

## Investigating towards the sustainable green marketing environment of readymade apparel industries: A structural equation modelling approach

Mohammad Zulfeequar Alam<sup>a\*</sup>, Tameem Ahmad<sup>b</sup> and Salah Abunarc<sup>c</sup>

<sup>a</sup>Department of Marketing, College of Business Administration (CBA), University of Business and Technology (UBT), P.O. Box 110200, Jeddah, 21361, Kingdom of Saudi Arabia

<sup>b</sup>Department of Computer Engineering, Z. H. College of Engineering and technology, Aligarh Muslim University, Aligarh, (UP), India, PIN Code: 202002

<sup>c</sup>Department of Supply Chain Management, College of Business Administration (CBA), University of Business and Technology (UBT), P.O. Box 110200, Jeddah, 21361, Kingdom of Saudi Arabia

### ABSTRACT

#### Article history:

Received May 8, 2023

Received in revised format July 29, 2023

Accepted August 26 2023

Available online

August 26 2023

#### Keywords:

Green marketing (GM)

Partial least square structural

equation modelling (PLS-SEM)

Environmental sustainability and pollution

Green marketing (GM) has frequently been seen as a prevalent phenomenon influencing companies' operations and functions. This article analyses GM techniques in India's ready-made apparel (RMA) industry by presenting a trio of viewpoints on the subject. It offers a systematic framework for the factors impacting the use of green marketing techniques. GM practices are evaluated regarding the impact on the environment, society, and the economy. Partial least square-structural equation modelling (PLS-SEM) is used to conduct empirical tests of the framework, focusing on data collected from a survey that evaluates eco-friendly marketing practices. The results show that environmental, social, and economic factors are beneficially interconnected. When assessing GM practice, the PLS-SEM estimation shows that the relationship between economic and environmental sustainability has a significant proportion of values. However, more data on RMA industries' environmental and social effects must be collected. Additionally, according to the results of the PLS-SEM model, there are considerable differences between actual and expected GM adoption developments and perspectives among various industrial firms, particularly for managing waste and pollution of water. Given the nation's rapid socio-economic growth and technical improvement, social-level performance has minimal impact on GM strategy for RMA industries. Moreover, the research makes some recommendations emphasizing the discovered model's component in motivating commercial organizations to get involved in socio-economic activities that promote the environment, changing the focus of prospective GM areas of study.

© 2024 by the authors; licensee Growing Science, Canada.

## 1. Introduction

As the world undergoes rapid industrialization and economic transformation, people everywhere are more concerned with finding ways to live harmoniously with nature. Numerous regions of the world encountered new difficulties because of the global industrial revolution's rapid expansion. In addition, individuals from economically prosperous nations possess an exceptionally high living level (Zhang et al., 2021). In the meantime, people in developing nations are working to improve their conditions. In this era of globalization, neither group of the population is willing to give up their quality of living; it generates massive demand for services and goods that use many resources from nature and release substances that destroy the ozone layer. Especially growing nations are under immense pressure to lower the increasing need for goods and services with minimal environmental impact (Chung, 2020). Rapid industrial development has led to several important environmental issues, including an abrupt spike in the exploitation of natural resources, a significant increase in carbon dioxide pollution, difficulties with waste disposal, and severe soil and water depletion. Protecting the environment and reducing environmental

\* Corresponding author

E-mail address [zulfeqarm@ubt.edu.sa](mailto:zulfeqarm@ubt.edu.sa) (M.Z. Alam)

ISSN 2291-6830 (Online) - ISSN 2291-6822 (Print)

© 2024 by the authors; licensee Growing Science, Canada.

doi: 10.5267/j.uscm.2023.9.001

sustainability has become crucial regional and global growth components. Significant private sectors and commercial organizations should configure to promote environmentally beneficial practices now that awareness of the requirement for protecting the environment, biodiversity, and ecosystems has evolved (Tsai et al., 2020).

The corporate sector uses a staggering quantity of resilience/energy and natural resources in an incredibly unsustainable way. It emits significant amounts of ozone-depleting chemicals, resulting in a wide range of natural, monetary, and social problems, from changing the environment to local waste management. A new business paradigm for GM has been brought forth by it (Szabo & Webster, 2021). It is a more effective tool for decreasing any organization's environmental consciousness. GM is an approach for business that emphasizes long-term success by prioritizing environmental protection, economic viability, and social responsibility within the primary business domain.

Because sustainable development's aims are intrinsically related to humanity's financial health and prosperity, the concept has captured the attention of individuals across the globe and positioned itself as the highest priority. Businesses and trade that threaten natural sustainability should take more precautions to become environmentally friendly. Adopting a green company plan early is crucial for low-income nations like India so that they may take part in worldwide sustainability initiatives and evaluate their competitive advantages. Companies are always surrounded by environmental, economic, and social factors that must be properly addressed to achieve green techniques (Zhang et al., 2021).

With the regular advancement of the relationship between environmental and economic development, a pleasant union of humanity and nature becomes the focal point of everyone's attention. Maintaining social sustainability is essential for any GM. A company is "green" if it uses long-term, economically efficient, and socially sustainable methods. An organization should create enduring values for all related parties to become green and sustainable. In conclusion, marketing research uses green methods. More companies are engaging in GM to achieve environmental sustainability in today's competitive market. Some of these businesses are expanding their ecological footprint to establish a competitive edge by installing natural instructions, tackling the needs of their customer's environmental concerns, and attempting to alleviate the initial threat triggered by their conduct (Liao et al., 2020). Developing an organizational perception of ecological values can be crucial for improving one's position in a highly competitive world.

SEM techniques for determining whether organizational performance and GM strategy are significantly correlated were not attempted by any authors that could be identified. Additionally, the RMA sector of India was rarely selected for this particular research criterion. In the discussion above, it was made clear that it is to have an effective marketing plan in order to maintain a sustainable environment and integrate GM practices into RMA core operations. A few critical indications need to be appropriately addressed to understand how GM strategies might be implemented. The research hypotheses consider the intrinsic interaction between 3 GM elements in a developing country (India). The study model's assumptions guided the hypotheses.

A sample of 250 RMA industry stakeholders (managers, executives, and directors) were carefully chosen in the states (Maharashtra, Gujrat, Delhi, and Bihar) of India to accomplish the research goals and gather essential information. In order to quantify environmental (ENV), economic (ECO), and social (SL) sustainability, the study illustrates the distinctive impact process of green business tactics. The connection among these three components of a green business (particularly green marketing) was then specifically determined using SEM-PLS.

The other part of this paper is as follows: Part 2 defines GM's related works and growth, followed by the theoretical structure and formulation of hypotheses. Part 3 describes the study's methodology. Part 4 describes the analysis of the data. Part 5 presents the conclusion part.

## **2. Related works**

This section presents an organized review of the literature that is concentrated on the main goals of this study, such as the concepts of green marketing and problems. The article (Chen & Fang, 2019) examines the green marketing approaches used by the apparel sector from numerous perspectives. According to H&M's green marketing approaches and the state of growth of China's clothing industry, the analysis of H&M's impact on green marketing also makes appropriate recommendations for developing green marketing in the Chinese apparel sector. Through an examination of the state of green marketing in China's textile and apparel sector and relevant trade and data, the paper (Li & Li, 2021) identifies the challenges the industry faces when attempting to implement green marketing strategies. Then it proposes solutions from government, business, and society perspectives.

The mediating study (Zhang & Berhe, 2022) investigated the effects of green marketing and green investment on company performance in Ethiopia's Chinese textile firms. For the study, researchers combined secondary and primary data sources, interviewing 237 people working in Chinese textile factories in Ethiopia to collect the needed information. A structural equation model (SEM) and multivariate regression analysis were used to examine the research data and draw conclusions on the connection between green investment, green marketing, and business performance. According to the research (Azadnia et al., 2021), the risk variables associated with green marketing in the dairy business are evaluated using an in-house designed integrated fuzzy decision-making technique. To begin, they apply the fuzzy analytic hierarchy (Azdania et al., 2021) approach to assign relative importance to the earlier established criteria for risk evaluation. The risks associated with green marketing

are then evaluated using a weighted fuzzy inference approach. At last, measures are offered for dealing with the most significant risks. The "green marketing mix" was examined in the paper (Maderia, 2019) from the vantage point of Brazilian retail businesses. Furthermore, the paper's analysis aimed to highlight the factors that should be considered while establishing each aspect of the green retail marketing mix from a strategic perspective. Despite self-descriptions as "green", the case study found that different organizations had varying degrees of sustainability when examining their retail marketing mixes.

### 2.1 Issues in RMA

The following point is the common issues in the RMA sectors which is observed from the related article:

- "Green" and "sustainable" are the newest ideas in global economic development. As such, they will inevitably become potent notions for addressing energy scarcity, resource utilization, and ecological conservation within a growing development framework. Meanwhile, rising levels of pollution in the environment can lead to increased economic uncertainty, which in turn can affect business decisions and productivity. Carbon and pollution emissions have substantial connections to the structure of different economies (Jiang et al.,).
- Critical research in the paper (Gupta & Barua, 2018) concluded that while effective environmental protection is an immediate cost to RMA companies, it has the potential to yield substantial long-term benefits in the form of increased productivity.
- RMA industries require 25% of the energy for garment manufacture. Fossil fuels generate the most energy, releasing ozone-damaging chemicals. Energy dependence, climate change, and air pollution are major issues for developing nations. As economic expansion continues, greenhouse gas emissions from existing energy usage will remain unchecked (Kacani & Kacani, 2020).

### 2.2 Theoretical Structure and Hypotheses

Researchers' predictions about the relationship between two or even more components are known as hypotheses. However, they require more than simply conjecture. The hypothesis begins with a query, subsequently explored through conceptual or practical investigation. Researchers are currently just starting to develop a theoretical framework at this juncture. The variables chosen, the proposed hypothesis, and the theoretical structure of SEM are depicted in Fig. 1.

As was previously mentioned, GM is frequently triggered by three factors (environment, economy, and society) or as an intersection between the and human beings, ENV, and SL as businesses operate and develop benefits from society and nature, which means there must be a certain lack of the supply for the sustainable utilization of air, land, and water. A group of researchers examined an intersection concept encompassing environmental, social, and economic sustainability that focused on GM strategy with "environmental sustainability as the preservation of a sustainable and producing society". Since the rapid depletion of renewable resources has caused heightened negative ENV effects, which significantly negatively influence public lifestyle and health, efficient use of resources has a strong connection to altering the sustainability of social well-being (Bellucci et al., 2020; Abunar & Alam, 2021). Social feasibility must be integrated to accomplish the primary objectives of sustainable environmental development. Based on these presumptions, the study effectively suggested the following hypothesis:

**Hypothesis 1:** *Sustainable society and the environment are deeply interconnected.*

The article (Nasrollahi, 2020) found that environmentally friendly practices could lead to substantial energy savings, decreased waste, increased by-product use, healthier workplaces, reduced production and storage expenditures, improved merchandise efficiency, brand consignment, and competitive advancement. Thus, efficient resource use in sustainable production can yield profitable products with a large environmental impact. GM will reduce production costs and provide value to the end product while reducing social and environmental impact (Bhattacharya, 2020). The study's hypothesis was articulated as follows in considering the discussion above:

**Hypothesis 2:** *Economic sustainability and environmental sustainability are deeply interconnected.*

To achieve their more desirable economic goals, green businesses can benefit from the social aspects of their operations by attracting more customers, increasing the value of their brands, expanding recognition of their brands, and gaining the support of their local communities (Lundgren, 2019). Considering these presumptions, the study offered the following essential hypothesis, and we ultimately employed a contained number in our model, shown in Table 1, for all of the variables.

**Hypothesis 3:** *Economic and societal sustainability are deeply interrelated.*

**Table 1**

Variables and indicators in this study

	Three elements of GM					
	Economic sustainability	Model	Environmental sustainability	Model	Social sustainability	Model
Indicators	Economic growth	EC1	Air, land and water efficiency	ES1	Social support	SS1
	Cost savings	EC2	GHG emission	ES2	Norms and values	SS2
	Competitive advantage	EC3	Climate change	ES3	Laws and Legislation	SS3
	Organizational values	EC4	Waste management	EC4	Macro-social performance	SS4

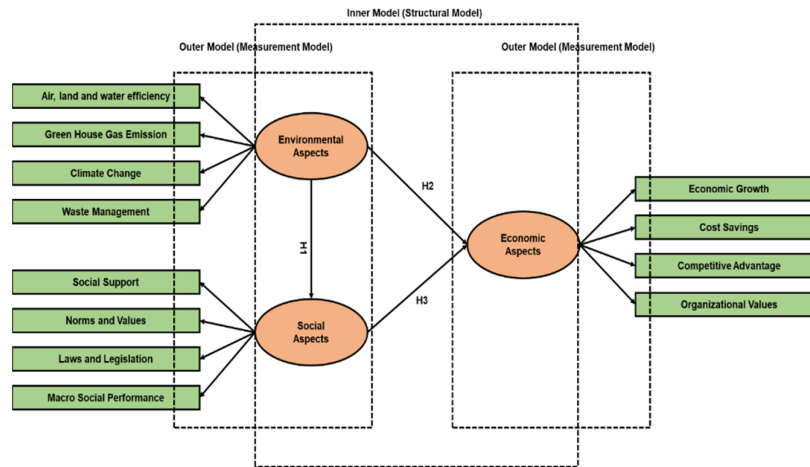


Fig. 1. Theoretical structure of SEM.

### 3. Methods

In order to achieve the objective, we employed the PLS-SEM approach to assessing the prospective model using data collected via electronic polls and a discussion over the phone. Each variable was calculated on a 5-point scale, with 1 denoting "strongly disagree," 2 denoting "disagree," 3 denoting "neutral," 4 denoting "agree to some extent," and 5 denoting "strongly agree". The suggested approach addresses the three aspects of the GM strategy, which are

- ENV and ECO
- SL and ECO
- ENV and SL Supportability

Each aspect was profiled using a 5-point scale questionnaire. In this study, the RMA industry stakeholders (managers, executives, and directors) in selected states (Maharashtra, Gujrat, Delhi, Bihar) of India, with 250 samples, were usable (out of 300 respondents) and were examined concerning its implementation of environmentally friendly procedures. They have much experience concerning environmentalism and economic performance, so we chose them as potential respondents. The experimental appraisal of the model was done to shed light on information related to GM. We used "VPLS- visual path least square" software to visualize and demonstrate the factors. The popular visualization tool VPLS was developed expressly for SEM and had an analogy to factor analysis.

#### 3.1 PLS-SEM

Ever-increasing rivalry and globalization drive dynamic commercial companies to use new, cutting-edge strategies to strengthen their compatibility in today's business world. SEM is relevant to business researchers due to the expansion of statistical modelling. A quantifiable multivariate technique commonly used to dissect structural relationships is known as SEM. Factor analysis (FA) and multiple regression analysis (MRI) are frequently combined in the SEM technique, and they aid in deconstructing the estimated factors and inner structures, the additional link dispatch. A significant amount of useful material was contributed by certain researchers, who also produced a step-by-step demonstration of these techniques. Due to their ability to quickly assess a variety of complicated phenomena and latent variables, these strategies are becoming significantly more popular among business and management scholars. In the context of HRM studies, internal interconnections of the variables impacting the new systems are determined using PLS-SEM techniques.

### 4. Data analysis

The two-phase structural equation modelling model comprises (i) a measurement model and (ii) a structural model. The measurement model depicts the internal interactions between latent variables and measurable variables. Combined with a structural model, it examines the causal interactions between "exogenous and endogenous latent variables". To ensure the dataset's quality prior to the SEM model evaluation, the "Common Method Bias Test" was carried out. Only certain predictions are provided for assessing the influence of common technique bias. Harman's single-factor test (HSFT) and Exploratory factor analysis (EFA) were the two methods we used to determine the issues of common bias.

#### 4.1 Measurement model

Scales can be either formative or reflecting, depending on the measurement model employed in SEM. A reflecting measurement is one in which the observed values strongly correlate to the fundamental unobservable framework. In order to determine whether the three components of the GM are interconnected and somewhat replaceable within themselves, the

present research employed reflective assessment methodologies. To ensure precision and dependability, it is necessary to analyze and present "external loadings, composite reliability, and AVE" and the square root of AVE.

#### 4.2 Validity and reliability test

An essential stage in the validity and reliability test, converting the usable questionnaire into binary information after receiving the respondent's completed feedback, was employed for further assessment. VPLS tools were used to conduct the measurement test for validity and reliability. We built the SEM using a two-step technique that included (a) constructing the underlying model and (b) creating the exterior model in order to acquire better results from this application. The model validity and reliability test is a well-known phenomenon evaluating the accuracy, which often offers a summary of development over time to evaluate an identical marvel within a wide range. While performing the PLS-SEM, the factors' accuracy and dependability "(i.e., indicator reliability, internal consistency reliability, convergent validity, and discriminant validity)" must be confirmed and identified with at least four items. "Indicator reliability (IR)" is the primary test, as shown in Table 2. It can be demonstrated that each measurement produces scores for "independent measurement reliability" that are significantly higher than the minimally acceptable threshold and are similar to the desired level of consistency. The precise AVE readings in Table 2 are statistically significant above the 0.5 level, demonstrating convergent validity.

**Table 2**  
Outcome of construct validity

Frames/construct	Indicators	IR	Loadings	Composite reliability	AVE
ECO sustainability	EC1	.833	.919	0.9120	0.755
	EC2	.743	.867		
	EC3	.738	.870		
	EC4	.706	.845		
SL sustainability	SS1	.737	.799	0.894	0.699
	SS2	.658	.680		
	SS3	.800	.840		
	SS4	.601	.750		
ENV sustainability	ES1	.837	.920	0.956	0.860
	ES2	.865	.898		
	ES3	.876	.889		
	ES4	.863	.880		

The square root of the average correlation between all latent variables is a more reliable indicator of discriminant validity than alternative measures of association between related elements. To achieve this, Table 3 is generated, where each square root of the AVE is calculated and highlighted. The latent variable environmental sustainability has an AVE value of 0.860 (table 2), as seen in Table 3. Consequently, its square root is 0.928, much greater than the correlation values for ENV sustainability (0.677 and 0.863).

**Table 3**  
Fornell-Larcker discriminant validity analysis

	Economical sustainability	Societal sustainability	Environmental sustainability
ECO sustainability	0.945	0.820	0.865
SL sustainability		0.840	0.681
ENV sustainability			0.932

**Table 4**  
Outcome of model fit indices

CFA Indicators	Threshold Value	Observed Value
CMIN/DF	≤3	2.295
GFI	≥0.80	0.878
IFI	≥0.90	0.971
CFI	≥0.90	0.958
RMSEA	≤0.08	0.069

Furthermore, this model has no discriminant validity issue because each item is statistically distinct from the others and is obvious. The following table 4 displays the information description based on model fit indices.

#### 4.3 Evaluating bootstrapping - structural path significance

We combined a strong VPLS bundle with the Bootstrap approach in this case. Bootstrap is used to continually determine certain variables, with the option of substitutes as suitable. The mean and variance of the specified indicators are provided by the Bootstrap results, which were then compared to the observed mean and variance of the t-statistics to determine the threshold of significance level for the hypothesis. Using a bootstrapping technique, "smart PLS software" evaluates the creation of statistics to assess the applicability of both the inner and outer structures. Using a substitute to provide standard errors to the bootstrap, a sizable number of sample groups (e.g., 5000) are created from the initial research using this technique, yielding estimated T values for the structural path experiment's validity. The Bootstrap effect calculates the consistency of the outcomes. Table 5 indicates the bootstrap result. This approach gathers a significant sample size of group samples from the initial investigation with a replacement to offer standard errors (SE) to bootstrapping, yielding estimated T values for the structural path experiment's reliability. The Bootstrap effect calculates the findings' consistency.

**Table 5**  
Outcome of Bootstrap

Frames/construct	Indicators	Overall sample estimates	Sub-sample average	t-statistics	SE
Economical sustainability	EC1	0.3198	0.3218	24.1028	0.0125
	EC2	0.2675	0.2725	25.0309	0.0128
	EC3	0.2805	0.2815	27.1896	0.0098
	EC4	0.2607	0.2608	30.9395	0.0099
Economical sustainability	ES1	0.2730	0.2725	29.904	0.0098
	ES2	0.2360	0.2356	26.9342	0.0089
	ES3	0.2598	0.2699	26.9998	0.0083
	ES4	0.2796	0.2778	28.9693	0.0096
Societal sustainability	SS1	0.3986	0.3946	11.9894	0.0474
	SS2	0.4399	0.4359	13.9638	0.0317
	SS3	0.2989	0.2998	7.9929	0.0203
	SS4	0.3899	0.3909	16.5449	0.0128

The model in Fig. 2 shows indications, assumptions, and validity. Table 6 summarises the primary premise of this demonstration, which is that the entire collection of hypotheses has a value of t not less than 2.

**Table 6**  
Elements of the structural model

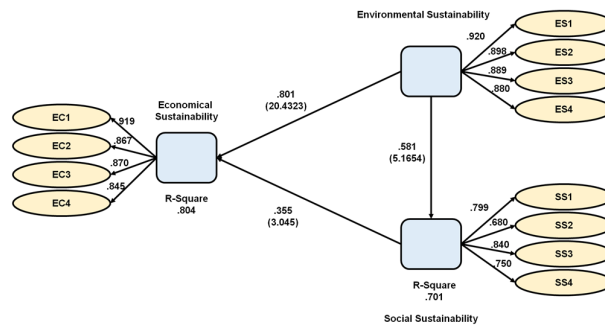
Hypothesis	Mean of sub-sample	t-statistics	Total sample estimate	Standard error
SL-ECO sustainability	0.355	3.048	0.356	0.119
ENV-ECO sustainability	0.8033	20.4322	0.805	0.0395
ENV-SL sustainability	0.5807	5.1657	0.582	0.1122

This overview also provides R2 esteem, which shows a good allocation of effects drowned by environmental, societal, and economic sustainability. The RMA industries within the selected states (mentioned above) of India’s culture also attentively stimulated exploration. The complete results of this investigation are depicted in Table 5. All the indicators are statistically reliable because all the elements have strong values, as indicated by the measurement and structured models. Additionally, the t-measurement demonstrated the validity of all concepts. The values of the other two variables are similarly acceptable. We developed the model with the aid of the VPSL software package, which is shown in Fig. 2. The following would therefore be a summary of the hypothesis test's results:

Hypothesis 1: Sustainable society and the environment are deeply interconnected (accepted).

Hypothesis 2: Economic sustainability and environmental sustainability are deeply interconnected (accepted).

Hypothesis 3: Economic and societal sustainability are deeply interrelated (accepted).



**Fig. 2.** Results of PLS-SEM

*4.4 Implications in Theory and Practice*

In addition to identifying the linked indicators, this study summarises the research on green business practices. The fact that this study gives a quick summary of the green initiatives of the RMA industry makes it a good starting point for academics in this area. In the present research, we developed a model to support the use of GM. The suggested model was feasible for RMA's industries in general, particularly in states (Maharashtra, Gujrat, Delhi, Bihar) of India that has been selected for the study. Three additional assumptions examined in this study's findings are provided for the decision-maker to help them better integrate green business practices into their everyday operations. In this way, the technique investigates the GM framework's theoretical and experimental tactical aspects.

*4.5 Discussion*

Utilizing GM techniques increases a company's economic efficiency significantly and fosters a healthy connection between its economic and social viability (Bıçakcıoğlu et al., 2020). This study develops a theoretical framework of the three characteristics of GM techniques that broaden our understanding of the connections between them and their effects as a combined dimension. Important findings that support the close association between the three characteristics of GB were

obtained from the analysis of data gathered from 250 people within RMA stakeholders. It has been discovered that a more positive relationship exists between social and economic sustainability than with the environment (Khan et al., 2019). The company's decision to develop environmentally friendly practices was always motivated by the financial advantages, and our findings are also consistent with this. Typically, the voluntary terms are also given less weight (Aboelmaged, 2018). While they are more focused on monetary advancement in the Indian setting, performance-driven businesses have always taken the initiative to maintain the ecological duties owed to the governance, which is consistent with our findings (Kamble et al., 2020).

#### 4.6 Resolutions and Suggestions for public policy

The ensuing countermeasures and policy suggestions are recommended for additional guidance based on the evaluation and proceeding talks. To reduce pollution, the government must encourage innovative technology and enact stronger regulations for their use. According to the findings, businesses prefer to employ environmentally friendly practices since they are economically viable. Hence the government should offer significant incentives to take advantage of new technology breakthroughs. Additionally, it would be a good idea to support tax breaks, water recycling plant subsidies, and environmentally friendly trash disposal methods. According to our study, the government should be obligated to promote social engagement because it is fairly dwindling compared to economic and environmental factors. Businesses in developing nations find it challenging to practice social wellness for both their employees and customers. Therefore, the government should impose requirements on and control macro-social behaviour such as planting trees, utilizing green buildings, handling waste, and regulating energy efficiency in addition to workplace safety, social assistance, business norms and principles. Governments should also help the RMA industries uphold the requirements of the biggest customers in the USA & the EU. To boost technological innovation's productivity in the commercial world, particularly concerning advancements in green technology, governments and companies might strengthen their partnerships with regional universities, institutions, and scientific research organizations. Businesses may therefore be able to somewhat minimize and dispose of carbon waste pollution. Additionally, to get an advantage over rivals, manufacturing enterprises should carefully deploy their capital and use their current resources to the fullest. They need to become more and more adaptable to the community and environment where they conduct business. According to analysis, most of the surveyed organizations engage in environmentally friendly activities to benefit from most of the considered economic and environmental issues, ignoring social aspects that operate as a moderator among environmental and economic variables, which might be a trap for them. The nation might improve enterprises' perceptions of economic efficiency and environmental sustainability, and companies would better uphold their social commitments. It is noticed that RMA industries need proper and adequate implementation of environmental protection laws. To supervise ecologically friendly behaviours, including hazardous waste disposal, the government must enact stronger laws and regulations. Environmentally friendly production will be encouraged by the support for infrastructural development, the promotion of cutting-edge technologies, and the provision of incentives like tax breaks. Government and industry management working together can encourage technological advancements, enhancing India's RMA industrial sectors (Liu et al., 2019). The report makes several policy recommendations to strengthen the RMA industry's stance on a safe, secure, and sustainable environment, including increasing energy from renewable sources, proper use of current technology, and the best use of natural resources. Businesses should adopt green practices to draw customers who care about the environment. The green behaviour of employees at work has the potential to mediate the transformation of the macro environment of the company with genuine green practices (Hu et al., 2019).

#### 5. Conclusion

A major problem at the centre of the sustainability-related study field is how to observe the dynamics and relationships between the three key components of GM. Compared to past studies, this piece represents a first attempt to investigate environmentally friendly companies from the standpoint of the RMA industry in India. By enhancing our knowledge of key components of environmentally friendly company tactics in the RMA sectors and creating an organized structure to condense the overarching values of these three aspects, the research contributes to existing research on sustainable business practices. In order to evaluate how social, economic, and environmental variables interact with the selected states (Maharashtra, Gujrat, Delhi, Bihar) of Indian RMA enterprises, this study employs a PLS-SEM model. The research framework comprises waste management, macro-social performance, norms and values, rules and legislation, economic growth, cost savings, competitive edge, and organizational values. It also covers the efficiency of the air, land, and water resources, emissions of greenhouse gases, climate change, and waste management. The study uncovers a previously unknown beneficial association between societal and sustainability regarding the economy, environment, society, and environment. The managers, executives, and directors of RMA companies provided testimony for the study. To satisfy demands from customers, suppliers, and media demands, it encourages managers and employees to be environmentally responsible. The study assesses the importance of GM strategies and their link with business growth. Future academics can use these findings to examine the relationship between indicators and business growth. The report also emphasizes the significance of prioritizing factors related to green company transformation and recommends further study to understand and employ the GM practices to sustain effectively for the betterment of the organisation in the field.

#### References

Aboelmaged, M. (2018). The drivers of sustainable manufacturing practices in Egyptian SMEs and their impact on competitive capabilities: A PLS-SEM model. *Journal of Cleaner Production*, 175, 207-221.

- Abunar S., Alam, M. Z. (2020), Sustainable/ Green Product Packaging From the Shoppers Perspective: A Case of Saudi Arabia. *Research in World Economy*, 11(5), 164-176.
- Azadnia, A. H., Geransayeh, M., Onofrei, G., & Ghadimi, P. (2021). A weighted fuzzy approach for green marketing risk assessment: Empirical evidence from dairy industry. *Journal of Cleaner Production*, 327, 129434.
- Bellucci, M., Bini, L., & Giunta, F. (2020). Implementing environmental sustainability engagement into business: sustainability management, innovation, and sustainable business models. In *Innovation strategies in environmental science* (pp. 107-143). Elsevier.
- Bhattacharya, H. (2020). Environmental and socio-economic sustainability in India: evidence from CO2 emission and economic inequality relationship. *Journal of Environmental Economics and Policy*, 9(1), 57-76.
- Bıçakcıoğlu, N., Theoharakis, V., & Tanyeri, M. (2020). Green business strategy and export performance: An examination of boundary conditions from an emerging economy. *International Marketing Review*, 37(1), 56-75.
- Chen, X. J., & Fang, G. (2019, May). Analysis on green marketing strategy of clothing firm: Take H&M for example. In *Proceedings of the 2019 International Conference on Management Science and Industrial Engineering* (pp. 146-150).
- Chung, K. C. (2020). Green marketing orientation: Achieving sustainable development in green hotel management. *Journal of Hospitality Marketing & Management*, 29(6), 722-738.
- Gupta, H., & Barua, M. K. (2018). A grey DEMATEL-based approach for modeling enablers of green innovation in manufacturing organizations. *Environmental Science and Pollution Research*, 25, 9556-9578.
- Hu, J., Liu, Y. L., Yuen, T. W. W., Lim, M. K., & Hu, J. (2019). Do green practices really attract customers? The sharing economy from the sustainable supply chain management perspective. *Resources, Conservation and Recycling*, 149, 177-187.
- Jiang, Y., Zhou, Z., & Liu, C. (2019). Does economic policy uncertainty matter for carbon emission? Evidence from US sector level data. *Environmental Science and Pollution Research*, 26, 24380-24394.
- Kacani, J., & Kacani, J. (2020). Global value chains and the participation of emerging economies in international trade. *A Data-Centric Approach to Breaking the FDI Trap Through Integration in Global Value Chains: A Case Study from Clothing Manufacturing Enterprises in Albania*, 33-84.
- Kamble, S., Gunasekaran, A., & Dhone, N. C. (2020). Industry 4.0 and lean manufacturing practices for sustainable organizational performance in Indian manufacturing companies. *International Journal of Production Research*, 58(5), 1319-1337.
- Khan, S. A. R., Jian, C., Yu, Z., Golpira, H., & Kumar, A. (2019). Impact of green practices on Pakistani manufacturing firm performance: a path analysis using structural equation modeling. *Computational Intelligence and Sustainable Systems: Intelligence and Sustainable Computing*, 87-97.
- Li, W., & Li, C. (2021, December). Strategic Analysis of Green Marketing in Chinese Textile and Garment Industry under the Background of Big Data. In *2021 International Conference on Information Technology and Biomedical Engineering (ICITBE)* (pp. 197-201). IEEE.
- Liao, Y. K., Wu, W. Y., & Pham, T. T. (2020). Examining the moderating effects of green marketing and green psychological benefits on customers' green attitude, value and purchase intention. *Sustainability*, 12(18), 7461.
- Liu, Z., Jiang, Y., & Bolayog, D. (2019). Does "replacing business tax with value-added tax" promote the energy efficiency of the logistics industry in China?. *Environmental Science and Pollution Research*, 26, 33169-33180.
- Lundgren, T., Dam, L., & Scholtens, B. (2019). Sustainable business practices—an environmental economics perspective. *Challenges in Managing Sustainable Business: Reporting, Taxation, Ethics and Governance*, 205-229.
- Madeira, A. B. (2019). Green marketing mix: A case study of Brazilian retail enterprises. *Environmental Quality Management*, 28(3), 111-116.
- Nasrollahi, Z., Hashemi, M. S., Bameri, S., & Mohamad Taghvaei, V. (2020). Environmental pollution, economic growth, population, industrialization, and technology in weak and strong sustainability: using STIRPAT model. *Environment, Development and Sustainability*, 22, 1105-1122.
- Szabo, S., & Webster, J. (2021). Perceived greenwashing: the effects of green marketing on environmental and product perceptions. *Journal of Business Ethics*, 171, 719-739.
- Tsai, P. H., Lin, G. Y., Zheng, Y. L., Chen, Y. C., Chen, P. Z., & Su, Z. C. (2020). Exploring the effect of Starbucks' green marketing on consumers' purchase decisions from consumers' perspective. *Journal of Retailing and Consumer Services*, 56, 102162.
- Zhang, Y., & Berhe, H. M. (2022). The impact of green investment and green marketing on business performance: the mediation role of corporate social responsibility in Ethiopia's Chinese Textile Companies. *Sustainability*, 14(7), 3883.
- Zhang, Y., Chao, Q., Chen, Y., Zhang, J., Wang, M., Zhang, Y., & Yu, X. (2021). China's carbon neutrality: Leading global climate governance and green transformation. *Chinese Journal of Urban and Environmental Studies*, 9(03), 2150019.

