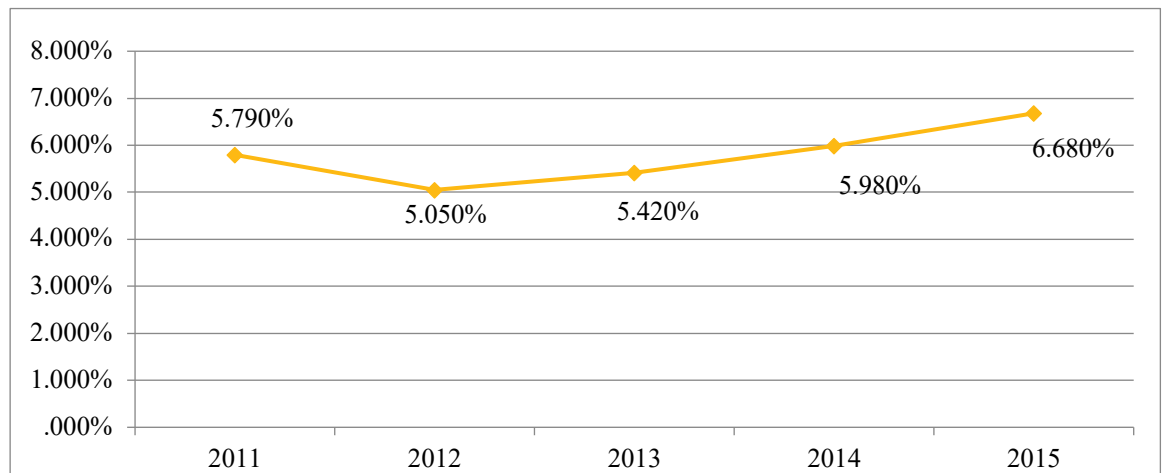


Figure 4.1 Vietnam's GDP growth rate between 2011 and 2015

#### **Per capita income and inflation rate**

A spike in GDP was accompanied by a rapid increase in per capita income. This meant that people's actual living conditions were improving. The average income reached 1,532 USD per person in 2011 and increased to 2,171 USD per person in 2015, with a GDP per capita growth rate of more than 40% in the context of low inflation, leading to an increase in people's living costs. Inflation was regulated by implementing timely, synchronous monetary and financial solutions, as well as a flexible coordination mechanism between fiscal and monetary policy. The Consumer Price Index (CPI) dropped from 18.13 percent in 2011 to 1.84 percent in 2014 and 0.6 percent in 2015, the lowest level in the past 14 years.

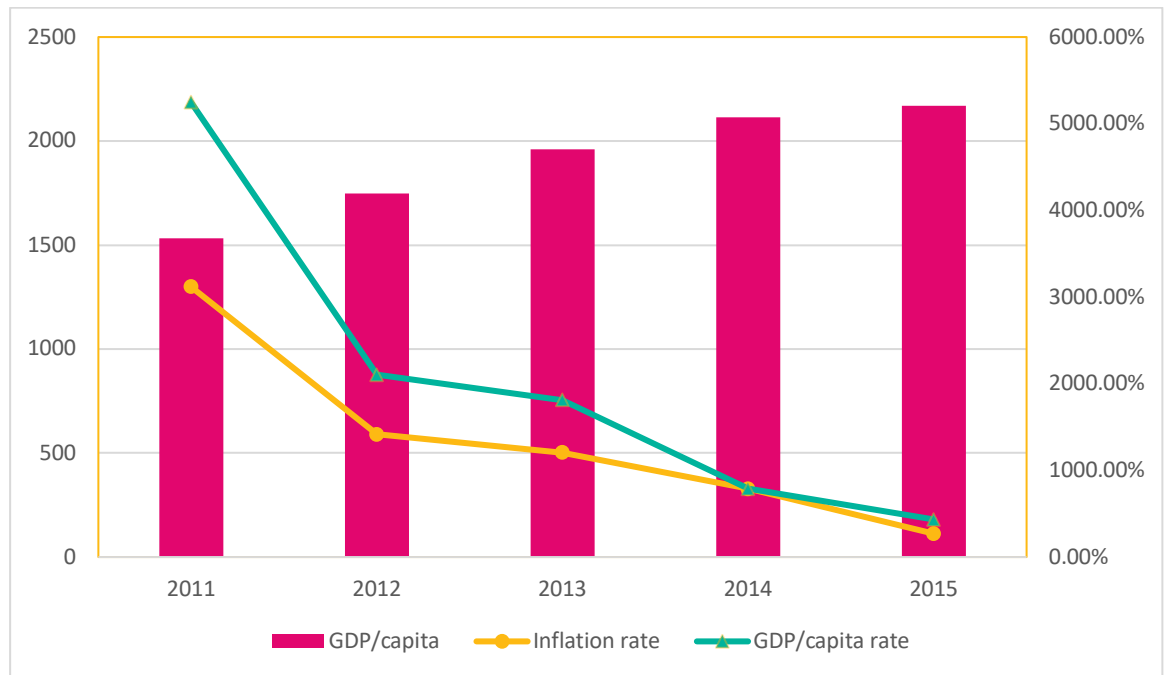


Figure 4.2 GDP per capita, GDP per capita growth rate and inflation rate in Vietnam (2011-2015)

Figure 4.2 shows that the rate of per capita GDP growth has slowed over time. The rate of per capita GDP growth in 2011 was 31.16 percent. In 2015, the GDP per capita growth rate was just 2.7 percent. Along with the trend, the inflation rate dropped dramatically over this time period, from 21.28 percent to 1.64 percent. Nonetheless, the GDP per capita growth rate exceeded the inflation rate, meaning that GDP per capita was increasing in both nominal and real terms. There were favorable factors that had a positive impact on company operations.

People's environmental awareness is low in contrast to other countries; more people choose to litter anywhere they can rather than in public garbage cans. Not just that, many people like to flaunt their money by wearing rare animal pieces like rhino horn, tiger leather, and so on. Furthermore, since the Vietnamese are hardworking and frugal, many people prefer low-cost, low-cost commodities to environmentally friendly but higher-priced products.

However, in this day and age, Vietnamese people are becoming more conscious of the importance of environmental conservation. Consumers are becoming more conscious of the impact of climate and weather on their lives, and more and more concrete steps are being taken to save the natural environment. There has been a

growth in the use of "green" products that are both environmentally friendly and healthy for consumers in recent years. Many people have participated in and funded green campaign programs and movements. After four years of preparation (from 2010 to 2014), the total consumption from green companies increased from 40 to 60 percent in the month of the initiative, with over 30,000 volunteers participating and 3.7 million people committed to take part. For example, in Hanoi, the Green Destination Network initiative was launched with the goal of increasing awareness among businesses and consumers about the use of environmentally safe goods and services while also encouraging the development of environmentally friendly products and services.

#### **4.2.2 The political - legal situation.**

Vietnam, like many other developed countries, is now dealing with extreme air emissions as well as the problem of social responsibility of producers and corporate companies more than ever. has received a lot of attention in the domestic media. Environmental security by statute is the fundamental orientation of each country's environmental protection practices. Recognizing the significance of this topic, the state has placed a high priority on the production and implementation of environmental legal documentation. About the fact that environmental conservation efforts in our country began quite late in comparison to industrialized countries, they have accomplished impressive results in terms of environmental law. Prior to 1993, virtually no formal legal documents on environmental conservation existed. The coherence of the related international treaties remains hazy. The document's credibility is poor. Many environmental-related legal documents were released after 1993, including the Land Law, the Law on Security of People's Health, the Law on Forest Conservation and Production, the Law on Property, the Law on Oil and Gas, the Law on Property and Water Supplies, and the Law on Environmental Protection.

The government tightened environmental controls, and the judicial framework became more complete: The State revised and supplemented the Law on Environmental Protection 2005, resulting in the passage of Law on Environmental Protection No. 55/2014 / QH13. The Law on Environmental Protection was repealed and restored. Environmental conservation programs are encouraged and supported



by Decree 04/2009 / ND-CP. The Ministry of Natural Resources and Environment issued Circular No. 25/2009 / TT-BTNMT on November 16, 2009, promulgating eight national environmental techniques. As a result, companies will be under pressure to "go green" but at the same time, they also benefit from several advantages when implementing these measures. On November 15, 2010, the National Assembly passed the Law on Environmental Protection Tax No. 57/2010 / QH12, and on July 14, 2011, the National Assembly passed Resolution No. 1269/2011 / UBTVQH12, with only eight topics subject to environmental tax. As a result, our country's carbon tax has a number of flaws, such as not covering polluters and not adequately testing the assessed tax rate.

Vietnam was among the first countries to implement a national environmental plan and establish a national sustainable development orientation for the period 1991-2000. On that basis, Vietnam has attempted to introduce the approach to addressing environmental issues and encouraging enterprises and citizens to engage by implementing and supplementing environmental conservation laws and decrees, most notably the Environmental Protection Legislation of 2005. Decree No. 4/2009 / ND-CP on environmental conservation benefits and funding The Biodiversity Law went into force in July 2009. In December 2006, The enterprises are chosen by the Ministry of Natural Resources and Environment.

It is important to use TCVN on environment for business growth opportunities. On July 28, 2006, the Ministry of Science and Technology released Decision No. 1696 / QD-BKHCN. National environmental conservation policy in order to It has set a goal of labeling 100% of exports and 50% of domestic products for domestic consumption as eco-friendly ISO 14021 by 2020.

Implementing TCVN on environmental cohesion is important. For business growth prospects, the Ministry of Science and Technology issued Decision No. 1696 / QD-BKHCN on July 28, 2006. The national environmental conservation policy has set a goal of certifying 100% of exports and 50% of domestic products for domestic consumption as ISO 14021 environmentally sustainable by 2020. In response to climate change, Vietnam has joined the UN Framework Convention on Climate Change, the Kyoto Protocol, and several ministry programs such as the SP-RCC, which

encourages Vietnam to respond to climate change, and the UN Environment Program's (UNEP) climate change program. Via the Danish International Development Agency, the Danish Government is financing the Capacity-building Program for the National Climate Change Focal Point . On February 25, 2011, the two parties discussed and drafted a technology partnership approach to eradicate environmental effects and strategically schedule sustainable growth at a global conference in Vietnam hosted by Japan's NIKKEI newspaper in collaboration with VCCI. In June 2015, the Japan International Cooperation Agency in Vietnam (JICA) decided to raise Official Development Assistance capital worth up to 10 billion yen within three years for Vietnam's climate change policy support system. There are three main components of this financial aid initiative:

- (1) Minimize pollution while increasing the potential to consume greenhouse gases that cause climate change.
- (2) The resistance to address the detrimental effects of climate change
- (3) Responding to climate change in a variety of fields

Despite the large number of legal manuals, there is still a lack of important regulations or a number of unanswered questions, such as: There has not been a consistent enactment of an environmental conservation tax: Currently, environmental conservation taxes are primarily aimed at consumers, ignoring the fact that many pollutants generated by manufacturing industries go unnoticed. Concerning polluter subsidies, Vietnam has introduced a series of incentive schemes in order to reduce pollution in particular, as well as the damage caused by harmful external effects in general. Often, companies that convert to in-house transportation receive bus price reduction, credit assistance and tax deduction.

Currently, Vietnam has many laws in place to curb emissions, but many of them are heavily administrative in nature, with little technical regulations. In relation to the sale of emissions quotas: With our country's current lack of diverse capital markets and developers, the auction of emission quotas is still in the study stage. The Law on Environmental Protection prohibits the state from committing 16 acts of environmental infringement. However, the definition of environmental crime has not

yet been legalized and has only been established in a few reports. Violations such as those committed by the Vedan company, the Hyundai company, and the Miwon factory in Phu Tho are not punishable by law.

The introduction of regulatory handling measures to these cases has uncovered several flaws in the criminalization of environmental crimes, as well as the incompetence of state administration organs. At the central and local levels, the climate Vietnam has only two names out of ten criminals of environmental offences that have been charged to probe and placed on trial for deforestation and violations of laws on the safety of rare and wild animals. Vietnam's approach to crime is to limit criminalization while emphasizing education and deterrence as the cornerstones. New organizations only require businesses to take "self-conscious responsibility" for the community. This has resulted in significant deficiencies in the framework of environmental management and conservation, as well as natural resource preservation, limiting prevention and implementation of the legislation.

#### **4.2.3 The natural situation**

Concerns have been shared by experts regarding the Vietnamese economy. In practice, farmers continue to rely very heavily on chemical fertilizers and pesticides, which would have a direct effect on the development of contaminated arable land in the long run. toxicity, loss of fertility over time, reduction in crop production and quality Animal husbandry issues such as the use of medications for weight gain, manure, and barn cleaning are also concerning at a time when the disease situation on livestock is becoming more complicated. This has an impact not only on the manufacturing situation, but also on the welfare of customers. However, green agricultural technologies and environmentally sustainable agronomic engineering such as pest control, seeds, biogas, and Biological reinforcements are still on a small basis and cannot be replicated on a large scale.

Climate change is having a devastating effect on agricultural production. Storms, hurricanes, rising sea levels, and drought are all detrimental to agricultural productivity. The disruption of the water supply and severe weather, as well as outbreaks of many marine diseases, have a detrimental impact on the atmosphere, pollution, and natural resource depletion.

#### **4.2.4 The technology situation**

Green marketing relies heavily on technology. Businesses who wish to use green marketing tactics must transition to environmentally sustainable solutions while still building healthy wastewater treatment facilities... Currently, the Vietnamese government and the Communist Party of Vietnam have invested heavily in the process of inventing and importing environmentally sustainable technology. However, since these developments are relatively expensive, it is a tough challenge for companies today.

#### **4.2.5 Opportunities for Vietnamese enterprises when implementing green marketing**

To keep up with market and consumer trends in general, businesses must constantly innovate, develop, and follow awareness shifts. Businesses must place a premium on their products' environmental friendliness. This stage can be challenging for businesses because they must invest in product research and development (R&D) in order to provide innovative and environmentally friendly functionality for the product. The regulatory framework becomes more complete as the government tightens environmental controls: the government amends and supplements the Environmental Protection Law of 2005: The Law on Environmental Protection No. 55/2014 / QH13 was signed, repealing the Law on Environmental Protection. Decree 04/2009 / ND-CP encourages and supports environmental conservation activities. November 2009, the Ministry of Natural Resources and Environment released Circular No. 25/2009 / TT-BTNMT, which defined eight national environmental techniques. Companies are under strain to become more sustainably oriented, however they will profit from this transition.

Second, in 2015, Vietnam's per capita income hit 2,171 USD per person per year, and it is expected to rise more in the coming years as inflation remains stable. People's consumption consciousness is growing, and they have a growing need for green goods that follow protection and quality expectations while still being environmentally sustainable. There is a potential opportunity for Green Marketing to assist companies in tapping into.

Third, there is a great opportunity to attract customer interest. Green marketing is a promising industry (with the support of consumers). Green Marketing and environmental consciousness are becoming more important to consumers, people, and organizations today. According to a Thanh Dat magazine survey on environmental conservation awareness conducted in September 2009, up to 33% of people are really involved in the environment, with up to 53% caring but doing little. The graph reveals that Vietnamese people are becoming more concerned with environmental concerns. Environmentally sustainable goods and green marketing companies receive increased exposure as a result of this awareness raising, providing a motivating force for growth.

Fourth, companies' self-awareness of green marketing is growing. Environmental conservation is constantly being promoted in domestic and international newspapers, taught in classrooms, and discussed at all levels of conventions, from the national to the local. Many companies implement Green Marketing because it will draw media interest, create a beautiful picture in the minds of customers, and attract domestic and foreign venture capital, and this is the path for businesses to grow sustainably and achieve their full potential.

Fifth, since green marketing is now a global movement, there is a potential for green goods to conquer the consumer industry. Green goods, eco-friendly and eco-friendly products will draw more new buyers in the highly fierce rivalry between companies and countries in foreign trade. Many nations around the world have been committing to adopting the program using green goods, and the dedication to implementing this program has increasingly become a theme in both developed and emerging countries. The evidence also demonstrates that many goods and many of Vietnam's main export markets now have environmental norms for exported goods. The EU has also extended the "eco-label" criterion to clothing goods.

Finally, green marketing practices in industries attract a lot of authorities' support and funding. Specifically:

- International support: international organizations such as the World Bank and the Asian Development Bank are still ready to fund green production projects

to combat climate change and environmental pollution. Moreover, projects that contribute to reducing the amount of greenhouse waste Vietnam will attract capital through the green development mechanism.

- Stakeholder support: The Vietnam Green Development Center was established to assist businesses in evaluating the productivity of clean manufacturing, financial engineering, innovation consultancy, coaching, and research.
- Free market: Businesses are free to compete in a green manufacturing market free of impediments such as monopoly.

#### **4.2.6 Challenges for enterprises when executing green marketing**

In addition to the prospects for Vietnamese companies to adopt green marketing campaigns in Vietnam, there are several obstacles.

To begin, modern marketing surveys have shown that consumers, especially those in developing countries, are becoming more and more aware of the importance of environmental protection. At the same time, Eco-marketing's main target is to satisfy customers' "green desires" while still providing societal gains. One of the most difficult problems for advertisers is balancing the need to "protect the environment" with other simple customer needs such as cost-efficiency, protection when in use, performance, symbolic meaning, and comfort. To demonstrate the significance of this combination, consider one of the most well-known cases of green marketing: the case of Philips fluorescent bulbs. Philips introduced Earth Light bulb in 1994 as an energy-efficient CFL fluorescent bulb to replace conventional lamps. However, Earth Light bulb's "bulky" nature prevents it from adjust to different lamps, causing its retail sales to quickly decline. Following a period of market testing, Philips unveiled a product under the new name Marathon in 2000. The maker has used a modern configuration that makes the Marathon ball highly adaptable to conventional lamps while still promising that it is \$ 20 more energy-efficient than traditional bulbs. Marathon has also been designated as an Energy Star product, as approved by the United States Environmental Protection Agency (EPA). Based on the preceding example, Vietnamese companies must employ the appropriate strategy to satisfy market demands while still protecting the environment.

Second, adopting a green marketing campaign would result in high expenditure and production costs. Green marketing is a set of practices that include shifting materials, changing production processes, changing packaging, and changing ads. To implement all stages of green marketing, businesses must make a significant initial investment. Costs rise as a result of the investment in the chain technology, and the price of the final product rises as well. Their offerings would, on average, be less affordable in the industry. According to Ginsberg and Bloom's 2004 study, 31% of those polled did not purchase green goods at a higher price (the Sprout group), while 19% had no environmental knowledge and felt the commodity was too green. cost-ly (the Grouse group), 33% were unconcerned about the setting (the Basic Brown group). Vietnamese companies with small and medium-sized scales, expertise, and scale, as well as cutting associated costs such as management costs, are currently a source of concern.

Third, there is a lack of strong cooperation between enterprises and authorities. To shift the sense of society in general, and customer conscience in particular, we must first determine what we need to understand the intimate relationship between corporations, the state, and the influence of enterprises. other non-profit organizations. The legal framework in Vietnam on environmental issues is insufficient, and guidelines are set in line with international qualifications, which are impractical in Vietnam. Furthermore, we have not yet efficiently used the impact of non-profit organizations to create campaigns that have direct impact on customer psychology, even if we have, the trend has not been successful consistently and inevitably has not. There are several outcomes.

Fourth, Vietnamese people favor low-cost goods and do not value product consistency (the main reason being the massive appearance of products from China in the market). On the other hand, they are wary of "green" product ads because there are so many companies that lie, are not clear... As a result, when deploying combat, this poses a significant challenge for Vietnamese companies. eco-friendly brand campaign.

Fifth, Vietnamese businesses are now mostly small and medium-sized, with little resources. Meanwhile, incorporating the green marketing process necessitates the use

of cutting-edge research and technology. Furthermore, the cost of raw materials, publicity and promotional goods is not insignificant. To make an essential oil with Essoil Vina, a large number of raw materials are needed, as a single drop of pure essential oil requires 30 roses. Undeniably, essential oils are eco-friendly products, but the expense of producing them in this manner is prohibitively costly, resulting in exorbitant costs. This is one of the most significant obstacles that Vietnamese companies face when pursuing a green marketing campaign.

## **5 Conclusion and discussion**

### **5.1 Conclusion**

The research topic "Green Marketing in Vietnam - opportunities and challenges" has achieved the following results:

Firstly, the researcher has reviewed the research related to green marketing activities in general to find out new research points in the author's research topic.

Second, the author summarizes rationale for subjects such as the fundamentals of green marketing and the green marketing integration process in companies.

Third, the author studies the current situation of executing green marketing strategy in Vietnam through 4 typical businesses: Panasonic, Co.opMart, Tetra Pak and Mai Linh. The results of the situation analysis have shown the achievements and the limitations and difficulties that companies face in implementing Green Marketing.

Fourth, the author has analyzed the macro environmental factors affecting the green marketing application activities in enterprises in Vietnam. Specific factors include economic situation, political situation - Law, Culture - society, natural factors and opportunistic factors.

Fifth, on the basis of analyzing environmental factors affecting the current green marketing application in businesses, the study has analyzed opportunities and challenges that Vietnamese businesses face when implementing the strategy. green marketing.



### **5.1.1 Results achieved**

The companies chosen to test green marketing application in the enterprises are all major enterprises from a variety of industries. Most of the reasons for a company's growth is its quality and corporate social responsibility. If green products are characterized as those that satisfy customer needs while reducing environmental impact, the corporations' products and services all meet the same criterion.

In the global growth pattern of green marketing, Vietnamese companies are mindful of the opportunities that this trend offers. The fact that they have studied and built many inventions that are ecofriendly, conserve money, or put their goods as green is evidence of this.

Green marketing with long-term growth objectives has been the corporate practice, aim, and vision of many companies. This is a tremendous potential for the growth of green marketing in Vietnam.

### **5.1.2 Limitations**

The most significant drawback in green marketing implementations is that companies have not completed the whole green marketing process and have a viable business plan. The implementation of the green marketing process differs greatly across traditional companies. The distinction between Panasonic demonstrates that Panasonic has used a very consistent green marketing and systemic approach not just from product planning to product introduction to market. The explanation for this is most likely that Panasonic is one of the world's most powerful companies. Therefore, they soon became aware of corporate social responsibility, especially the impacts on the environment and sustainable development trend. Moreover, Panasonic is a corporation with strong financial resources, abundant technology and human resources, so investing in the overall green marketing process is an undeniable ease. Green marketing was only recently launched in Vietnam, but it has quickly become a common movement. Our companies have built and applied green marketing in their own unique way, drawing on lessons learned from developing countries. Businesses, though, only excel in product planning or market introduction due to many shortcomings when submitting.

## **5.2 Discussion and recommendation**

### **5.2.1 Guidelines to the Companies**

Companies should invest in developing a green and productive marketing workforce for the Marketing Department: Since green marketing is new in Vietnam, it necessitates innovative and high-quality human capital. Businesses should concentrate on three factors: Marketing planning, budgeting, and employee preparation.

They should also promote brands, increase environmental consciousness, and resolve market behavioral conflicts: Businesses must correctly and genuinely promote their products in order to build credibility with consumers and make it easier for them to buy green products. Developing influences that influence customer purchasing awareness, such as curiosity or ethics, is also important when introducing green marketing in the future. It is necessary to note that there must be a correlation between green goods and consumer interests: focusing on environmental factors, but not prioritizing environmental factors over consumer interests.

### **5.2.2 Recommendations to the Government**

The Vietnamese government should finish the legal environment: environmental and commercial problems in Vietnam are currently incomplete, out of date, and asynchronous. There are international environmental requirements that Vietnamese companies are not eligible for. As a result, completing the legal framework would be a critical move in assisting Vietnamese companies in successfully implementing Green Marketing.

The government should use various measures and policies, such as partial capital funding and technologies to promote business development, to enable companies to adopt green marketing.

Strengthening coordination and knowledge on environmental sustainability and delivery practices, as well as raising public consciousness through mass media and

social networks, should be seriously considered for the large-scale effect they can have.

The government would incorporate innovative environmental protection applications and increase environmental protection socialization.

They should collaborate more with other countries and international organizations to protect the environment, as well as promote and draw foreign capital to invest in companies that use green marketing methods.

### **5.3 Limitations of the research**

The author evaluates the application of green marketing in four different industries. The number of enterprises chosen for assessment is limited, and therefore not reflective of businesses in Vietnam, which partly affects the research results. There is also a lack of access to the data from the insights of chosen enterprises. As all information in this thesis is of open-access, there is not efficient amount of data from insiders to gain a better understanding of the companies' points of views. Some data is also from. Some of the material in the report has been around for a long time, but whether it is still accurate must be taken into consideration. The methodology is also not efficient enough since there are a lot of previously done studies on similar topics, yet they were mostly theoretical and lacking in empirical information.

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