

Green marketing strategies for a sustainable business

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ABSTRACT

Going green is becoming popular, which many are interested in because of several calamities and numerous ailments that people have experienced and encountered, specifically the most dreadful disease of the century; the Covid-19 pandemic drastically changes the consumer's buying behavior. However, only a few businesses practice it because of the absence of knowledge and information, which this study addresses. Bohol Bee Farm, Daou, Dauis, Panglao, Bohol Philippines has a good business model to follow. It is a descriptive case study and purely qualitative. It used a structured open-ended interview guide, and the participants were the management of the company. Data were analyzed using SWOT Analysis and Thematic Analysis. The study revealed that the organization was able to segment, target, and position its products and services well and effectively practice its green marketing mix strategies, which increase business performance. The green marketing strategies, opportunities, and challenges found are the basis for proposed improvements of the existing system and development of the green marketing model worthy to benchmark for startups and budding entrepreneurs.

KEYWORDS: *Green marketing model, marketing mix, positioning, segmentation, targeting, positioning*

1 INTRODUCTION

Technology and globalization have brought innovative products and services, but they also have contributions to adverse environmental and human impacts. Environmental and safety problems emerged as consumers would choose to buy environmentally friendly and sustainable goods not to harm people and the environment. Protection of the environment has its ancient roots in 1,400 BC [1]. A business operating in the conventional "profit, profit, profit" mode is no longer adequate. It must work in many bottom lines to be sustainable. There is a growing trend of going green or

customers buying more for environmentally friendly goods not harmful for humanity and the mother earth [2].

Global warming, hurricanes, typhoons, storm surges, depletion of the ozone layer, and acid rain are environmental concerns and problems people experience. If taken for granted, it would be very harmful to any individual in the world. A historical super typhoon named Haiyan /Yolanda hit the Central Visayas in the Philippines on November 8, 2013, where 6,193 casualties, 28,689 injured, and 1,061 missing [3]. People encounter environmental problems and health problems, as many are suffering from different kinds of ailments. To name a few, they are cancer, diabetes, hypertension, heart ailment, and the most infectious disease in the century named COVID-19, which as of to date August 1, 2020, continues to spread in the entire world, where the death toll climbs to 275,060 and confirms cases of 17,396,943. The Americas is the highest with the confirmed cases of 9,320,330, followed by Europe 3,357,465, South-East Asia 2,072,194, Eastern Mediterranean 1,544,994, and Africa 788,448 [4]. This study would like to minimize the health and environmental problems by practicing the green marketing strategies of an organization.

Green marketing and green distribution have a positive effect on the efficiency of the company's product market. Green pricing and green promotion approach positively influence the return on assets of businesses [5]. Consumers and organizations become more attentive to the climate [6]. Consumers want to buy environmentally friendly, green goods and services that are good for people and the community [7]. The knowledge of green marketing makes people conscious of what to buy. It encourages them to purchase and become loyal customers, which is the source of purchase and become loyal customers. It is the source of information from other customers to buy its green product innovations [8].

Greening the ads are essential, particularly nowadays, when people are always shopping on the internet for their favorite stuff from one store to the next. It enhances the corporate image through green marketing strategies, thereby improving the business performance.

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There is a gradual change of emphasizing the growing value of green marketing for the world of consumer markets. [9]. Green marketing messages would attract and persuade buyers to buy [10]. It is best to build campaigns for green marketing and communication techniques that can further encourage green behavior [11]. Environmental advertising had the most significant impact on consumers [12]. Green goods, price, and customers' willingness to pay, promotion, and channels will be beneficial for businesses to grow [13]. Green marketing affects the purchasing behavior of consumers [14].

Studies have shown the importance of green marketing strategies to increase business performance and sustainability. Green policies help to build goodwill as well as competitive growth [15]. Toyota wanted to position itself as a global green brand through its environmental targets by 2050 for its sustainability [16]. Embracing green-thinking will lead to sustainability in a company [17]. Eco-innovation and service innovation appear to reflect substantial intangible resources that help a company reach long-term targets, competitive advantage, and sustainability. Embracing efficient marketing and communication tools to achieve sustainability [18]. Effective marketing and communication tools to resolve business sustainability [19]. Product branding and corporate integrity strongly influence purchasing intentions [20]. Green branding and eco-innovations very vital in promoting and sustaining green consumers [21].

Related studies indicated that marketing strategies have contributed to the success of an organization. Green marketing has emerged as the ultimate green strategy that can significantly contribute to realizing the triple bottom line of growth and, more broadly, sustainable development in both developed and developing countries [22].

But, they did not refer to how the organization segment, targets, and position its products in people's minds because these are also essential tools that a marketer should consider before leading to the marketing mix offering. The owners or the founders' green entrepreneurial personality must also find it because, as the owner or founder, you are the driver of your organization. In this study, green entrepreneurial nature refers to the green character and values of the entrepreneur, which favor healthy and natural products that are safe for people and the environment. Prior studies did not reference business performance, opportunities, and challenges; thus, this study would like to address them.

The study finds its significance in Kotler and Armstrong's [23] Segmentation, Targeting, Positioning, and Marketing Mix Model. The objectives of the study were to 1. Examine the green marketing strategies of Bohol Bee Farm in terms of segmentation, targeting, positioning, product, price, place, and promotion 2.

Determine the opportunities, challenges, and business performance of the company. 3. Propose improvements in the organization's green marketing strategies, and 4— development of the proposed green marketing model.

2 MATERIALS AND METHODS

Research Design

It is a descriptive case study and is purely qualitative to fully understand, get in-depth research, and get more information using a structured open-ended interview guide. It utilized personal interviews, secondary data, and observation. Researchers got permission from Bohol Bee Farm management before conducting the study. A pre-test was administered to green industry experts to test the legitimacy of the questionnaire. The structured questionnaire was sent first through email to Bohol Bee Farm management to respond to the open-ended questions before leading to Bohol. Then, a personal interview with management will be followed, who will plan to develop their organization's strategies. Collected also were observation and secondary data to understand and get complete information about the company. After reviewing all the data gathered, results were carefully interpreted and analyzed using the SWOT Analysis for proposed improvements of existing strategies and Thematic Analysis as the basis for the proposed development of the green marketing model.

Research Flow

Figure 1- Research Flow



The research study began to get data about the organizational profile to comprehend and get the whole picture of the organization and the green entrepreneurial personality of the owner. After determining the segmentation, targeting, and positioning (STP), it followed the (4Ps) of marketing the Product, price, place, and promotion with their green marketing strategies and business performance. After reviewing all the data gathered, results were carefully interpreted and analyzed as the basis for the proposed strategy improvements and development of the green marketing model.

3 RESULTS AND DISCUSSION

Company Profile

Bohol Bee Farm is owned and managed by former Victoria Wallace and now Victoria Sandidge, based in Dao, Dausi, Panglao, Bohol, Philippines. It began with

four employees with two-room accommodation only in 2001. Still, it expanded tremendously in 2020 to four hundred and twenty-three employees (423) with five (5) branches, three (3) branches in Bohol, and two (2) in Cebu City.

It has a 4.8 hectares lot, which has a farm and a hotel resort. The farm prides itself as a hidden sanctuary with 60 colonies of honey bees, organic gardens, lounge areas, a beach, and a swimming pool. Hotel guests can stay at the Beehive Suites, Honeycomb Suites, Colony Suites, Barn and Garden Bungalow budget room, and Banana Room. At their organic restaurant, visitors will dine where the food comes from their organic and natural farm produce [24]. They can compete in the market in hotel business as they are also serving organic and healthy food for their hotel guests.

Green Personality

Ms. Sandidge was a survivor who had survived ovarian cancer. She was a US nurse but went home to the Philippines because of her ailment. That was the start of her advocacy for a safe and sustainable lifestyle.

Her green lifestyle helped her a lot to become healthy, which molded her green mindset. In every product design, she would ensure the green component is embedded to sustain life for the organization's customers and good for the environment. Managers' intentions to embrace green goods were motivated by their moral duty (personal norm), mediated by the subjective standard. Green goods and programs are more likely to be adopted by managers who are more focused on self-transcendence principles [25].

The green initiative was not only practiced by Ms. Wallace. It was adequately disseminated to all employees so that the green component would be well integrated with every plan, decision, and action they do. It would encourage full implementation of the green initiatives, not just to founders or owners [26].

The Green Marketing Strategies

Segmentation

The market is too vast and extensive. It is challenging for an entrepreneur to cater to all their needs and wants as their buying behavior would influence their age, gender, income, culture, geographic area, and lifestyle. Before designing and producing their products, a good marketer must see that they have to segment first the market to determine the needs and wants of a particular market.

The company was able to segment its market by designing and producing green products that would cater to health-conscious and concern for the environment; it could be local and international customers. It is their added competitive advantage over their competitors. Adopting a proper segmentation strategy would increase business performance and long-term sustainability. In

today's highly competitive market, marketing tactics like cost leadership, product differentiation, and market segmentation are now widely used and practiced by existing companies as a panacea for future success and long-term sustainability.[27].

Targeting

Buyers have different needs and want as an organization that practices green marketing would choose and target a market in which people have similar needs and wishes. They have related needs and wants, but they also have the purchasing power and the capacity to buy the products and services offered in the market.

The organization targeted those people who are health-conscious and environment friendly. They focus not only on health-conscious people but also on people who can pay for their products and services because they offer their products at a premium price. Their products are not cheap but quite expensive because they are organic, free from harmful chemicals, and fresh as newly harvest from their farm, just situated in the same hotel resort where their guests are staying. Since no two people have the same tastes, businesses would not be able to please all of their customers all of the time. As a result, no one product would fully satisfy all. Target marketing is a technique that many businesses use. This approach entails segmenting the market and designing goods or services for each segment. It is a marketing strategy that focuses on a specific group of people. [28]

Positioning

It is how the organization positions its products in the minds of people. Whenever people crave something, they would look for your Product as they want, which gives them satisfaction when using your Product. There should be something different in your products that customers would look into for them not to go to your competitors. Environmental concerns and perceived utility positively influence consumers' buying intentions.[29] To take advantage of the opportunity, a marketing strategy based on segmentation, targeting, positioning, and marketing mix suggested. By using this technique, the company has the potential to grow its sales and market share. [30].

The organization differentiates its products well with competitors in the market. Even they are still very new in the market but could capture the market because of their unique product offerings. They produce green, healthy products from their very own farm produce situated in their resort. Services are intangible, but the organization was able to tangible its services by making it real for the superb customer service, facilities, and the educational tour, which could not found from other hotel resorts. It has a two-tiered dolphin and whale watching trip swimming pool, and the conventional seafront massage is an excellent avenue for nature lovers. Visitors can try to learn how to make furniture, knit,

paddle, weave raffia, make baskets, develop bee culture, and organic farming. It also offers a farm tour, a lecture on various agriculture methods, and how bees can produce honey.

These are added services with a combined value in which the organization could differentiate from its competitors. People are not buying healthy products alone and living like paradise facilities: the organization practices development and service differentiation. Product differentiation, service differentiation, and image differentiation have contributed to competitive advantage [31].

Products and services

These are the organization's product and service offerings in any form offered to their target customers to satisfy their needs and wants.

Bohol Bee Farm serves only organic food products, ingredients, and dishes to their hotel resort guests, visitors, tourists from natural sources, natural and pure plant-based sources, fruits, and vegetables. These products are free since they have an organic farm within the resort vicinity. It has produced seventeen products out of pure honeybee and honeybee by-products free from harmful chemicals and pesticides that they serve for their Hotel Resort, Restaurant, and Spa. It produces organic bakery bread and pastries. All these products are very saleable that customers would look into when they visited Bohol. There is already a high demand for the organization's healthy products but could not serve on time. Their lack of raw materials that they already source from outside suppliers could be challenging when it comes to the quality standard set by Bohol Bee Farm and how to make sure they are using organic fertilizers for their farm produce. Product quality has a positive and significant impact on purchasing decisions, the same as price and service quality. It primarily influences buying behavior. [32]

Price

It is the selling price of the Product and service which the customer has to pay in exchange for the Product and service received.

The company's product pricing is what we called value-based pricing because they set their price quite expensive or premium pricing considering the bundle of benefits a customer can get out of their healthy products. It is organic, free from harmful chemicals, fresh from the farm, and the taste is super yummy as once tasted always wanted. Even pricey still customers keep coming back to Bee Farm and now become their frequent and loyal customers.

Presently, price is not a problem for the organization because many would prefer to buy products that are expensive as long they are safe and healthy for people and harmful free to the environment. It is more advantageous for entrepreneurs to freely set their price,

which you think is competitive when introducing them to the market. Also, the mindset of people nowadays is that when your estimate is high, it is of good quality and healthy. The price was related to the Green purchase intention. However, if the organization can set at an affordable price without sacrificing the quality, it is more beneficial to Bohol Bee Farm to easily attract and penetrate a broader market. An increasing number of consumers are willing to pay a premium for organic foods because they believe organic food is healthier, tastier, and better [33].

Place

Due to the high demand for their healthy products, the company goes for exporting because few international hotel guests still want their products and always order internationally. They are selling globally and locally in the Philippines. Few branches are open in Bohol and also in Robinsons Galleria Cebu. Cebuanos, who want to buy their products, would no longer go to Bohol but just purchase in Cebu. They also sell online through their company's website, but they need to improve it together with their Facebook page as it seems it is not regularly updated. They need to open more branches and have more marketing intermediaries to increase their market share locally and internationally. Customer satisfaction is influenced by a combination of factors like product, price, place, people, physical evidence, and method.[34]

Promotion

The company has used its very own website for its promotion. They also use word of mouth because their loyal customers promote their healthy products, adding a plus factor to their advertising. It has also used social media by having its Facebook page. Advertisements and improving and greening the marketing program have a more significant impact on customers' purchase intention. The organization must invest more in an ad. Not only rely on word mouth to have more substantial sales and profits for the organization, but improving its website, Facebook, and Instagram, and attending local and international trade shows could effectively help the company market its Product and services. Digital marketing is still beneficial, especially when people will shop from one store to another. Launching promotional campaigns on the internet and television has resulted in long-term positive results and encouraged people to recognize the green food brand [35]

Opportunities

Since going green is now the "in thing" in the market because people are now health-conscious, environment-friendly, and well informed because of technology. They would shop online from one store to another; looking for competitive stuff is a more significant opportunity and a competitive advantage to Bohol Bee Farm. Even they

are a new entrant in the food business. They were able to compete with local hotel resorts and food store businesses because of their popular organic restaurant and organic products to the point that their guests, visitors, and tourists are now distributing their products locally and internationally. The organization did not do excessive advertisements because its customers advertised it through "word of mouth." However, online presence should be a primary concern nowadays to have more sales and profits, not just rely on word of mouth [35]. It is an edge of every organization to go organic to attract local and global business quickly.

Challenges

High cost of production, late production, scarcity of natural raw materials, the high price of power and utility, and lack of support from the government are significant challenges. Since the company produces purely organic and creatively produce by highly skilled people, there is a high cost of production, which resulted in a high price. The increasing demand for natural products is also a challenge that sometimes they lack the organic raw materials to produce, which resulted in late production. They are looking for more organic farmers to provide their raw materials but needed a thorough training on organic farming that will take a long process, which poses a big challenge. Lack of support from the academe on how to improve their green product innovations, packaging, labeling, pricing, promotion, and distribution

markets and financial resources and investments, conferences, and local and international trade shows.

Business Performance

The company's increase in business performance manifested through the rise in the workforce. Other eight businesses from four workers with two-room accommodation only in 2001 but grows significantly to four hundred twenty-three personnel (423) employees having five (5) store branches, three (3) branches in Bohol, and two (2) stores in Cebu City. It already has eight businesses, the Wellness and Spa, Resort, Production, Commissary, Ice Cream, Franchising, Restaurant, and Stores.

It has started to export its homemade ice cream to international markets once their hotel guests and visitors. Their sales and profits grew tremendously. The company also received several awards and was featured by the Department of Science and Technology as Best Setup Adaptor (Regional level) [36, 37]. They also received an award for Travellers' Choice in 2014 and 2016 by Trip advisor, Inc. This American online travel company operates a website and mobile app with user-generated content and a comparison-shopping website.

Data Analysis:

Data gathered from the interview, observation, and secondary data were further analysing using the SWOT Analysis and Thematic Analysis. The SWOT Analysis

Figure 2. SWOT Analysis

| | | |
|---|--|--|
| Internal Factors | Strengths | Weaknesses |
| External Factors | <ul style="list-style-type: none"> • High quality organic and healthy products • Good customer service • Diversified healthy product portfolio • Good facilities and amenities | <ul style="list-style-type: none"> • Lack supply of organic raw materials • High price • Lack of government support • Lack of promotion and online presence • Dependence on few organic suppliers |
| Opportunities | SO | WO |
| <ul style="list-style-type: none"> • People are becoming health conscious. • Increase demand for healthy and organic products • Potential in the exporting market • The influx of local and international tourists. | Strengths-Opportunities | Weaknesses-Opportunities |
| | <ul style="list-style-type: none"> • We are attracting more potential local and international customers through innovating green, various products with high quality. | <ul style="list-style-type: none"> • Increase the marketing promotions & advertising efforts online to increase sales and profits. • Source for more organic suppliers |
| Threats | ST | WT |
| <ul style="list-style-type: none"> • Shortage in supply of raw materials • Entrants of big competitors • The lower price of competitors. | Strengths-Threat | Weakness-Threats |
| | <ul style="list-style-type: none"> • Increase market share by producing healthy products, good quality service with competitive pricing. | <ul style="list-style-type: none"> • Value-based pricing • Market research to know more about the changing needs and wants of people. |

channels. Lack of support from the government, especially technological innovations, funding, investment opportunities in local and international

is a systematic tool in identifying and analyzing the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of an organization for proposed improvements

of the existing strategies, which explains in Figure 2. At the same time, Thematic Analysis identifies, analyzes, and interprets common themes to develop a model, theory, intervention, and other purposes. They are illustrated in Figure 3, the Proposed Green Marketing Model.

Data showed the identified **Strengths** of the company, which are: 1. High-quality organic and healthy products 2. Good customer service 3. Diversified organic and healthy products 4. Good facilities and amenities. These strengths were matched with the opportunities (**SO**)—the identified **Opportunities** are: 1. People are becoming health conscious 2. Increase demand for healthy and organic products 3. Potential in the exporting market 4. The influx of local and international tourists. The company's strengths should be maintained by utilizing the opportunities and always spotting business opportunities through systematic research. The proposed improvements would be to produce diversified organic and healthy products and design creative and unique facilities and amenities to attract local and international tourists.

The identified **Weaknesses** are lack of supply of organic raw materials, high price, lack of government support, lack of promotion and online presence, and

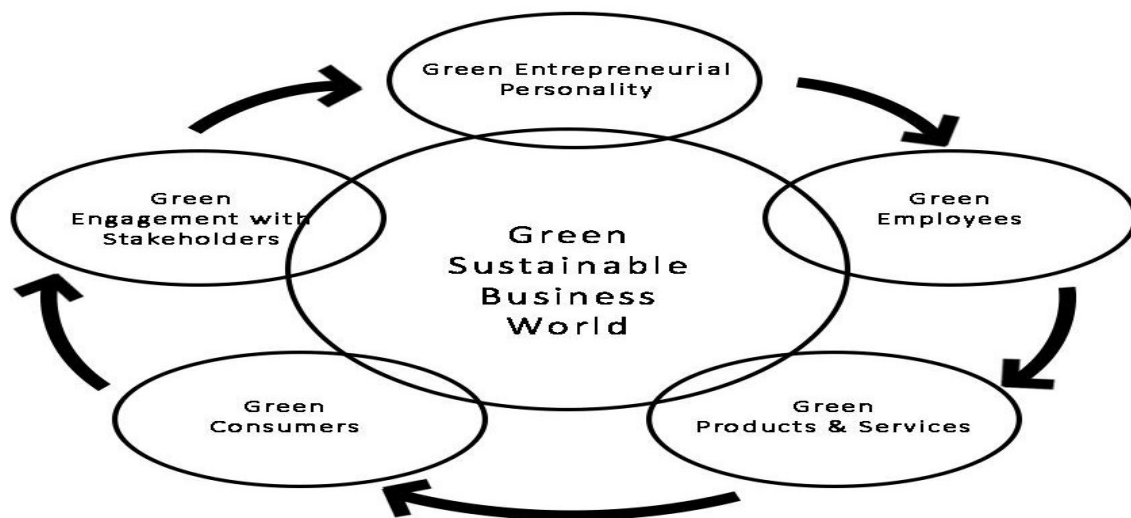
Proposed Green Marketing Model

raw materials 2. Entrants of big competitors 3. The lower price of competitors. The strengths were matched with threats (**ST**). The company should also minimize or avoid the threats. Increase market share by producing healthy, good quality service with competitive pricing was the proposed improvement. Lastly, the weakness was matched with the threats. Value-based pricing is essential to price your Product for its perceived worth. Nowadays, people would still buy expensive products as long it would give a bundle of benefits to them. The company is producing healthy products so the price doesn't matter they would still buy because of its health benefits but better also with reasonable price. Thorough and frequent market research to know more about people's changing needs and wants is also significant.

The results of the study were critically analyzed using Thematic Analysis highlighting significant themes to design the green marketing model creatively. After a thorough review and analysis, it arrived at the proposed green marketing model, an ecosystem of the central green players. Each one will support and contribute to achieving a sustainable green sustainable world.

There are several lessons learned after this COVID-19 pandemic, which is a wake-up call for everyone to be extra careful in choosing the food and stuff they purchase. They need to buy only those good for their health and contribute a lesser negative impact on the

Figure 3- Proposed Green Marketing Model



By: Velita & Suson (2020)

dependence on few organic suppliers. These weaknesses would be matched with the opportunities (**WO**). The company should minimize the weaknesses or would try to avoid them better. The proposed improvements would be 1. Increase the marketing promotions & advertising efforts online to increase sales and profits 2. Source for more organic suppliers and collaborate with the academe and government agencies.

The identified **Threats** are: 1. Shortage in supply of

environment. Hoping what was practiced in the past, we leave them behind and start a new healthy lifestyle. With God's help, after this pandemic, people already have different mindsets as they now understand that whatever you do to your health and the environment will create a domino effect. People already particular about their health and the care for a sustainable business world.

Green Entrepreneurial Personality

Going green must come from the entrepreneur himself. The entrepreneur must have the love and passion for saving human lives and the environment, from the conception of product invention up to commercialization. Everything in it has the green component, as this is what he wanted to position his products and services in the minds of his green target consumers.

Being a green entrepreneur is inspiring, engaging, and challenging. Everything that he thinks and does must have the green component in it, even to utilize more of his time, money, and effort to achieve his green heart's desires. It is an innate green personality that reflects his values, plans, actions, dreams, and inspirations, which resulted in designing, creating, and producing the unique blend of green products that he ever wanted. The frequency and strength of green actions are increased when people have a positive green self-image [38].

Green Employees

Achieving full implementation of the green practices in an organization would come from the founders, business owners, and employees. When they craft their vision and mission statements, the green components are set in it, giving directions to employees when they perform their respective tasks. There must also be employee awareness and training about green products, services, and strategies. They are the very person to implement and run the business operation so that whatever they do, the green component is already an integral part of the process and method. Once employees are already equipped with the knowledge, skills, and competencies of the green endeavor, they can effectively and efficiently achieve the company's green initiatives, resulting in quality, saleable products and services, and increased business performance. Green perceived benefits influenced by environmental behavior, green peer influence, and green awareness [39].

Green Products and Services

In every green Product or service is the green heart and mind of a green entrepreneur and green employees. The result is more creative, unique, and innovative. It undergoes a tedious green formulation and processes from its conceptualization to commercialization with green entrepreneurial mindsets with a bundle of benefits, which every green consumer dreams and longs to buy. The unique features of this product or service would indeed click in the local and international markets because innate in the products is the bundle of green benefits that would surely capture the heart of every green customer. Product attributes and environmental concerns are the significant drivers toward the purchase of green products [40].

Green Consumers

Green consumers are the target markets of green products and services. Nowadays, green consumers are not hard to get as they are endorsers and promoters themselves once they are satisfied with the green stuff. However, the effects of Covid-19 will teach many lessons to customers that it is no longer hard to capture the market. Green stuff and green agriculture are already the "in thing" in the market. They can quickly become loyal customers as they know the bundle of benefits they can get out of Product not just for their health but also to the environment. Green customers can be few but large as they usually buy in bulk purchases to ensure the freshness of the green stuff and the health benefits. It is the customers' limitation because of buying bulk products but an ample selling opportunity for green entrepreneurs. Green self-identity has a positive effect on the perceived worth, which leads to increased green behavioral intention [41].

Green Engagement with Stakeholders

Stakeholders are those people and entity which directly and indirectly affect the business operation. The company must continue to collaborate, partner, and communicate with its green customers to know their changing needs and wants. The academe has a critical role as their mentors and advisers who will teach and educate entrepreneurs on developing and improving their green product innovations from ideation to commercialization. The academe must integrate with their business curriculum the green subjects to produce a new breed of green entrepreneurs with multiple bottom lines, not just the traditional way of doing business, which is for-profit generation only. The academe must also serve as their support mechanism for finding funders, investors, partners, government and private grants, local and international conferences and trade shows, banks, financial institutions, suppliers, and other management, administrative, and legal support services. The academe must develop and improve their curriculum by integrating the green initiatives in their syllabus and activities.

The industry would be the source of information on the latest trends, best business practices, investments, supply chain, and other industry information and services. The government must help develop and implement a green policy and laws to be followed by all schools, government, and private organizations. It would help in molding and producing more green entrepreneurs in the country and the world.

Green Sustainable Business World

To achieve a green sustainable business world, all these green players must work hand in hand to meet their green initiatives fully. It is a green ecosystem that has a significant role in protecting the environment as one of Moses' laws by our sole creator, the "Heavenly Father." The COVID-19 is an eye-opener since nobody knows

the root cause or the source of this pandemic. But to continue to be health-conscious and preserve the environment would be the safest action to have a lesser negative impact on every creature in the world. Concern for the future positively affects the consumer's buying behavior and green consumption [42]. Environmental awareness and consciousness, and social context will encourage green consumption [43]. The green players need to be collaborators, mentors, and partners with their utmost cooperation and support as if one are missing. It would paralyze the green marketing ecosystem they are trying to build, keep, and sustain. All the green players will continue to work together as one big green family to achieve a cleaner, healthier, and greener sustainable business world.

4 CONCLUSIONS

The study revealed that the organization could segment, target, and position its products and services well and effectively practice its green marketing mix strategies, increasing business performance. However, there is still room for improvements as the company also has weaknesses and threats, and there are proposed improvements highlighted in the SWOT Analysis. The green marketing strategies, opportunities, and challenges found are the basis for proposed modifications of the existing process and development of the green marketing model worthy to benchmark for startups and existing entrepreneurs.

LIMITATION OF THE STUDY

The study was conducted before the Covid-19 pandemic in the year 2017-2018.

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