

## THE ROLE OF GREEN MARKETING IN ACHIEVING SUSTAINABLE COMPETITIVE ADVANTAGE: A THEORETICAL STUDY

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### Abstract

This study conceptually examines the role of green marketing activities in providing sustainable competitive advantage. First, the concepts of competition and sustainable competition are discussed, then green marketing is defined and its components (product, price, distribution, promotion) are elaborated. The benefits of green marketing for businesses are evaluated in the light of various empirical studies in the literature. How green marketing strategies can affect business performance and competitiveness is discussed, and how these strategies should be integrated with environmentally friendly approaches is emphasized. In conclusion, in order for businesses to gain sustainable competitive advantage, they need to adopt green marketing activities and manage these activities with a strategic approach. It has been observed that green marketing practices make significant contributions both financially and strategically in increasing the competitive performance of businesses.

**Keywords:** Green marketing, competition, sustainability, sustainable competition

**Jel Classification** : M31, M20,

## SÜRDÜRÜLEBİLİR REKABET AVANTAJI ELDE ETMEDE YEŞİL PAZARLAMANIN ROLÜ: TEORİK BİR ÇALIŞMA

### Öz

Bu çalışma, yeşil pazarlama faaliyetlerinin sürdürülebilir rekabet avantajı sağlamadaki rolünü kavramsal olarak incelemektedir. Öncelikle rekabet ve sürdürülebilir rekabet kavramları ele alınmakta, ardından yeşil pazarlama tanımlanmakta ve bileşenleri (ürün, fiyat, dağıtım, tutundurma) detaylandırılmaktadır. Yeşil pazarlamanın işletmeler için faydaları literatürdeki çeşitli ampirik çalışmalar ışığında değerlendirilmektedir. Yeşil pazarlama stratejilerinin işletme performansını ve rekabet gücünü nasıl etkileyebileceği tartışılmakta ve bu stratejilerin çevre dostu yaklaşımlarla nasıl bütünleştirilmesi gerektiği vurgulanmaktadır. Sonuç olarak, işletmelerin sürdürülebilir

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rekabet avantajı elde edebilmeleri için yeşil pazarlama faaliyetlerini benimsemeleri ve bu faaliyetleri stratejik bir yaklaşımla yönetmeleri gerekmektedir. Yeşil pazarlama uygulamalarının işletmelerin rekabet performansını artırmada hem finansal hem de stratejik olarak önemli katkılar sağladığı görülmüştür.

**Anahtar Kelimeler:** Yeşil pazarlama, rekabet, sürdürülebilirlik, sürdürülebilir rekabet

**Jel Kodları** : M31, M20

## **INTRODUCTION**

The increasing liberalization tendencies of countries under the influence of globalization have led to significant changes in world trade and money flows. It is observed that innovations in all technological fields, especially in information technologies, have played an important role in this transformation. These innovations have contributed to the reshaping of the economic system by enabling producers and consumers at the micro and macro levels to eliminate the boundaries of time and space. Today, all economic actors, regardless of whether they are consumers or producers, have the opportunity to access the resources they can maximize their profits, regardless of geographical borders. Moreover, the cost of this access is almost negligible (Cairncross, 2001; Bhagwati, 2004; Friedman, 2007; Acemoglu & Robinson, 2012; Brynjolfsson & McAfee, 2014).

Environment is defined as the physical, biological, social, economic and cultural environment in which human life and all other living things interact during their lives. In general terms, the environment is the whole of the elements that enable living things to live and develop. According to an alternative definition, the environment is recognized as an environment in which living things on earth are connected to each other by vital bonds and interact with various factors. This dynamic relationship between humans and the environment is shaped in the context of the socio-cultural structure of societies (Akdeniz Ar and Tokol, 2010: 3). The definition of environmental factors, the sustainability of the environment and the way they are handled within the scope of social responsibility are interpreted in different ways. In this context, the concept of sustainability points to a universal understanding as an effort to ensure the continuity of components such as environment, society and economy within each other, while the concept of social responsibility is generally considered as an obligation attributed to businesses in solving the problems arising between these components (Dilek, 2012: 3).

Looking at the historical development of the marketing approach, it is seen that businesses have evolved from a product-oriented process to a consumer-oriented process. While the understanding of “I sell what I produce” was dominant in the period from the early 1900s to 1930, the philosophy of “every supply creates its own demand” dominated the marketing approach in the 1930-1950 period (Dilek, 2012; Akçadağ, 2019).

The aim of this study is to provide information within the framework of the concept of sustainable competition and to emphasize the importance and advantages of creating sustainable competitive advantage. In addition, this study aims to provide basic information about the concept of green marketing, to elaborate on the green marketing mix and finally, to emphasize the importance of green marketing in achieving sustainable competitive advantage.

## LITERATURE REVIEW

Within the scope of this study, the literature was reviewed and first of all, the studies on green marketing were evaluated. Then, the concepts of green marketing and sustainable competition were evaluated in the context of the studies conducted in the literature. The studies examined as a result of the literature review are shown in Table 1 below.

**Table 1:** Studies Obtained as a Result of Literature Review

Authors	Title of the Study	Type of Study
Aghlmand et al. (2022)	Implementation of green marketing frameworks based on conceptual system designing by integration of PESTLE, classical Delphi and MCDM modeling	Research Article
Malinauskaite (2022)	Competition Law and Sustainability: EU and National Perspectives	Research Article
Taşer and Çelebi (2022)	Konaklama İşletmelerinde Yeşil Pazarlama Faaliyetlerinin Tüketicilerin Satın Alma Davranışlarına Etkisi: Arus Otel Örneği	Research Article
Zengin and Aksoy (2021)	Sürdürülebilir Kalkınma Anlayışının Yeşil Pazarlama ve Yeşil Finans Açısından Değerlendirilmesi	Research Article
Akçadağ and Ellibeş (2020)	Determining The Attitudes of Store Managers for Green Marketing Mix: Kocaeli Shopping Center Application	Conference Proceedings
Berk and Celep (2020)	Konaklama İşletmelerinde Yeşil Pazarlama Faaliyetlerinin Tüketicilerin Satın Alma Davranışlarına Etkisi, Konya İli Örneği	Research Article
Gedik (2020)	Yeşil Pazarlama Stratejileri ve İşletmelerin Amaçlarına Etkisi	Research Article
Akçadağ (2019)	Yeşil Pazarlama Stratejilerinin Algılanan İşletme Performansı Üzerindeki Etkisi: İmalat İşletmelerinde Bir Uygulama	Conference Proceedings
Akif and Hamşioğlu (2018)	Kurumsal Sosyal Sorumluluk, Çevresel Yönlülük, Yeşil Pazar Yönlülük ve Performans Arasındaki İlişkileri Belirlemeye Yönelik Bir Araştırma	Book Chapter
Kurtuluş (2018)	Sürdürülebilir Rekabet Üstünlüğü Elde Etmede Yeşil Pazarlama Faaliyetlerinin Önemi ve Gıda Sektöründe Uygulanması	Master Thesis
Murthy (2018)	Green Management: Path To Sustainability & Corporate Competence	Conference Proceedings
EğİN et al. (2018)	Sürdürülebilir Rekabet Üstünlüğü Sağlamada Yeşil Temel Yeteneğin Rolü	Research Article

Kasliwal & Agarwal (2016)	Green Marketing Initiatives and Sustainable Issues in Hotel Industry	Book Chapter
Kearney (2014)	The new rules of green marketing: strategies, tools, and inspiration for sustainable branding	Research Article
Koçak (2012)	Sürdürülebilir Rekabet İçin Pazarlamayı Yeniden Düşünmek	Research Article
Ottman (2017)	The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding	Book

If Table 1 and the studies in the literature are examined; Aghlmand (2022) examined the possible roles of green marketing for consumer goods in Iran. According to the findings obtained by using PESTLE analysis, Delphi method and scenario building techniques, it is vital to create inter-organizational databases within the scope of green marketing activities. Murthy (2018) discussed the reasons why green practices are preferred. According to the results he obtained, green practices are mostly preferred because human nature is focused on development. At the same time, the researcher also stated that the pollution experienced is effective enough to turn people into green anarchists. Kasliwal & Agarwal (2016) addressed the opportunities and challenges experienced during the implementation of green practices and activities in their study. Accordingly, in their study on the hospitality sector, they revealed that the most challenging process is to adopt green products and services to consumers. They suggested that the solution to this problem is to increase the awareness of customers within the scope of green activities. Akif and Hamşioğlu (2018) compared green market orientation with corporate social responsibility, environmental orientation and marketing performance in their study. In the research conducted within the scope of SMEs operating in Ankara province, it was revealed that green market orientation has a positive significant effect on corporate social responsibility, environmental orientation and marketing performance. Accordingly, it can be concluded that green activities in firms are affected by concepts such as social responsibility, environmental orientation and marketing performance. Berk and Celep (2020) examined green activities through consumer purchasing behaviors in their study. In the study conducted on green star hotels operating in Konya province, it was revealed that green marketing activities have a positive effect on consumers' purchasing behavior. Again, Taşer and Çelebi (2022), in a way that proves this situation, stated that green marketing activities of green star certified hotels have an effect on the purchasing behavior of consumers. Akçadağ (2019) examined the effect of green marketing strategies on perceived business performance. Accordingly, as a result of the scale study they conducted on manufacturing enterprises operating in Sivas province, they revealed that there is a significant relationship between green marketing strategies and perceived business performance. In his study, Gedik (2020) investigated whether there are significant differences between the environmental strategies of enterprises and green marketing practices, environmental protection efforts, green marketing mix elements, environmental responsibilities and customer relations. He also examined the relationship between the strategies implemented within the scope of green

marketing and the environmental regulations of the state, suppliers/stakeholders and business objectives. As a result, he proved the accuracy of both difference analysis and relationship analysis. Ottman (2017) confirmed that green marketing strategies can influence the purchasing sensitivity of both businesses and consumers through environmental factors (government officials, media, educators and even celebrities). Considering all the studies reviewed, it is a distinct possibility that green marketing and other green activities will become more and more important.

Koçak (2012), while talking about the importance of competition in his study, stated that the consumer need is not only about product development and supply, but that the whole process is bidirectional. Accordingly, it is inevitable that competition will be more intense in marketing than in the past. It is important to evaluate the effects of sustainability and green activities, which have recently become more popular, in the competitive environment. Accordingly, Malinauskaite (2022) on sustainable competition examined the interaction between competition law and sustainability in the EU based on climate change issues. As a result, although the European Commission seems to signal its intention towards more sustainability-friendly competition principles, it does not have a clearly stated position on this issue. Eğin et al. (2017) evaluated the concept of green core competence, which has been little studied in the literature, in terms of sustainable competitive advantage. As a result of the evaluation, they determined that it would be strategically important for businesses that want to achieve competitive advantage to develop their green core competencies. As sustainable competition is now a constant part of businesses, the relationship between this concept and green activities, especially green marketing, is becoming more and more important. In this context, Zengin and Aksoy (2021) explained the concepts of green marketing and green finance within the scope of sustainability and developed implementation recommendations for Turkey. As a result, they argue that the public and private sectors should act together for the adoption of the green economy. In his study, Kearney (2014) found that sustainable brands are important elements in terms of competition. Akçadağ and Ellibeş (2020) examined the attitudes of store managers towards the green marketing mix based on the concept of sustainable competition through demographic variables. As a result of the analyzes conducted within the scope of the stores operating in Kocaeli province, it was revealed that the attitudes of the managers towards the green marketing mix were affected by demographic variables. Kurtuluş (2018) investigated the importance of green marketing activities in gaining superiority in the context of sustainable competition. As a result, he revealed that green marketing activities affect sustainable competition with the scale applied to individuals working in a middle or senior level position in 91 food enterprises included in the ISO 500 list in 2015.

As a result of the literature review, it was observed that there is no current theoretical study discussing the impact of green marketing on sustainable competitive advantage. With this study, the two concepts were discussed through current scientific sources. The study is unique in this respect. In today's

world, businesses produce products and services in line with the unlimited demands and demands of the human factor due to the continuous increase in population as well as environmental factors. Depending on this situation, competition between businesses is inevitable. When all these factors are considered together, it draws attention that green marketing is important in providing sustainable competitive advantage. This study shows that green marketing mix processes in the products and services of enterprises have an important benefit when considered within the scope of environmental factors.

## **1. SUSTAINABLE COMPETITIVE ADVANTAGE**

The Turkish Language Association defines the concept of competition as “Competition, contest, race between people pursuing the same goal” (TDK, 1988). In economic terms, competition is defined by the Competition Authority as “the competition between suppliers in a market to increase their sales of goods and services and thus their profits by gaining more buyers”. This definition is included in Article 3 of the Law No. 4054 on the Protection of Competition (Competition Authority, 2010). Competition is a process that forms the basis for improvement, continuous change and innovation in all areas of societies, whether political, social, cultural, ethical or economic. Indeed, competition, as a fundamental element for an effectively functioning market system, functions as a mechanism to ensure social justice and economic efficiency while protecting the independent decisions and self-interests of market actors (Porter, 1990).

Competitive advantage is an advantage that is not yet fully formed and needs to be developed. For economic actors, the sustainability of this advantage depends on the integration of all efforts with fully rational policies and a conscious system approach (Altuntuğ, 2007: 146).

Sustainable Competitive Advantage (SCA) is one of the most frequently used concepts in the field of competitive strategic management and is of great importance as it reflects contemporary strategic management thinking. At the core of modern strategic management thinking is the idea that “strategy aims to improve the long-term performance of the business, and for this purpose, the business needs to achieve SRU”. Although the concept of SRM is closely related to and complementary to the concept of “competitive advantage (RU)”, the sustainability of superiority has received more attention and importance in the strategy literature than the creation of superiority. However, despite the importance of the concept of SRU, attempts to provide a clear definition of this concept have been limited. In this context, there is uncertainty about what exactly sustainability means. Especially after the 1980s, strategy writers have frequently referred to economic theories to support their views on SRM. While there is a broad consensus within economic theories on RS, this is not the case for SRM, leading to confusion about its economic foundations (Hossain et al., 2022; Al-Shammari, 2023; Zhang & Liang, 2023).

In today's world, businesses cannot achieve competitive advantage only by making their activities or business processes more efficient; instead, they need to pursue a different and unique competitive path from their competitors. In this context, Porter states that businesses can gain competitive advantage through strategic positioning. The basis of strategic positioning is that an enterprise performs different activities from its competitors or uses different methods for similar activities (Porter, 2000).

## **2. GREEN MARKETING**

Marketing can be defined as the process of interaction between at least two parties, and this process includes the business activities that enable products to reach from producers to consumers. The foundations of the relationship between the environment and marketing began to be laid in the early 1960s. In the 1970s, consumers who grasped the importance of environmentalism developed awareness of environmental issues and began to change their product preferences in favor of products that do not harm the environment (Akdeniz Ar and Tokol, 2010: 55).

While conventional marketing focuses on meeting consumer needs and producing products accordingly, green marketing stands out as a field that develops more complex strategies by taking environmental concerns into consideration. Green marketing develops various strategies depending on how environmentally friendly products are defined and aims to attract the attention of consumers with these strategies (Üstünay, 2008: 74).

While the objectives of conventional marketing are limited to ensuring customer satisfaction and achieving business objectives, green marketing aims to minimize environmental damage in addition to these objectives (Anusha, 2024). In terms of business responsibility, while the classical marketing model generally carries economic responsibility, social responsibility is at the forefront in green marketing (Kaur & Gupta, 2024). The marketing decisions of businesses that adopt the classical marketing model are generally limited to the process from the production stage of the product to the moment of consumption. However, the green marketing model extends this process to post-consumption. The concept of green marketing was first brought to the agenda in 1975 at a seminar called "Ecological Marketing" organized by the American Marketing Association. In this seminar, green marketing was defined as a marketing discipline that examines the positive and negative aspects of pollution reduction, energy consumption and resource utilization (Al-Shammari, 2023).

Today, green marketing is defined as the whole of environmentally friendly marketing activities in order to meet the wants and needs of consumers (Yücel & Ekmekçiler, 2008: 327). According to another definition, green marketing is the fulfillment of consumers' wants and needs with the least damage to the environment (Polonsky, 1994: 3). In the light of these definitions, with the widespread

use of green marketing, the environmental awareness of consumers has led businesses to produce environmentally friendly products.

### **2.1. Reasons for Using Green Marketing Practices**

Under intense competitive conditions, businesses can both meet consumer needs and gain an advantage over their competitors by producing environmentally friendly products. While the use of environment-based marketing practices offers businesses the opportunity to make a difference in the market, this process can also contribute to the growth and development of businesses (Topuz, 2016: 14). There are many reasons for businesses to adopt green marketing practices.

According to Polonsky (1994: 3), these reasons are as follows:

- Businesses see green marketing as a strategic opportunity that they can use to achieve their goals.
- Businesses believe that they have a moral obligation to fulfill their social responsibilities.
- Government agencies force businesses to act more responsibly.
- Environmental activities of competitors encourage other businesses to produce environmentally friendly products.
- Waste management costs and reductions in vehicle use force businesses to reorganize their operations.

### **2.2. Green Marketing Mix**

When implementing green marketing strategies, businesses should identify their target audience and create a marketing mix that meets the needs of this audience (Türk & Gök, 2010: 204). While today's businesses want to display an environmentally sensitive profile, they also consider profitability. However, some businesses have not been able to sustain their efforts towards green practices. Trying to appear sensitive to environmental problems, these businesses have caused consumers to be skeptical about green marketing strategies. Environmentally friendly businesses that want to benefit in the long run are aware of the importance of implementing green marketing at the corporate level (Polonsky & Rosenberger III, 2001: 21). Businesses that adopt such strategic advantages can achieve sustainable competitive advantage and take important steps towards becoming the business of the future by reflecting this change in their corporate culture.

#### **2.2.1. Green Product**

Green products are environmentally friendly products that can be recycled and reused at the end of their useful life. These products should be environmentally friendly, chemical-free, durable and recyclable. These products, which are produced using methods and technologies that are not harmful to the environment in production processes, are preferred by businesses due to their long life. In other



words, green products are products that conserve energy resources and protect the environment by minimizing pollution and harmful substances (Ottman et al., 2006: 24). The main features that green products are expected to have are (Günay, 2017: 27):

- It should not jeopardize the life of living things.
- It should not harm the environment from the production and use processes to the disposal process.
- It should not lead to excessive energy consumption.
- Prevent wastes that harm the environment.
- It should not contain substances that can harm the environment and living things.
- The energy consumption of green products also positively affects the quality perception of the products.

According to research, 70% of the environmental damage of a product occurs during the production process (Polonsky & Rosenberger III, 2001: 23). Therefore, environmentally conscious businesses prioritize the use of environmentally friendly products in their production processes. Compared to conventional production processes, environmental impacts are prioritized in green production. Reusability of products from the planning process to production is one of the main goals of green production (Djaadi, 2016: 41). In the tourism sector, green marketing practices encourage the use of green products in hotels through activities such as waste reduction, recycling and reuse. With such practices, water and energy savings are achieved in hotels (Sert, 2017: 15).

### **2.2.2. Green Price**

Pricing is one of the most important issues that businesses focus on during and after the production process of green products. Sector conditions and consumers' sensitivity to green products are effective in determining prices (Dilek, 2012: 14). For example, although the prices of electric vehicles are higher than other vehicles, environmentally conscious consumers are willing to pay this difference. According to a study, 6.6% of American consumers are willing to pay extra for green products, while this rate is 4.5% in China. This shows that American consumers are more environmentally conscious than Chinese consumers (Chan, 2000: 59).

In order for the green pricing strategy to be successful, the following factors should be considered (Djaadi, 2016: 51-52; Turhan, 2010: 60-61):

- The quality of the product should be at a level that meets the expectations of consumers.
- Consumers should be assured that the product is environmentally friendly.
- Green products should be easily understandable by consumers.
- Products should be marketed by developing appropriate marketing strategies.

- Consumers should be informed about recyclable resources and environmental production technologies.
- Consumer awareness about green products should be created.
- The benefits of the products should be explained to the society and individuals in a concrete way.
- Public awareness should be raised about green products.
- Businesses should work with determination on green products and diversify these products.

In green pricing strategy; factors such as the size of the sector, market profit margin, competition, government policies and legal regulations can increase the impact of green pricing on businesses (Topuz, 2016: 20). Considering these factors, businesses can increase their profit margins by reducing their costs in the long run and become more preferable by consumers.

### **2.2.3. Green Promotion**

Promotion is defined as marketing activities in which businesses communicate with their target audience, provide information about their products and convey this information to consumers (Koçarslan, 2015: 58). Promotion activities include marketing components such as individual sales, advertising, sales development and public relations. Businesses use certain promotion tools and techniques to communicate their environmental sensitivity to consumers and to be perceived as a sensitive business. The points that businesses should pay attention to in their promotion activities are as follows (Celiloğlu, 2014: 27):

- Disclosure should only be made about proven environmental issues.
- Emphasize the environmental products and campaigns of businesses.
- They should make effective contributions to the press to take part in the media.

### **2.2.4. Green Distribution**

While conventional distribution systems aim to reduce costs and maximize profits, green distribution systems aim to use the least environmentally damaging methods and practices. Determining distribution channels and modes of transportation, implementing just-in-time production and distribution policies make green distribution a delicate process. Distribution policy requires logistics activities to be organized in a way that causes minimal damage to the environment. These activities include natural resources such as energy and raw material consumption, as well as waste management and environmental pollution. In the tourism sector, the use of filter systems in waste management is an example of the steps taken in green distribution (Djaadi, 2016: 52).

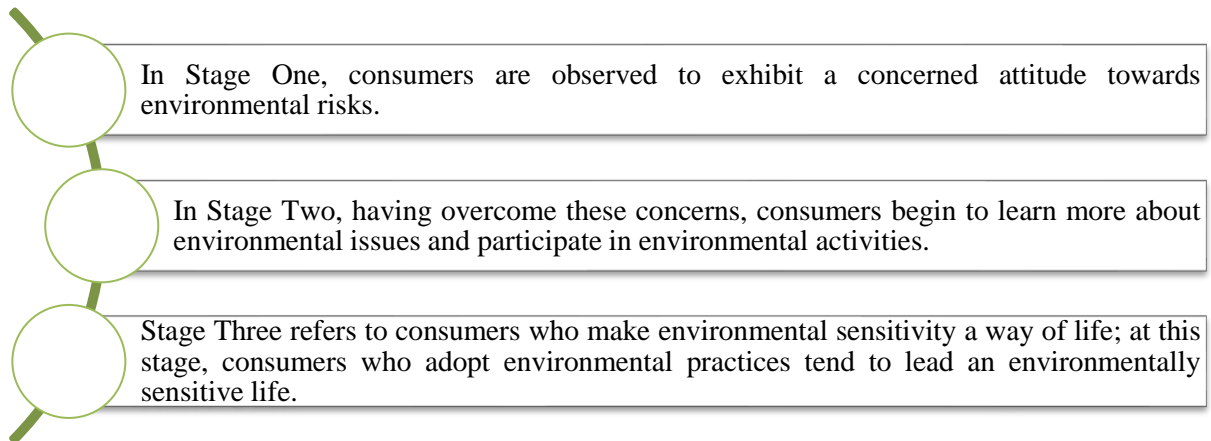
The success of green distribution depends on the integration of green marketing strategies into distribution policies and their adoption by distribution channels. Factors such as the energy used in the distribution process, proximity to consumers, fuel used by the transportation vehicle and packaging affect the performance of green distribution (Erbaşlar, 2012; Şahin et al., 2016). The points to be considered in green distribution are as follows (İriç, 2012: 35):

- Distribution routes should be planned so that vehicles consume the least amount of fuel.
- Environmentally friendly fuels should be used in distribution vehicles.
- Vehicles that cause the least damage to the environment and make less noise should be preferred.
- End-of-life products should be collected in a recyclable way.

### 2.2.5. Green Consumer

Green consumers are individuals who care about environmental sustainability and shape their consumption preferences accordingly. These consumers avoid products that harm the lives of living things, create negative impacts on the environment from production to consumption, require high energy consumption and produce harmful wastes. According to a 1990 study conducted by Roper Watch, consumers' attitudes towards environmental issues are classified in three stages (Aytekin, 2008: 351).

**Figure 1.** Consumers' Attitudes towards Environmental Issues



In general, green consumption starts with consumers gaining environmental awareness in the second stage. Increasing green marketing activities of businesses, pressure from environmentally friendly non-governmental organizations (e.g. Greenpeace) and international environmental agreements such as Kyoto contribute significantly to consumer awareness. In the third stage, individuals who adopt green consumption reshape their lifestyles with a focus on the environment. This stage is possible with consumers' access to accurate and reliable information, quality infrastructure and technological facilities (Dilek, 2012: 16).

It is becoming increasingly important for businesses to reduce costs and develop strategies to increase efficiency by recycling waste materials (Günay, 2017: 13). Developments in information and communication technologies and increasing levels of education increase social awareness and sensitivity, which is reflected in the efforts of businesses to protect their competitiveness and sustainability. By minimizing the use of raw materials, green businesses reduce waste and pollution, which reduces costs and increases the profitability of the business.

The advantages of green marketing for businesses can be summarized as follows (Günay, 2017: 14-15):

**Figure 2.** Advantages of Green Marketing for Businesses



## CONCLUSION

It is possible for businesses to survive despite changing conditions and to sustain both their growth and competitive position in this process by adopting the four different strategies examined in this study. Effective and accurate use of developing technology and digital resources in the areas of product development, customer management, marketing and competition can contribute to the sustainability of businesses by increasing their competitiveness. The alignment of the strategies to be implemented with the competencies of the business will support the success of these strategic activities (Zhang & Liang, 2023).

The search for sustainable competitive advantage has led businesses to develop internal structures that cannot be easily imitated by competitors (Yener and Aykol, 2009: 257). Internal entrepreneurship is the whole of strategic activities carried out within the organization. Intrapreneurship, which refers to

conducting entrepreneurial activities within an existing organization, includes business creation, innovation, strategic renewal and proactive behaviors. Intrapreneurship provides managers with an effective tool to revitalize, renew, innovate and improve business performance. The ability to identify opportunities and adapt to competitive conditions provides businesses with a sustainable source of competitive advantage. In this study, the role of using green marketing activities in businesses in providing sustainable competitive advantage is tried to be explained. In the study, firstly, information about the concept of competition and sustainable competition is given. Then, the concept of green marketing was introduced and necessary definitions were made. Green marketing (product, price, distribution, promotion) mix is explained. Afterwards, it is tried to mention the benefits that will arise from the use of green marketing activities in businesses.

Murthy (2018) stated that human nature is development-oriented and therefore the existence of green practices is inevitable. Accordingly, in the light of the studies examined in the literature, some empirical studies examining the relationship between sustainable competition and green marketing concepts were evaluated. Ottman (2017) mentioned that green marketing strategies can affect the purchasing behavior of businesses and consumers through environmental factors. Berk and Celep (2020) obtained findings supporting this situation with their study. The literature also reveals that green marketing activities affect not only consumers but also the interaction and competition between businesses. Aghlmand (2022) even suggested that this effect can play an important role such as the creation of inter-organizational databases. The fact that green marketing can affect businesses in such a way inevitably reveals that it can also affect business performance. If we examine the studies that support this effect; Akif and Hamşioğlu's (2018) research revealed that green market orientation has positive effects on marketing performance, which shows that green activities affect marketing performance. Akçadağ's (2019) research examined the impact of green marketing strategies on perceived business performance and found a significant relationship between green marketing strategies and perceived business performance.

The performance of businesses affects their ability to resist competition and the degree to which they can achieve sustainable competitive advantage. Especially in today's intense competitive conditions where environmental problems are important, it is difficult for businesses to both carry out green activities and gain sustainable competitive advantage (Kearney, 2014). Therefore, Koçak (2012) states that it is important to evaluate the effects of sustainability and green activities in the competitive environment. Eğin et al. (2017) determined that it is of strategic importance for businesses to develop their green core capabilities in order to gain competitive advantage in evaluating these effects. Accordingly, green marketing, along with all other green capabilities, has a great impact on the smooth achievement of sustainable competition in enterprises (Kurtuluş, 2018).

This study conceptually explains the role of green marketing in achieving sustainable competitive advantage based on the studies in the literature. Within the framework of the findings obtained from the study, it is very important for businesses to include green marketing activities in their current workflows. When we look at the concept of marketing, it is a very broad concept. It starts before production and continues after production. Therefore, in the marketing of products and services of enterprises, pricing, distribution and promotion of the products that they produce by giving importance to criteria such as environmental awareness and ecosystem vitality will contribute both financially and strategically in providing sustainable competitive advantage to enterprises.

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*The Role of Green Marketing in Achieving Sustainable Competitive Advantage: A Theoretical Study*

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