Green marketing strategies for sustainability development of firm's performance in Malaysia: for green economy

Siti Hindun Supaat*, Amiruddin Ahamat and Nurul Zarirah Nizam

Faculty of Technology Management and Technopreneurship,
Universiti Teknikal Malaysia Melaka (UTeM),
Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia
Email: m061620003@student.utem.edu.my
Email: amiruddin@utem.edu.my
Email: zarirah@utem.edu.my
*Corresponding author

Abstract: This manuscript goals to explain and refine the relationship of green marketing strategies between environmental culture, eco-orientation, green promotion, green innovation and corporate social responsibility towards firm's performance for sustainability development to green economy. Given the relevance of green marketing strategies to the success of a sustainability business, the emphasis on green marketing strategies and its effect on profitability to the green economy in future are inadequate. This research tackles the breach by offering a full view of tactical green marketing strategies and its competitive advantage. Specifically, the findings draw on contemporary green marketing literature indicate that an essential interaction exists among strategy and industrial people which increases the competitive advantage for humankind and the ecosystem. This work usages an updated methodology to draw on the present literature on the motorists and outcomes of strategic green marketing for the success of the sustainable development firm's performance.

Keywords: green marketing strategy; sustainability; sustainability development firm's performance; Malaysia.

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Biographical notes: Siti Hindun Supaat is a student of Master of Science in Entrepreneurship (Master's in Research), in the Faculty of Technology Management and Technopreneurship (FPTT) at Universiti Teknikal Malaysia Melaka (UTeM), Malaysia. Her main research interest is entrepreneurship, green marketing and halal industry.

Amiruddin Ahamat is a Senior Lecturer at Universiti Teknikal Malaysia Melaka (UTeM), where he teaches field of entrepreneurship, and halal perspectives. His main research interests are in technoentrepreneur, halal industry and performance of halal entrepreneurs.

Nurul Zarirah Nizam is a Senior Lecturer at Universiti Teknikal Malaysia Melaka (UTeM), where she teaches marketing management and business management. Her main research interests are in green marketing, halal entrepreneurs, tourism and management.

1 Induction of green phenomenon

Green has become popular of majority, because more people than ever are concerned about sustainability issues for the environment. With an understanding that has steadily grown over the last 20 years, the general public now and in the future is beginning to understand the effects that these problems will have on our lives. The actions of one reflects one's values, and 'sustainability' perspective are which looks after nature, the earth and the people that live now and then, and now represents a core value for every living generation, beginning with the 'baby-boomers' who led the green charge in the mid-1960s. In the 1960s, it was very marginal to try and lead an environmentally conscious lifestyle, and in particular, to incorporate green in shopping. But the marketing laws are now certainly common of mainstream and change in a big way (Ottman, 2017). Therefore, it is important to develop new strategies to increase awareness about green sustainability in the future for ours and for the next generations.

Green marketing is an extensive range of exchange actions intended to fulfil the wants and needs of people whose least impact in environmental destruction is produced and facilitated. Environmentally friendly goods or services are characterised by the use of materials and environmental treatment of the products or services (Kumar, 2015; Samad et al., 2019). The fact that companies have a ethical responsibility to be extra publicly accountable is one of the reasons that firms and marketers use environmentally responsive advertising or green marketing, as well as the fact that environmental marketing is an option to be benefited to achieve their goals. Although the literature is all-embracing in green/environmental content, few research trials have led companies to integrate and make green marketing functional in daily business practices. Green marketing is thus attempting to reach its prospective for improving product quality of life or benefiting the environment (Papadas et al., 2017). Based on economic logic, technical improvements, eco-innovation and the green add-ons on the edges of marketing strategies, neither major competitive advantage nor business value have contributed to a transforming change in individuals and society (Geels et al., 2015; Kotler, 2011). Green marketing strategies help readers understand why value-based sustainability marketing has become a crucial organisational resource and how readers in their own organisations should follow and obey this strategy.

The study is also projected to explore the reasons that green marketing contributes to the green economy success of sustainability development companies and firms. In revising the present literature, the researchers describe the context of green marketing as an independent discipline and address all aspects of green marketing and present research opportunities.

2 The progression of green marketing exploration

Marketing professionals of practitioners began to focus a lot on the environmental agenda in the 1990s, and this was also the moment that researchers became attentive in discovering green marketing topics. A widespread ranging from the customer to the needs, product growth, recycling, green packaging (Zhang and Zhao, 2012; Lai et al., 2013; Narula and Desore, 2016), logistics and promotional studies (Boztepe, 2012; Narula and Desore, 2016) to remanufacture goods is currently offered, with a broad range of multi-author, multi-country, and interdisciplinary work related to green marketing. The literature is distributed across a large number of countries, sectors, businesses and services and comprises a range of methodologies and instruments (Leonidou and Leonidou, 2011; Narula and Desore, 2016). Thus, this shows that green marketing is not a common issue but has been widely discussed in various sectors around the world.

There are also several reviews available hip the field of green marketing (Connelly et al., 2011; Narula and Desore, 2016), each one special uniqueness in their own right. For example, the work of Chamorro et al. (2009) analyses the current literature and indicates that the most studies in the area are carried out by green consumers and green communication, while the behaviour of recycling is the least reported sector. Nearly 75% of papers articles are of a quantitative nature empirical and analysis of factor is one of the methods most widely used. A review by Connelly et al. (2011) focused on nine influential theories of organisation such as social network theory, asset-based view, resource dependency theory, population ecology, organisational theory and many more, has established a starting point for future advertising or marketing sustainability research that can be practical to recognise the sustainability activities of a business and forecast them. In the latest studies in the field of green marketing, one or more of the five key issues have been tackled which were ; sustainable vehicles, sustainability management practices and methods, sustainability and marketing efficiency and product concerns. Such reviews offered an extremely helpful summary of green marketing study, reviewing the literature in the fields of policy, processes, organisation and marketing and attempting to relate them to strategies, operations and management.

Despite a wide range of literature, the understanding of green marketing practices for both management and politicians' remains limited (Chabowski et al., 2011; Cronin et al., 2011). It might be that marketing green or linked literature is commonly used in industry, organisation, management, advertising of marketing and supply chain, and not much is being complete as unrelated discipline, with the exception of the reviews given by Leonidou and Leonidou (2011) and Narula and Desore (2016). Many of the green marketing literature spins around customers, as he is the main player, although other actors in the green marketing of supply chain have been involved (Cronin et al., 2011; Narula and Desore, 2016). Their efforts have been made. In addition, researchers have found that, apart from a lot of empirical research in this particular area, here is no analysis in this field committed to strategic aspects of green marketing. While researchers do not deny other players significance in green marketing, it is only green marketing strategies that are intended for this article. The accurate knowledge of the factors of the success of sustainability companies in green marketing strategies is important because that sector enables businesses to create a better value offering and therefore a competitive edge on the international market. Table 1 discusses the classification criteria for

sentences and Table 2 provides a description of the definition features and important aspects.

Table 1 Green marketing definition: phrases used for different dimensions

Dimension	*Example phrases in definitions coded by relevant dimension*
Environment	• Less harmful of toxic
	• Recyclable materials
	• Environmental preservation and sustainability
Economy	• Products with lower environmental costs
	• Increased operating activity
Society	• Reduces adverse impacts on the environment and the society
	• Profitably and sustainably meet customer requirements and community
Business/market/product	• Incorporate product of brand change
	• Product change in the production process
	• Green product marketing
	• Application of green issues into all aspects of the advertising
	• Selling products on an ethical platform
	• Integrate consumer changes
Stakeholder	• Strategic planning processes that recognise, anticipate, understand and meet the needs of stakeholders
Consumer	• Impact consumer purchasing decisions
	• Environmentally sound eco-friendly goods and services

Source: Narula and Desore (2016)

3 Role of sustainability

In recent literature, the word 'sustainability' is popular. It discusses the fundamental premise that companies are responsible for meeting human being wants and desires while maintaining nature. The current environmental issues allow leaders to develop strategies for pollution control and natural resources conservation. Whereas for many leaders, integration of sustainability into the organisation, Millar et al. (2012) pointed out that the green economy is a profited industry consisting of green produce, organic farming, renewable energies and clean technology, by Saxena and Khandelwal (2010). Therefore, a green business strategy ensures sustainable growth through green business characteristics is adopted by many industries. This initiative is voluntary but is becoming more taken by companies and becomes a key agenda for companies and key strategic interests.

Table 2 A summary of keywords appearing in various marketing definitions (1976–2016)

No.	*Author/year*	*Definition of green marketing*	*Aspect/keywords*	*Dimension*
1	American Marketing Association (AMA) (2013)	According to American Marketing Association, the marketing of products supposed to be ecologically secure is green marketing. It includes a wide range of activities, including product adaptation, production process changes, packing changes and adjusted advertising. Products are designed to minimise negative effects on the physical environment or to improve their quality.	Product modification, packaging changes, modified advertising	Business dimension, market dimension, product dimension
2	Henion (1972)	Green marketing is defined by study in pollution, energy depletion and non-energies resource depletion of positive and negative marketing activities.	Energy depletion, resource depletion	Environmental dimension
3	Charter (1992)	Green marketing, for a reasonable benefit and without any adverse effects on human or natural environmental goods, is a holistic and responsible process for strategic management that identifies, anticipates, satisfies and satisfies stakeholder needs.	Holistic marketing strategic process, stakeholders needs, natural environment, human environment	Market dimension, stakeholder dimension
4	Kangis (1992)	Green marketing must be more than either green or so-called green product marketing. The method and the product must be referred to by green.	Green marketing/product	Market dimension, product dimension
5	Pride and Ferrell (1993)	Green marketing, also referred to as environmental marketing and sustainable marketing, refers to efforts of an organisation to design, promote, pricing and distribute environmentally friendly products.	Green marketing, sustainable marketing, 4 Ps of marketing	Business dimension, market dimension, product dimension
6	Harrison (1993)	Green marketing is a marketing strategy designed to influence customer buying decisions by taking green brand advantages into account for consumers.	Product positioning, product benefits, purchase decisions, consumers	Customer dimension
7	Herbig and Butler (1993)	Green marketing applies to goods and packages with one or more of the following features: less harmful, longer lasting, recycled materials and/or recyclable materials.	Products and marketing/less toxic, reusable and recyclable materials	Product dimension, environment dimension
8	Coddington (1993)	Green marketing is the business practice which explores customer issues regarding natural environment protection and sustainability.	Conservation of natural environment, consumer concerns	Consumer dimension, environmental dimension
9	Elkington (1994)	Defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to, animals; adversely affect other countries.	Green consumer, environment, energy, waste, cruelty to animals	Environmental dimension, consumer dimension

Source: Adapted from Narula and Desore (2016)

Table 2 A summary of keywords appearing in various marketing definitions (1976–2016) (continued)

No.	*Author/year*	*Definition of green marketing*	*Aspect/keywords*	*Dimension*
10	Polonsky (1994)	All activities aimed at creating and promoting transactions intended to meet or fulfil human needs, to satisfy these needs and requirements with minimal damage to the environment.	Needs, wants, satisfaction of needs, minimum detrimental impact on environment natural environment	Environmental dimension, consumer dimension
11	Peattie (1995)	Green marketing is the holistic management process responsible for the cost-effective and sustainable identification, anticipation and satisfaction of customer and society requirements.	Profitability and sustainability	Market dimension, consumer dimension, societal dimension
12	Peattie (1995)	Defines a product as 'green' where, compared to conventional or competitive products, its environmental and societies performances in production, use and disposal are significantly improved and increased.	Product use and disposal/environmental/societal performance, competitive products	Environmental dimension, product dimension
13	Reinhardt (1998)	Author has claimed that the distinction of the environmental product takes place when; "a company produces goods that provide higher environmental benefits or lower environmental costs than similar products."	Product differentiation, environmental benefit, environmental cost	Business dimension, product dimension
14	Fuller (1999)	Green marketing is the process by which products are planned, implemented and controlled in such a way as to meet the following three categories of development, pricing and promotion in the following: satisfaction of customer needs.	Holistic marketing concept/4Ps, customer needs, organisational goals, process compatible with ecosystem	Consumer dimension, market dimension, environment dimension
15	Charter and Polonsky (1999)	Green marketing means the marketing or promotion of a product based on or improving its environmental performance.	Promotion of products based on environmental performance	Environmental dimension, product dimension
16	Peattie (2001)	Green marketing is used to represent marketing activities with the aim of reducing the negative environmental and social impact of products and how they can be promoted to effectively reach their consumers.	Environmental and social impact, product logistics and promotion	Environmental dimension, society dimension, product dimension
17	Polonsky and Rosenberger (2001)	Green marketing is described as: a dynamic, comprehensive, integrated approach to meet the needs of consumers and minimise the negative environmental impact.	Consumer needs, impact on natural environment	Consumer dimension, environmental dimension
18	Prakash (2002)	Green marketing should be seen as a strategy for informing consumers at three levels: industry level, company level and product level.	Consumer/strategy, information disclosure, industry, firm, product	Market dimension, product dimension, stakeholder dimension

Source: Adapted from Narula and Desore (2016)

Table 2 A summary of keywords appearing in various marketing definitions (1976–2016) (continued)

No.	*Author/year*	*Definition of green marketing*	*Aspect/keywords*	*Dimension*
19	Peattie and Charter (2003)	Green marketing is the holistic process in which customers and society are identified, anticipated and satisfied in a profitable and sustainable way.	Green management/consumer needs, sustainable society	Consumer dimension, societal dimension
20	Jain and Kaur (2004)	Green marketing includes all the marketing activities undertaken by companies to have a positive impact or to reduce the negative environmental impact of their products.	Positive impact on environment	Environmental dimension, societal dimension
21	The United Nations Environment Program (UNEP) (2005)	The United Nations Environment Program defines green marketing as "Marketing covering all communications activities carried out to promote a product on the basis of its environmental properties or social characteristics. The distinctive features of green marketing are its commercial dimensions combined with the reference to the values of consumers who want to take environmental and social responsibility in their purchases."	Covers environmental and social aspect/environmental properties social qualities	Society dimension, environmental dimension, market dimension, consumer dimension
22	Soonthonsmai (2007)	Green marketing is defined as environmental activities carried out by companies which deliver environmentally-friendly products/services to satisfy consumers.	Environmentally conscious firms, consumer satisfaction, environmentally sound goods and services	Product dimension, environment dimension, business dimension
23	Dahlstrom (2011)	Green marketing studies all the efforts made to consume, produce, distribute, promote, package and reclaim products in an environmentally sensitive manner.	4Ps of marketing/ecological concerns	Market dimension, business dimension, environment dimension
24	Ottman (2011)	Organisational green marketing to integrate the environment into all marketing aspects – whether new product development, logistics and marketing communication.	New product development, logistics, marketing communication, integration of environmental dimension	Product dimension, market dimension, environmental dimension
25	Leonidou et al. (2013)	Defines green marketing programs to achieve the strategic and financial goals of the company in ways that minimise its negative (or positive) effect on natural environments.	Strategic goals, financial goals, minimise impact on natural environment	Business dimension, environmental dimension
26	Narula and Desore (2016)	The authors define the scope of green marketing as a separate discipline and discuss the whole spectrum of green consumer behaviour.	Green consumer behaviour, green consumer and needs, willingness to pay for green	Green consumer dimension, green buying behaviour dimension

Source: Adapted from Narula and Desore (2016)

Marketer's optimistic focused outlook has been the impressive development of new green industries. Different types of companies, including mainstream manufacturers, have demonstrated a transition to green ideology since they were transformed into green production (Taylor et al., 2013). The shop also encourages the green image (Yusof et al., 2012). Agriculture, without harming the environment, and consumer health, is also covered by food production (Pellegrini and Farinello, 2009). The hotels and tourist industry (Graci and Dodds, 2008; Punitha and Mohd Rasdi, 2013; Chan, 2013) are the key activists in transferraling to green hotels and ecotourism. In addition, green products are popular because the number of consumers willing to buy is significantly increasing. Dangelico and Pujari (2010) predict that green markets will continue to grow and develop in the future. This also shows a positive trend in the green sector, because the citizens of India have been very interested in a more sustainable world in Saxena and Khandelwal (2010) studies, which shifts their partialities from grey to green. Although numerous businesses are committed to developing green business strategies, the effects on the performance of companies of green marketing strategies are not explicitly discussed.

As Kumar et al. (2013) suggested, very few work can be further discussed which reflects on the strategy for sustainability marketing. Tiwari et al. (2011) also say that a lot of green marketing is necessary, but also a lot of research. The importance of marketing as a driver of business performance was supported by Chabowski et al. (2011). This means that green marketing is critical and unavoidable. Sustainable development will become a key business principle, the practical implications becoming an ever more important topic of discussion, in particular with regard to less developed countries. If companies do not accept the challenges of a greener world, chances are lost and environmental issues will be increasing. The paper analyses the relation between factors (green marketing strategies) and the impact on green economy performance of sustainability development firms.

4 Green industry in Malaysia

The Government of Malaysia has shown a serious commitment to support the sustainable development agenda as a developing country. Many companies from various sectors were fortified to participate in green practice. In the sense of implementation of the green Malaysia framework, the green technology policy identified five key areas, including support to growth public consciousness and accelerate studies and inventions. In addition, the green technology financial scheme has announced RM1.5 billion in soft loans to companies interested in investing in green technology within the 2010 budget, covering energy, building, transport, water and waste sectors (Hasan and Ali, 2015). Nevertheless, in addition to government-recognised serious actions, based on the ISO 2012 report, there were 11,706 companies certifying Malaysian businesses for the environmental management system ISO 14001 from 1999 to 2012. In Thailand, the number of ISO 14001 EMS accredited companies is 17,519 companies, next Singapore 9,740 firms, Indonesia with 7,233 firms, and then the Philippines 5,084 respectively. Compared to other Asian countries, there are 5,084 companies. In Japan, the overall number of certificates issued by 302,480 companies appears to be leading and ranked among the top three nations.

In Malaysia, the trend is not clear, despite the increasing numbers of companies certified for the EMS of ISO 14001, as in 2002 there were no ISO 14001 EMS certified

companies, there were a decrease of 14.55% from 2005 in 2006, and there was also a decrease of 1.45% in 2012. Tan (2005) claims that in 2003, only 370 companies were accredited to ISO 14001, 0.6% of the total certified companies in the world, with Malaysia as a result of its slow growth. This paper therefore adds literature value by looking at how green marketing really affects Malaysia's organisations (Hasan and Ali, 2015). This paper aims to further promote the relationship between the green marketing strategy and corporate performance. The higher success rate would make it possible for other companies to take the right productivity strategy. Consequently, the best strategy, concepts and results can be used by other marketers and managers to improve business performance.

5 Defining model of sustainability development firm's performance to green economy

5.1 Strategy 1: environmental culture

In Hart's (1995) view, cited by Fraj et al. (2011), environmental capital has played a pivotal role in implementing environmental policies successfully. Environmental culture (EC) is one of the resources that can help to achieve higher business performance (Banerjee, 2002, 2017; Fraj-Andrés et al., 2009). Culture refers to traditions, principles and beliefs which are shared between the organisational member and which continue to be existent over time. In order to disseminate a select set of values that direct the company and employee behaviour, culture can be believed, invented, discovered or established by the management group. In line with this concept, environment culture represents how the corporation has internalised environmental protection interest within the company as a whole and is usually codified in mission statements, structured policies and procedures, personnel and management training and data systems and so on (Banerjee, 2002; Fraj-Andrés et al., 2009). Prior research indicates that corporate environmental learning requires environmental information and knowledge generation and dissemination, facilitating the translation into corporate and functional strategies of environmental values (Banerjee et al., 2003). Through formal and informal environmental norms and values governing corporate routines, the implementation of tangible environmental practices is made possible by recognising and sharing the same environmental values by all departments and employees. Other environmental benefits are a favourable word of mouth for external actors or employee satisfaction and organisational adaptability.

Thus, EC can be regarded as a strategic asset that enables businesses to turn their constructive environmental policies into improved performance. A strong EC allows companies to take advantage of these practices because all levels of business and functionality share the same environmental values and standards. The generation and dissemination of environmental information and knowledge across levels and functions enables businesses to develop the skills and routines needed to implement environmental strategies successfully. This will enable companies that are truly environmentally friendly to overcome certain obstacles which hamper the production of competitive benefits, such as the reluctance of employees to adopt new preventative routines and technologies. On the contrary, companies that simply decide to adopt innovative policies without a clear workplace culture could not have the expertise needed to successfully execute them (Fraj

et al., 2011). Specifically, researchers should expect EC to serve as a supplement to the green marketing strategy factors that enhance the success of green economy operations and sustainability companies.

Hypothesis 1 There are positive relationship between ECs towards sustainability development firm's performance to green economy.

5.2 Strategy 2: eco-orientation

Eco-orientation is an activity that gives strategic competitive advantage to businesses on environmentally sensitive markets (Miles and Covin, 2000; Kumar, 2015). Sarkis et al. (2010) analysed and addressed the history and market implications of eco-orientation in the design of business strategies. In its strategic implications for consumers against green marketing, Crane et al. (2014) identified its effects. Menon and Menon (1997) discussed eco-orientation and strategy as a market strategy and talked about corporate environment. Banerjee (2002), as a two-dimensional tower, established corporate environmentalism with an environmental focus and environmental strategy. Banerjee et al. (2003, cited in Kumar, 2015) identified corporate environmental history and described the significance for corporate environmental marketing strategy. Green marketing strategy is based on an ideology of green marketing that Chamorro et al. [2009, cited in Kumar, (2015), p.12] described as "the way to construct exchange ties beyond the consumer's current needs, while simultaneously considering the public interest in protecting the natural environment." The implementation of environmental values and principles is defined by the creation of organisational culture (Chamorro et al., 2009; Kumar, 2015). With their macro marketing perspective, they addressed strategies to pick sustainable development priorities for corporate marketing. A business-oriented sustainable model has been proposed by Crane et al. (2014), which illustrates how integrating sustainability into consumer orientation generates competitive advantages. These developments in environmental literature show a shift from greening to greening as a central ideology.

One important part of the theme is that companies are recognised as an emerging strategy for environmental dynamics by eco-orientation (Miles and Covin, 2000, cited in Kumar, 2015). The literature indicates that businesses need internal eco-based strategies, while external eco-based strategy balances economic and environmental goals to establish green marketing decisions. In order to develop environmental marketing practices and strategies, companies incorporate environmental values in their business orientation. The complex relation between environmental orientation and environmental marketing strategies is also important to be explained (Kumar, 2015). The relationship explains how environmental marketing policies are based on an external and internal orientation of the environment in a company and how business performance results in it. This is assumed as a green marketing strategy for the green economy performance of the sustainable development firms.

Hypothesis 2 There are positive relationship between eco-orientation towards sustainability development firm's performance to green economy.

5.3 Strategy 3: green promotion

Green advertising is marketing, and it is an effective tool to support environmental protection goods, programs, values and organisations (Hasan and Ali, 2015). It is also a

tool used by businesses to communicate and educate customers about the role the companies' play, along with the interest shown by the communities, in the global sector. The government also promotes the concept of a green environment through green advertising, to increase environmental awareness (Abd Rahim et al., 2012). The environment labels should be conscious and available, to affect the purchase of the customer, by Ann et al. (2006) suggest. In general, it can be concluded that green advertising must be able to communicate the relationship of an environmental product or a service, serve as a green lifestyle promotion campaign and finally improve the company image. Thus, environmental advertising will increase simultaneously to increase consumer awareness.

In green advertisements, terms like biodegradable, recyclable and ozone-free have become popular. In the context of tourism products and destinations for example, the terms 'sustainable', 'green' and 'environmental' are not clear, and are not defined to consumers as certification programs, or promotional strategies (Graci and Dodds, 2008). Green advertising should be legal. The ethical green marketing/advertising by Nyilasy et al. (2013) indicates that good results can be obtained (Hasan and Ali, 2015). The study a marketer who launches the eco-friendly brand also needs to have a plan on how its goods are conveyed in a more engaging way. In order to address the strength of the new product and process of innovation, marketers would be able to avoid the product quality concerns, the performance and benefit associated with green characteristics.

Hypothesis 3 There are positive relationship between green promotions (GPs) towards sustainability development firm's performance to green economy.

5.4 Strategy 4: green innovation

Chen et al. (2006) states that green innovation (GI) can be divided into green products and processes, including technological novelties involving the design of green products, using energy efficiency, waste recycling and pollution prevention technologies. Because of the increasing environmental pressure, GI has been one of the key strategic instruments to achieve sustainable development in manufacturing (Chang, 2011; Hasan and Ali, 2015). Green technology requires GI for a small medium enterprise (SME) to develop new goods that are more environmentally friendly and to improve processes or production methods (Oxborrow and Brindley, 2013). The new product development (NPD) is closely linked to GI. NPD is needed by the strength of global competition and changes in consumer preferences. Pujari et al. (2003) refer to the development of green products as an environmental new product (ENPD) that incorporates environmental issues into product design. Furthermore, a redesign of existing products using natural resources, inventories, recycling or development can be considered as a green product to reduce the environmental impact as well.

Johansson (2002) used the terms eco-design to characterise the product, which represents a minimisation of the environment effect without compromising the quality and performance requirements of the product. Ar (2012) concluded that the key factor in business sustainability is whole technologies and innovations that have developed a new or positive environmental product or service. More firms are ready to invest in this and to make more efforts to develop sustainable technologies. The development of green technologies is therefore a win-win solution to the conflict between economic development and protection of the environment (Chang, 2011). Chang (2011) suggested

that the innovation of products and processes be adopted by companies to ease the environmental impact of products and services. It demonstrated that innovation in green products generally has a positive impact on firm performance and competitiveness (Ar, 2012; Hasan and Ali, 2015). As a result, effective green product development actually helps companies to improve their performance. Nonetheless, given the emergence of green product in the market, according to Mei et al. (2012, cited in Hasan and Ali, 2015), stated that it is important to note that certain drawbacks remain in the practice of green marketing that correspond to a failure of green marketing. The marketers must not be misleading to the consumer for their claims about green products and services. It means that customers have truly taken advantage of claims. In order to assess the effect of green technology on company's results, the diffusion of innovation theory (DIT) is applied to support the relationship between GI and business efficiency. It describes how the use rate of green products, services and processes can be raised to help businesses gain competitive advantage (Vaccaro, 2009). GI should be viewed as having higher value, relative benefit, observability, compatibility, complexity and formal verification than the existing diffusion characteristics of the product. Thus, GI can be seen as a unique resource for companies to achieve competitive advantages and at the same time improve the performance of businesses in relation to the green economy.

Hypothesis 4 There are positive relationship between GIs towards sustainability development firm's performance to green economy.

5.5 Strategy 5: corporate social responsibility

The topic of corporate social responsibility (CSR) is gaining growing attention in academic literature in line with the increasing role of CSR in industry (Campbell, 2007). Company with CSR policies were increasingly include actions like promoting the advantages of environmentally friendly products and raising environmental awareness (Rashid et al., 2014). Corporate social responsibilities have therefore become a key decision to encourage environmental behaviour in corporate companies (Kärnä et al., 2003). The notion of stakeholder expectations which play a key role in strategic marketing (Carroll, 1979) provides a basis for an overall understanding of CSR. Marketers also connect CSR to the marketing sector in order to extend the CSR function in an organisation (Maignan et al., 2005). Podnar and Golob (2007) stated that the corporation's social responsibility is a strategic tool that translates the emphasis from consumer marketing to commercial marketing. The idea is not new in marketing literature, because Kotler and Levy (1969) tried first to integrate social aspects in marketing theory. This led to a conceptualisation of 'holistic marketing' that includes a marketing and CSR approach for all stakeholders (Kotler and Keller, 2006).

Therefore, a company that is sincerely committed to protecting the environment and sustainability needs a proactive marketing approach (Kotler, 2011). The social corporate responsibility of businesses can provide a company with benefits and promote certain important company goals, such as the retention of customers and workers (Kärnä et al., 2003). Menguc et al. (2010) also recognised the connection between internal strategic resources such as CSR and environmental involvement as a natural environment orientation. Companies that take this route recognise the importance of environmental protection and incorporate environmental principles into the strategic planning process

(Fraj-Andrés et al., 2009). For the organisation to achieve a green economy, that is necessary. Thus, the following assumption was developed by the authors.

Hypothesis 5 There are positive relationship between CSR towards sustainability development firm's performance to green economy.

5.6 Invention: sustainability development firm's performance

The company's success is reflected by the perceived advantages of benefits of their companies' integration. In order to enable companies to enhance environmental performance and efficiency, by Hasan and Ali (2015), are supporting the implementation of ISO 14001 EMS. The perceived benefits addressed in the literature include better businesses corporate image, waste reduction, reduced costs, enhanced customer service, increased customer loyalty, increased market share, and obviously, profitability. Chen et al. (2006, cited in Hassan and Ali, 2015) give postulation about the positive contribution to the industry by investing in green product innovation and green process technology. Doran and Ryan (2012) also concluded that eco-innovation has a positive and significant influence on the performance of the company. The success of the product development project is measured by revenue, sales and market share, according to Johansson (2002). A varied study (Ann et al., 2006) examines the positive impact on business performance by companies implementing environment policy and ISO 14001 EMS certification. Nonetheless, despite the number of companies, no study in this field of GI and green development has an impact on business performance. Punitha and Mohd Rasdi (2013) highlight the advantages and benefits of companies such as superior financial and business success in green companies.

Malaysian literature indicates that expectation benefits, such as cost savings, marketing opportunities, and financial returns from green goods, are the key drivers for the green initiatives (Eltayeb et al., 2010). Agbejule et al. (2004) endorsed the core business strategy green products, processes, and services that are guided by customer competitive stresses and needs. Ann et al. (2006) acknowledges that the certification of ISO 14001 has a positive impact on company performance, including economic perception and customer satisfaction. Padma et al. (2008) concluded, by maintaining their competitive position and enhancing environmental efficiency, companies can take advantage of ISO 14001 EMS implementation. Padma et al. (2008) highlighted eight organisational performance assessment variables such as: customer satisfaction, employee ethical, export growth, efficiency, value cost reduction, financial performance and environmental performance. According to Ledwith and O'Dwyer (2009), the market level, financial actions, customer acceptance, product level measures and time measurements can all be measured with a view to the new success in product development. Martinez et al. (2011) give assert that in order to measure overall organisational performance, and by Laosirihongthong et al. (2013) stated that the emphasised environmental performance, economic efficiency and intangible performance and are therefore important to encourage companies to use 'green' as marketing strategy. The study is also based on three dimensions in Fraj et al. (2011). They include environmental performance, economic performance and performance in the marketing industry. Environmental performance is defined by Hasan and Ali (2015), when the organisation performs low-cost activities, reduces power consumption, uses recycling waste to maintain and protect the environment. In terms of return on investment (ROI),

internal return rates, and market share, the financial performance of the company reflects business performance. Operational efficiency is used as a quality metric for an organisation to know whether the businesses successfully use its resources to reach their goals. Therefore, the most common dimension of the overall organisational performance is economic performance and operating performance (elements related to process or method enhancements).

Finally, the researchers examined the development of the new extended model (sustainability development firm's performance model) based on hypothesis created:

1 environmental culture (Fraj et al., 2011)

2 eco-orientation (Kumar, 2015)

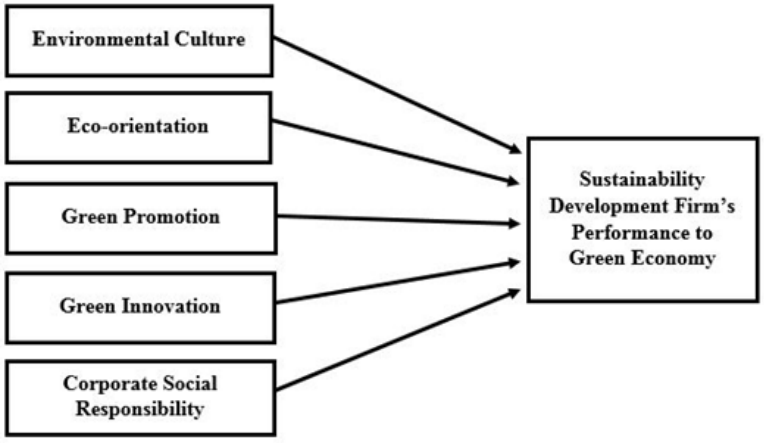
3 green promotion (Hasan and Ali, 2015)

4 green innovation (Hasan and Ali, 2015)

5 corporate social responsibility (Rashid et al., 2014).

Therefore, this a new extended model (Figure 1) that assumed suitable and will be evaluated in this research. In the following section, the results of the study will be discussed.

Figure 1 Research framework of this research



6 Technique utilising for research of modus operandi

These investigations employed a qualitative approach and a survey questionnaire. In Malaysia, 450 surveys were carried out, covering the target population. Four hundred responses are issued after the distribution of the questionnaire. Information from the owners or the senior management of SMEs in Malaysia was obtained from halal food manufacturers. Researchers collected information via questionnaires self-administered. This strategy was chosen because the participants were able to collect the constructed questionnaires in a short period and question the item on site. Moreover, each item has a Likert scale of 5, from '1 = strongly disagree' to '5 = strongly agree' to demonstrate that

the respondent has agreed with the statements provided and disagrees with them. The validation and evaluation of the structural model was used in SPSS version 22.0 (Saunders et al., 2015). In this analysis, the demographic target respondent has been defined as frequency and proportion of descriptive analyses. Cronbach's alpha, EFA and Pearson of product moment correlation coefficient (PMCC) have been used to test precision in addition to evaluating the intensity and the multiple linear regression of the two variables, in order to determine accuracy, as shown in the following table.

7 Data synthesis and result

7.1 Descriptive analysis of respondents

Table 3 indicates that the *gender* distribution of respondents is quite high even with 64.3% male and 35.8% female respondents. The bulk of the gender group of 257 male participants contributed to this study. Table 3 shows the distribution of respondents where Malays is the main *race* category, with 238 of the 400 respondents representing 59.5%, respectively. Table 3 revealed that in the largest *age* group, the age group was 30–39 years old and that in this age group, 208 of 400 respondents were 52.0%. The majority category between the ages of 30 and 39 is considered adult as being able to work or do business or to contribute to things that can make money or profit, like company or otherwise. They are considered as adults. Table 3 shows also the *designation* element in which 349 or 87.3% of the dominant group participants identified as managers in that organisation. This result shows that the manager plays an important role in the business (Lucas and Noordewier, 2016). The management is in charge of the company's daily operations and is also responsible for working closely to meet the customer's needs, product development and marketing.

Table 3 Descriptive analysis of respondents demographic profile

Respondent demographic		*Frequency*	*Percentage*
Gender	*Male*	*257*	*64.3*
	Female	143	35.8
Race	*Malay*	*238*	*59.5*
	Chinese	162	40.5
Age	20–29 years old	8	2.0
	30–39 years old	*208*	*52.0*
	40–49 years old	180	45.0
	50–59 years old	4	1.0
Designation	Owner	51	12.8
	Manager	*349*	*87.3*

Source: Result from this research

7.2 Reliability analysis (Cronbach's alpha)

The Cronbach alpha coefficient's consistency is normally between 0 and 1 and stands for '*a*' value. The nearer to 1.0, the higher the internal consistency of the variables

component (Awang et al., 2017). Table 4 shows that Cronbach's alpha indicates the strong internal consistency of the variables in all of the independent variables (*EC*, *eco-orientation*, *GP*, *GI* and *CSR*).

Table 4 Cronbach's coefficient alpha

Factor	*Cronbach's coefficient alpha*	*Number of items*
Environmental culture (*IV1*)	0.957	4
Eco-orientation (*IV2*)	0.945	4
Green promotion (*IV3*)	0.923	4
Green innovation (*IV4*)	0.919	4
Corporate social responsibility (*IV5*)	0.931	4
Sustainability development firm's performance (*DV*)	0.955	4
Value of model/all variable	*Cronbach's coefficient alpha*	*Number of variables*
All mean IV and DV	0.994	6

Source: Result from this research

The values of correlation coefficients were classified by each independent variables according to *EC* (a = 0.957), *eco-orientation* (a = 0.945), *GP* (a = 0.923), *GI* (a = 0.919) and finally *CSR* (a = 0.931). The researchers can conclude that the value of coefficients 'a' indicates a tough relationship according to Table 4. Additionally, a Cronbach coefficient alpha to a dependent variable indicates the good internal consistency of the variable. The green marketing strategies in order to increase sustainability development firm's performance to green economy has a value of a = 0.955. A value of a = 0.994 is applied to the total model. Therefore, because all variables (overall model values) exceed a = 0.9, the result indication is very strong and satisfactorily internal consistency, and it is easy to see that both rise together in the same direction known as strongly positive correlation of association.

7.3 KMO and Bartlett's test in concepts identified

The Kaiser-Meyer-Olkin (KMO) and measure of sampling adequacy (MSA) must surpass 0.5 in order to be accepted. The statistics for KMO-MSA range from 0 to 1 (Hair et al., 2013). Kaiser (1974) suggests that values above 0.50 be regarded as scarcely accepted. The values between 0.50 and 0.70 are good or average; the values between 0.70 and 0.80 are good, the values between 0.80 and 0.90 are excellent, and the values over 0.90 are outstanding (Egbert and Staples, 2019).

Table 5 KMO and Bartlett's test in concepts identified

Kaiser-Meyer-Olkin measure of sampling adequacy		0.977
Bartlett's test of sphericity	Approx. chi-square	13,315.728
	df	190
	Sig.	0.000

Source: Result from this research

The KMO-MSA value was stated to be 0.977 in Table 5 of the EFA analysis and the Bartlett sphericity test x_2 (df = 190) was reported with a significant p value of less than 0.000 ($p < 0.000$). Hoque and Awang (2016) stated that KMO-MSA indicates an acceptable value at high contribution values from 0.80 to 0.90. In this analysis, therefore, it is shown that KMO-MSA (0.977) value is an appropriate amount for superb of excellent performance. The sample size of the study is 400 respondents. Hair et al. (2013) stated that for samples of size 400 the important *factor loading* is *0.35*. Therefore, the five variable components are:

1 environmental culture

2 eco-orientation

3 green promotion

4 green innovation

5 CSR, have been reported as a contribution of 0.977 or 97.7% in this study.

Table 6 Measurement model evaluation

Construct of factors/component	*Items*	*Communality values*	*Mean*	*Standard deviation*
Environmental culture (IV1)	EC1	0.955	4.89	0.405
	EC2	0.945	4.92	0.336
	EC3	0.944	4.89	0.415
	EC4	0.937	4.90	0.347
Eco-orientation (IV2)	ECO1	0.930	4.88	0.422
	ECO2	0.929	4.90	0.357
	ECO3	0.927	4.88	0.415
	ECO4	0.922	4.90	0.362
Green promotion (IV3)	GP1	0.916	4.88	0.425
	GP2	0.909	4.89	0.376
	GP3	0.905	4.87	0.428
	GP4	0.903	4.87	0.348
Green innovation (IV4)	GI1	0.896	4.87	0.447
	GI2	0.895	4.91	0.368
	GI3	0.885	4.85	0.424
	GI4	0.885	4.89	0.365
Corporate social responsibility (IV5)	CSR1	0.880	4.84	0.453
	CSR2	0.858	4.91	0.348
	CSR3	0.851	4.89	0.413
	CSR4	0.819	4.90	0.360

Source: Result from this research

7.4 Summary exploratory factor analysis final result

Table 6 illustrated a total of 25 items of all five components of factors variable were clearly extracted at the 'factor loading' value 0.35 from factor analysis to gain the significant results in the up coming test. The communalities value should be bigger than 0.40 to be considered accepted, believed and stayed for further analysis (also written by Hoque and Awang, 2016). Since the value of communalities are higher than 0.40, individual item reliability and correlation was acceptable in tolerated. From Hair et al. (2013) also indicated that the significantly of positive factor loading for sample size of 400 is 0.35. The sample size of this study is 400 samples of respondents. As shown in Table 6, all communality values above 0.40 indicate that all questions (all items) in this study are adequate and worth for further analysing.

7.5 Factors driver towards sustainability development firm's performance

Table 7 provides statistical descriptive between the factors functioning as independent variables and the sustainability development firm's performance to green economy as a dependent variable in this research. The main factor was *EC* with a mean score of 4.8987 keep on by *eco-orientation* (*ECO*) with mean score 4.8881. Followed up by *CSR* as well as mean score 4.8819, *GP* 4.8794, as well as *GI* 4.8750. Dependent variable was the *sustainability development firm's performance*, with an average mean score of 4.8956, as preparation to improve efficiency of their performance to confront green economy in the future.

Table 7 Descriptive statistics of all variable

Variable	*Code*	*Mean*	*Standard deviation*
Environmental culture *IV1*	EC	4.8987	0.35541
Eco-orientation *IV2*	ECO	4.8881	0.36163
Green promotion *IV3*	GP	4.8794	0.35617
Green innovation *IV4*	GI	4.8750	0.36101
Corporate social responsibility *IV5*	CSR	4.8819	0.36007
Sustainability development firm's performance *DV*	SDFP	4.8956	0.35736

Source: Result from this research

Predicting sustainability development firm's performance, constructions could develop a positive impact on business's performance towards green economy, which were include:

1 environmental culture (Fraj et al., 2011)

2 eco-orientation (Kumar, 2015)

3 green promotion (Hasan and Ali, 2015)

4 green innovation (Hasan and Ali, 2015)

5 corporate social responsibility (Rashid et al., 2014).

From the above findings, the researcher concludes that all factors of independent variables can predict that firm's performance through green marketing strategies will sustainable their growth in the multiplex industry to face green economy, in addition

to providing and preserving the atmospheric environment for the future of the next generation.

7.6 Pearson product moment correlation coefficient

Pearson's correaction is typically used to measure the strength between variables in terms of '*r*' values, with full name Pearson product moment correlation coefficient (PMCC) (Saunders et al., 2015). These results are consumed to explain the power and route of the association among the variables. The criteria for the interpretation of the strength of the associations given for in Hair et al. (2013) were: values between 0.80 to 1.0 as very and significant, 0.60 to 0.80 as strong, 0.5–0.80 values as small or moderate, 0.20–0.40 values showed weak and 0.00 to 0.20 values implies that no values are significant.

The highest level of correlation (Table 8) is *EC* (as green marketing strategy) and sustainability development film's performance was 0.970, with a strong relationship of '*r*'. In accordance with $p = 0.000$, which means less than 0.01 (significant level). A strong link of the second highest level of correlation is an *eco-orientation* (green marketing strategy) towards the sustainability development firm's performance with $r = 0.970$ values. For $p = 0.000$, the 0.01 level is less (less than 0.01 significant level). The third and fourth most correlating rates were $r = 0.970$ (*CSR* and sustainability development firm's performance) and $r = 0.964$ (*GP* and sustainability development firm's performance). Lastly, *GI* as green marketing strategy, are the fifth most correlate towards sustainability development firm's performance with $r = 0.960$. The correlation values are high and strong, respectively. The researchers rejected the all null hypothesis (*all* H_0 *denied*) because of the $p = 0.000$ values at a significant level and concluded that a vital connection between them as green marketing strategies toward firm's performance to sustainable their development in green economy in the future.

Table 8 Pearson's product moment correlation coefficient (PMCC)

Variables	*IV1*	*IV2*	*IV3*	*IV4*	*IV5*	*DV*
EC (*IV1*)	1	0.96**	0.953**	0.955**	0.960**	0.970**
ECO (*IV2*)	0.962**	1	0.966**	0.962**	0.966**	0.970**
GP (*IV3*)	0.953**	0.966**	1	0.964**	0.962**	0.964**
GI (*IV4*)	0.955**	0.962**	0.964**	1	0.963**	0.960**
CSR (*IV5*)	0.960**	0.966**	0.962**	0.963**	1	0.970**
SDFP (*DV*)	0.970**	0.970**	0.964**	0.960**	0.970**	1

Notes: N = 400 respondents.

**Correlation is significant at the 0.01 level (2-tailed).

Source: Result from this research

GP and CSR were the strongest correlation of independent variable factors. In a strong correlation, they had a value of $r = 0.966$ because the $p = 0.000$ value was less than 0.01 (at 0.01 significant level). However, $r = 0.953$ (EC and GP) is the lowest correlation level between independent variables, but still is related to strong moderate interaction ($p = 0.000$ is significant at 0.01 level). On the analysis of the findings (Table 8), the researchers found that the higher and lower Pearson correlation between $r = 0.970$ and $r = 0.953$ was significantly associated between each independent variables with all values

of $p = 0.000$ significant at 0.01 ($p = 000$ less than 0.01 significant level). Therefore, the whole null hypothesis (H_0) should be dismissed and rejected.

7.7 Multiple linear regression

The *ANOVA* statistical technique was used before multiple analyses of regression to assess the significance of this model in predicting green marketing strategies towards sustainability development firm's performance to green economy. According to Table 9, a considerable of significant 1% rate of meaning was reported ($p = 0.000$, because the p value is less than 0.01 significant level). It may be concluded that there is enough proof that there are significant differences between at least one of the independent variables and a dependent variable. The higher the value of the F-ratio, the greater is the variance in the dependent variable associated with the independent variables. Since the value of the F-ratio is 2,278.426 and significant $p = 0.000$ is less than 0.01 at significant level, the statistic implying (*variation of significant*) of the dependent variable might be calculated by all five variables of factors in this analysis.

Table 9 ANOVA[a] results

Model		*Sum of squares*	*df*	*Mean square*	*F*	*Sig.*
1	Regression	49.251	5	9.850	2,278.426	0.000[b]
	Residual	1.703	394	0.004		
	Total	50.955	399			

Notes: [a]Dependent variable: sustainability development firm's performance.
[b]Predictors: (constant), corporate social responsibility, environmental culture, green promotion, green innovation and eco-orientation.

Source: Result from this research

Table 10 Model summary[b]

Model	*R*	*R square*	*Adjusted R square*	*Std. error of the estimate*	*Durbin-Watson*
1	0.983[a]	0.967	0.966	0.06575	2.036

Notes: [a]Predictors: (constant), corporate social responsibility, environmental culture, green promotion, green innovation and eco-orientation.
[b]Dependent variable: sustainability development firm's performance.

Source: Result from this research

The coefficients for multiple determination are 0.967 (R^2) based on Table 10; therefore all independent variables (y = dependent variable) are (x_1) clarified by sustainability development firm's performance at some 96.7 %, even though it is not possible to clarify 3.3% of this variance. The prediction of the regression equation is very beneficial as the value R^2 is close 1. The value of Durbin-Watson is relatively normal from 1.5 to 2.5 when working with the rule. From the result in Table 10, we can conclude that value 2.036 of Durbin-Watson shows normal value. Consequently, the R^2 values of 96.7% (0.967 of proportions) based on Table 10, are substantially higher because they exceed 0.75 [as suggestion and recommendations by Hair et al. (2013)]. So conclude, this 96.7% research model contributed to the R^2 of 0.967 study, which in this context is important and relevant.

Table 11 Coefficients[a] analysis of factors

Model	*Unstandardised coefficients*		*Standardised coefficients*	*t*	*Sig.*	*Collinearity statistics*	
	B	*Std. error*	*Beta*			*Tolerance*	*VIF*
(Constant)	0.031	0.046		0.676	0.500		
Environmental culture (*IV1*)	0.322	0.039	0.320	8.253	0.000	0.056	17.709
Eco-orientation (*IV2*)	0.212	0.045	0.214	4.699	0.000	0.041	24.499
Green promotion (*IV3*)	0.162	0.043	0.161	3.770	0.000	0.046	21.536
Green innovation (*IV4*)	0.041	0.042	0.041	0.981	0.327	0.048	20.721
Corporate social responsibility (*IV5*)	0.259	0.044	0.261	5.946	0.000	0.044	22.778

Note: [a]Dependent variable: sustainability development firm's performance.

Source: Result from this research

Regression equation:

$$\textbf{\textit{Entrepreneurs behavioural intentions}} = 0.031 + (0.322)\textit{Environmental culture} + (0.212)\textit{Eco-orientation} + (0.162)\textit{Green promotion} + (0.041)\textit{Green innovation} + (0.259)\textit{Corporate social responsibility}$$

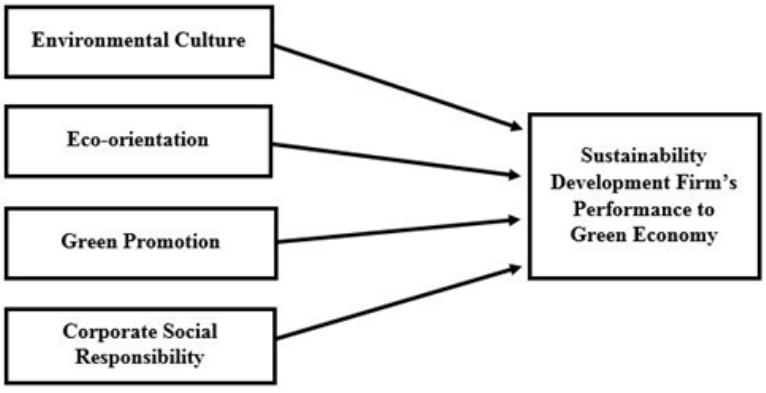
The output in Table 11 provides a coefficient analysis of the green marketing strategies towards sustainability development firm's performance as arrangement to face green economy. The beta function of the standard coefficients of 0.031 + (0.322)*Environmental culture* + (0.212)*Eco-orientation* + (0.162)*Green promotion* + (0.041)*Green innovation* + (0.259)*Corporate social responsibility*; is used for regression equations. We are looking at the size of tolerance value and VIF value in order to evaluate the multicollinearity in this research. The small number of tolerances means that the colinearity is missing or inversely. In this case, tolerance level of values is 0.056, 0.041, 0.046, 0.048 and 0.044, respectively, for EC, eco-orientation, GP, GI and CSR. In comparison, VIF values are 17.709 for EC, and then eco-orientation (24.499), GP (21.536), GI (20.721) and CSR (22.778). As the tolerance is substantially higher than 0.10 and the VIF value is much more than 10 (VIF > 10), researchers concluded that multicollinearity is *not an issue* among the independent variables.

The unstandardised coefficients of EC of the equation in Table 11 is 0.322. This means that the EC is rising with a value of 0.322 for each unit increase in each factor. Beta is of $\beta = 0.320$ with a *t*-value of 8.253 for the standardised coefficient. This '*p*' value is appropriate significantly where $p = 0.000$ where $p < 0.01$ (less than 0.01 at significant level), indicating the non-accepted null hypothesis (*need to reject* H_0). Furthermore, the unstandardised of eco-orientation coefficient is 0.212. It means an increase in family support with a value of 0.212 for each unit increase in each element of factor. The standardised beta coefficient is $\beta = 0.214$ and the *t*-value is 4.699. The *p* value of the eco-orientation variable is important if $p = 0.000$ is where '*p*' less than 0.01 ($p < 0.01$ at significant level) means that the researcher *dismisses the null hypothesis* or in other words the researcher must *reject the null hypothesis* H_0. Third, the GP unstandardised coefficient is 0.162. This means that the GP with a value of 0.162 is

increased for each unit increase in each factor. The standardised beta coefficient is $\beta = 0.161$, and the *t*-value is 3.770. The '*p*' value of variable GP is significant when the $p = 0.000$, and $p < 0.01$ (significantly level 1%) imply that the researcher *rejects a null hypothesis* (H_0).

Fourth, the GI unstandardised coefficient is 0.041. This means that the feasibility with a value of 0.041 is increased for each unit increase in each factor. The standardised beta coefficient is $\beta = 0.041$, and the *t*-value is 0.981. The '*p*' value of variable GI is not significant when the $p = 0.327$, and p more than 0.01 (at significant level 1%) imply that the researcher *accepted a null hypothesis* (*received* H_0). Finally, the CSR unstandardised coefficient is 0.259. It means that CSR with a value of 0.259 is increased for each unit rise in each variable. The standardised beta value of coefficients is $\beta = 0.261$, for a *t*-value of 5.946. The government support factor's '*p*' value is significant with $p = 0.000$, if '*p*' is below 0.01 (significant at 0.01 level), so that the *null hypothesis should be rejected* (H_0 *is not accepted*).

Figure 2 Confirmed extended model for green marketing strategies for sustainability development of firm's performance in Malaysia, for green economy (*sustainability development firm's performance model*)



In short, the study found all four of the five indicators factor of high forms markings in this segment for strengthen sustainability development firm's performance to face green economy, which is:

1 environmental culture

2 eco-orientation

3 green promotion

4 corporate social responsibility.

Figure 2 shows the extended model of green marketing strategies towards sustainability development firm's performance to green economy, are evaluated and confirmed.

7.8 Findings of hypothesis testing

Last but not least, the study conducted here showed that all of four (as Table 12 and Figure 2), that four of the variable indicators with a high degree of shape marking on the

green marketing strategies towards sustainability development firm's performance to preparation face for upcoming green economy that vital for the next generation to good living were unrestrictedly verified (confirmed with unlimited).

Table 12 Summary of testing the hypothesis

Hypothesis	*Results*	*Level*	*Value β*	*Sig. (0.01)*
H_1	Supported	First	0.320	0.000
H_2	Supported	Third	0.214	0.000
H_3	Supported	Fourth	0.161	0.000
H_4	Not supported	Fifth	0.041	0.327
H_5	Supported	Second	0.261	0.000

Source: Result from this research

8 Conclusions

The main objective of the study, shortly, was to evaluate and to validate a new extended model by the factors that have directly effects on green marketing strategies towards sustainability development firm's performance to green economy (*sustainability development firm's performance model*). This latest, the authorise a new extended approach also helps it to meet some of the country's ambitions by developing a preliminary way to implement and shape the sustainable the firm's performance for achievement the ambition towards green economy in the future. Based on the results stated at above sections, the predicted factors have a positive impact on firm's performance with the role of green marketing strategies as factor that giving push positive impact on human and environment advantages.

For generalising the results of this study, certain limitations must be considered. One limitation of the study is that the theories are checking and confirming hypotheses through the questionnaire and a cross-section of the experiment in nature. Therefore, the approach limited the ability to claim causality in the relations between the variables. To order to provide exact results, a longitudinal analysis should be carried out that explores the relation over a long period of time. Further than this scope of green marketing, previous research suggests that tactical activities (for examples: recycled materials use, green price policies) offer managers flexibility in:

1 improving green brand images of their company in the short-term

2 adapting their green marketing strategy to environmental changes external and internal.

Therefore, we also encourage future studies to explore the moderating effects on the green marketing strategies/performance relationship that can play a 'finishing' role in the core long-term green marketing strategies for such tactical, short-term green practices. Future studies should also contain the agreed, overarching, objective measure of environmental performance (for example, detailed life cycles analyses) to identify where the most material environmental effects occur, and to enable comparisons of the benefits of the green marine environment to be drawn. The objective is to reduce the environmental effects for the organisation. As marketing researchers, we are always

interested in finding out whether a greener marketing strategy pays off in business terms but the nature preservation for the better future of future generations should remain our main motive in this field.

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