

The Emergence of Green Marketing to Achieve Sustainable Development

Prof. Deageon Kim¹, Prof. Dongoun Lee²

¹Department of Architectural & Civil Engineering, Dongseo University, 47, Jurye-ro, Sasang-gu, Busan, Republic of Korea

ORCID: 0000-0002-4000-2225

²Department of Architectural & Civil Engineering, Dongseo University, 47, Jurye-ro, Sasang-gu, Busan, Republic of Korea

ORCID: 0000-0002-9158-304X

Corresponding Author: Prof. Deageon Kim

ARTICLE INFO

ABSTRACT

Received: 02 Oct 2024

Revised: 07 Dec 2024

Accepted: 19 Dec 2024

People live in an environment that is being impacted by their activity. Environmental activities are impacting human life at the same time. Human actions have led to environmental damage, degradation of forests, global climate change, etc. Companies have shown care for the conservation of the environment as part of their social obligation as society grows increasingly concerned about it. Concepts such as "Green Marketing" as well as "Environment Marketing" have given the enterprises of future new directions and are now vital to their survival. In today's corporate climate, phrases like "go green," "environmentally friendly," "protect the environment," "save energy," and many other have gained popularity. Maintaining the safety of our natural environment has become crucial and difficult in the present scenario of globalisation. Green marketing has established itself as a viable and innovative instrument for enterprises to reconcile their commercial operations with a commitment to preserving the environment. No business can deny the value of the natural environment, it is a truth. More than that, numerous businesses have offered clients distinct items that are recyclable, renewable, and reusable as a way to gain a competitive advantage over their rivals. This paper aims to comprehend how, particularly in the Indian context, green marketing methods have evolved into viable commercial tools. It looks at how commercial organisations are embracing green tactics to get an edge over rivals. The conclusion discusses the potential and challenges firms have when using green marketing and explains the state of the Indian market today.

Keywords: Green Marketing, Environmental Marketing, Sustainable Environment

INTRODUCTION

Globally, there are numerous environmental concerns people must overcome. Numerous theories and methods have been suggested to combat them. Among them is one is green marketing, which meets the demands of customers who are environmentally sensitive [1]. The term "green marketing" has several meanings. The definition most often used and quoted is that of the American Marketing Association, which states that green marketing is the promotion of goods that are organic, safe for the environment, and have no negative impacts on the environment [2]. The effects of their behaviour on the ecosystem as well as the setting in which they exist are a growing source of concern for customers today, as well as for businesses. As a result, implementing green marketing requires a number of systematic adjustments, most of which are related to changing the fundamental components of the marketing mix^[1]. To safeguard the environment, all actions must be coordinated, hence green marketing also involves a comprehensive idea. The production process and consumption habits of items need to be given special consideration.

Green marketing is also known as sustainable marketing, organic marketing, as well as environment marketing because of its emphasis. The application of the idea of green marketing has the potential to be beneficial for people, businesses, as well as the environment as a whole. This makes it easier for people to take a more proactive approach to their health by aiding them in the usage of healthy goods. Additionally, this makes it possible for businesses to save money on resources and cut expenses, both of which will result in fewer negative impacts on the environment. In addition to being one of the most essential corporate strategy that helps ensure sustainable growth, green marketing also ranks among the most important marketing techniques. Green

marketing is one of the techniques that can be used to put sustainable marketing into practice. This is because green marketing encourages people to find ways to save money and make better use of the resources they have, which is essential for sustainable marketing, which means that current needs must be met without compromising the benefits that will accrue to future generations. Both of these viewpoints reflect the overarching objective of preserving the natural world^[2]. The purpose of this research is to investigate the role that the notion of green marketing plays in the process of attaining sustainable development. The decades of the 1970s and 1980s saw the rise of the idea of green marketing. In 1975, the American Marketing Association hosted the first workshop focused to ecologically responsible business practises. Some theorists first started discussing this subject in the 1980s, but it didn't become a practical concern until the 1990s, when companies started making environmentally friendly goods and developed marketing strategies and economic models to support the process.

Green marketing, in a broader sense, means marketing actions that satisfy customers' wants and ambitions while minimising environmental effect. The term "green marketing" refers to the actions taken by an organisation in the areas of production, pricing, promotion, and distribution that are designed to minimise or eliminate their impact on the natural environment. According to Polonsky, green marketing comprises of actions that are aimed to produce and monitor trade that strives to satisfy the wants and aspirations of people^[3]. This fulfilment must take place with the fewest possible negative impacts on the natural environment. The term "green marketing mix" refers to a combination of strategies, components, and "eco-friendly" products that are developed in a manner that causes the least amount of devastation to the surrounding environment and, with the assistance of environmental assets, can satisfy an unlimited range of consumer preferences.

From the many definitions presented above, it is possible to draw the conclusion that green marketing is a method of doing business that supports the development of goods with the objective of satisfying customer requirements while using the fewest possible resources. On the other side, sustainable development refers to a kind of development that meets the requirements of the present without sacrificing the future generation's ability to do the same. The structure for formulating policies and initiatives that would ensure continued social and economic advancement is referred to as sustainable development^[4]. It is possible to interpret as the maintenance of a balance between the utilisation, storage, and replenishment of all resources. The long-term viability of both the economy as well as the environment is the overarching objective of sustainable development. This objective will be accomplished by incorporating considerations of the environment, society, and the economy into the decision-making process.

Green marketing and sustainable development have common aims, therefore various green marketing activities affect sustainable development: the manufacturing of environmentally friendly goods, the use of recyclable, biodegradable packaging, the business and production procedure without environmental damage – focused on energy efficiency and waste management^[5]. The idea of "green marketing" is essential for accomplishing sustainable development for it helps to reduce costs, leads to an increase in exports because there are no problems with "green" bans, helps to the development of a "green image" for the company, makes it possible for the company to be more productive, and assists the company in avoiding "green taxes." Green marketing has to reconsider the traditional marketing paradigm in order to make a contribution to sustainable development. This is because sustainable development presupposes that demands may be met without jeopardizing the advantages that will accrue in the future^[6]. This adjustment must involve modifications to the product, changes to the manufacturing process, changes to the packaging, and changes to the marketing. The emphasis is on developing a sustainable product that does not contaminate the environment and does not include any potentially hazardous components.

GREEN MARKETING

One of the most recent contributions to the many kinds of marketing is green marketing. The go green and preserve the environment campaign was protected and promoted with the help of this sort of marketing, which triggered the rise of green marketing in the commercial world. A company's or brand's sustainable and environmentally friendly operations, goods, or charitable endeavors are the emphasis of the commercial strategy known as "green marketing." Green marketing exemplifies a company's efforts to provide goods that are both ecologically responsible and marketable, as well as to support and promote environmental causes^[7]. With a somewhat higher price tag, this sort of marketing has made it possible to remarket and package the current items with an eye on the environment. When a company chooses to use green marketing, it typically becomes the primary point of emphasis for the brand. Based on their strategy, many companies might state that they provide a percentage of their income to environmental campaigns or groups.



Figure 1 Green Marketing

When a business uses green marketing, they ensure that the items are typically created in a sustainable way without the use of any poisonous or harmful materials, instead using recycled or renewable materials, and that the finished products only need minimum packaging that can also be recycled^[8]. Successfully creating environmentally friendly goods shows a company's dedication to social and environmental responsibility, which in turn helps build brand recognition. When a business produces its goods in an ecologically responsible manner, it concentrates on green marketing and informs its clients of its commitment to the environment. In the long run, green marketing assists the company saves money on packaging and energy use. While many companies stay well clear of turning green because the expenses are greater initially, they fail to see how important it is in the long run since the costs associated with green marketing are cheaper.

2.1 Green marketing's impact on both businesses and customers

- People's increasing awareness of green marketing has inspired them to become more environmentally conscious in a variety of ways, such as cutting down on their use of plastics and items made from plastic.
- Companies are encouraged to manufacture and sell more environmentally friendly goods on a greater scale as a direct result of the growing demand for such goods.
- Paper and cloth shopping bags, as opposed to plastic ones, are the ones that consumers are encouraged to use by local businesses.
- Raise the amount of recycling that is done by companies using their goods.
- Compliance to the most stringent standards for preventing the contamination of natural areas such as rivers, lakes, and forests.
- Arrangements designed to preserve the ecological equilibrium.

2.2 Causes of the evolution of green marketing:

- Green marketing was inspired by harmful ingredients in fertiliser, pesticides, and detergent. These goods use environmentally harmful components. Toxicity has affected individuals and the environment.
- Milk bags and other product packaging have numerous layers, making them hard to tear. These will cause a lot of pollution if they are demolished. Thus, green marketing was developed.
- Green marketing came from environmental criticism. Marketers use throwaway glasses, cups, and plates, along with other things. Though non-disposable, some goods are called disposable. Green marketing was created to counter these environmental hazards.

2.3 Green Marketing Strategies:

The following techniques should be implemented in the company's marketing plan in order to include green marketing into the business:

- There are a number of third-party green company certifications available to help organisations promote their sustainability initiatives. The numerous certifications also include Green Business Certification as well as the Green Seal.
- It's time to spread the word after the company has received the certification and it has been established that it actually practices green activities. Businesses may write blogs, post environmental information on social media, and show certification stickers on their website and other digital platforms. Promoting its environmental initiatives can assist the company build goodwill and draw in eco-aware clients^[9].
- Without genuinely supporting the purpose of this sort of marketing, businesses shouldn't fall subject to green marketing. The company's culture should be infused with green principles. The organisation should attempt to be as environmentally friendly as possible, and every individual should be conscious of this.
- Incorporate organisations and initiatives that support environmental causes locally and globally in the company's social giving or community outreach activities. Giving to these kinds of organisations can strengthen the company's standing as a green brand and enable companies to interact with green activists and leaders.
- The firm runs the danger of losing its image as an environmentally responsible one if it promotes sustainability yet works with businesses that don't push green efforts. By partnering with other companies that have green marketing strategies, companies may cross-promote their sustainability activities and help to improve the company's reputation among consumers and prospective leads^[10]. Additionally, businesses may work together to start internal campaigns and promote environmental awareness.

2.5 Guiding principles for green marketing:

- To successfully market a green product, a firm must understand who its target consumers are and make certain that they are aware of and bothered about the issues that the solution is intended to solve.
- Make sure people feel they can contribute either alone or in cooperation with other users of the product. This is referred to as "empowerment," and it serves as the main driver for buyers to buy environmentally friendly goods.
- Consumers won't compromise the quality of the product for the environment unless they believe the product performs what it promises to do. Additionally, broken objects are likely to end up in the garbage, which is not very ecologically friendly.
- Customers must have faith in the reliability of the products and the company's promises. Being upfront and honest is essential because buyers have a fundamental right to know the details of the product. Educating people about the benefits and drive to live sustainably is just as vital as informing them about green goods.
- Due to economies of scale and the use of better-quality materials, eco-friendly items are priced more than conventional ones, and so many environmentally friendly businesses follow this green pricing policy^[11]. The clients' ability to pay for it and their belief in its value are of utmost importance.

GREEN MARKETING AND SUSTAINABLE DEVELOPMENT

Conventional mode of production and consumption had brought us immense economic power, while on the other side, it occurs to be the basis for a variety of problems, such as the explosion of the world's population, environmental damage, income disparity, the energy downturn, as well as the degradation of the environment, amongst other problems. As a result of humans coming across new challenges, people have realised that they need to modify the way in which humans make their production and consumption, as well as the style in which they do so. To achieve sustainable development is to satisfy the demands and requirements of contemporary society without sacrificing any of the advantages that will accrue to future generations^[12]. In response to the challenge of advancing concurrently in monetary development and environmental integrity as the reasonable development request, businesses and academics have developed and also used green advertising processes as well as other corporate methods. Green product procedures, green calculated procedures, green evaluating processes, green development techniques, changing buyers from a usage culture to environmentally involved shoppers, selecting the introduction of eco-marketing as a business theory, government intervention, lifecycle stock investigation, and collaborating for success are some of the key techniques. Green marketing is a marketing strategy that focuses on protecting the environment while achieving business goals. On the other hand, reasonable progress necessitates that future generations obtain the native environment in the same condition or one that is better than what was gained by earlier eras. This calls for a modification to the condition as well as an insurance.

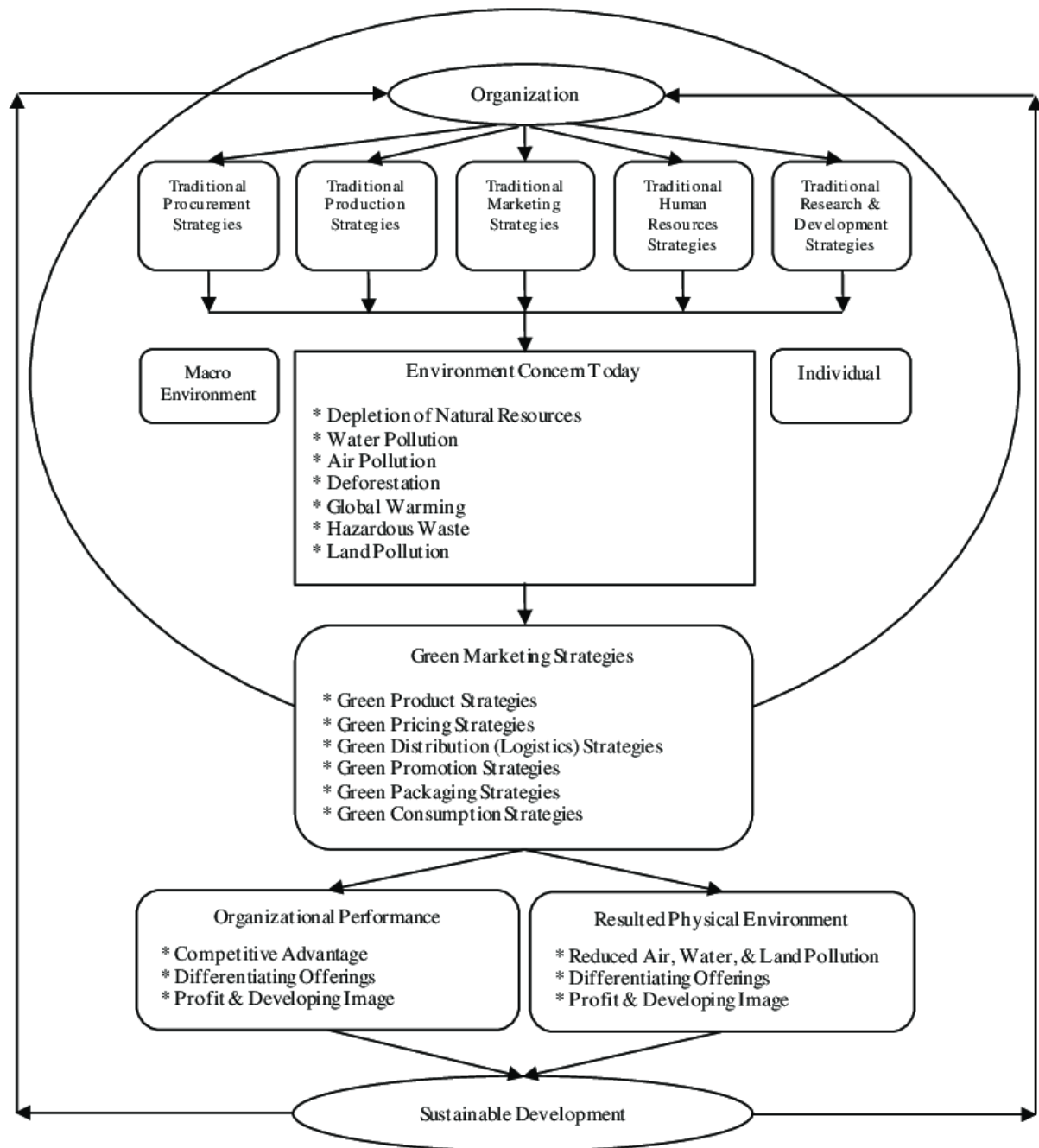


Figure 2 Green Marketing and Sustainable Development

3.1 Green Marketing Strategies for Sustainable Development

To accomplish the goal of sustainable development over the next few years will be a very difficult task, and according to the opinions of certain industry professionals, it will need a significant and fundamental shift in our industrial society's entire production and consumption system. The following are some eco-friendly marketing tactics that make sustainable development easier to achieve.

3.2 Green marketing mix based strategies

It encompasses the process of developing green-based logistics, goods, pricing and advertising strategies, as well as green consumption. In addition to the marketing department, other functional divisions of an organisation have been making extensive use of green marketing in order to address problems linked to sustainability^[13]. The procedure of adopting an ecomarketing approach as a corporate strategy, intervention, life cycle analysis, and grouping together successful outcomes are also included.

3.3 Green based product strategies

The integrated operations of sustainable development may be seen by the firms as either a threat or an opportunity, depending on how they choose to frame their perspective. Products that are environmentally friendly represent not only a significant market potential but also a proactive approach. The green items are often made from recycled materials, are safe to use, and last for a long time. Included in green-based product strategies are the reduction of materials used for recycling, packaging, re-consumption, and dematerialization of products; the use of sustainable sources of raw materials^[14]; the production of more long-lasting products; the design process that can be repaired; the production of products that are safe for disposal; the production of products and packaging's that are compostable; and the production of items that are safe, easy, and enjoyable to use.

3.4 Green pricing strategies

When compared to the pricing of regular and usual items, the prices of environmentally friendly goods are often greater. Peattie (1999) argues that the cost of green goods is not as costly as they are blown, but traditional items are made available at a much cheaper price simply since they exclude the ecologic manufacturing costs, utilisation, and treatment of waste. This mark is generally accepted, but Peattie's argument is that the price of green products is not as expensive as it is blown^[15]. He made it abundantly obvious that the most effective method for resolving this problem is to inquire of the customers "if they want to keep purchasing low-cost items that are harmful to the environment?" At the same hand, in order for customers to have a voice in the debate, they need to have a far deeper understanding of the positive aspects associated with purchasing environmentally friendly items.

3.5 Green promotion strategies

Green promotion is the practise of advertising goods in such a way that they do not affect the natural environment in any way, shape, or form at any point in the promotion process. According to Benerjee^[16], it has to fulfil at least one of the following requirements in order to be considered acceptable:

- Discusses, either directly or indirectly, the connection between the product or service in question and the natural and constructed environments in which it is used.
- Advocates for a sustainable way of life, whether or not specific products or services are highlighted.
- Projects an image of social and environmental responsibility on behalf of the company.

According to Scholossberg, as stated by Polonsky, green advertising helps consumers to repair the "biggest environmental threat," which is the lack of environmental knowledge. Ottman offered a number of different green promotion tactics in order to narrow the knowledge gap that existed about the environment via the use of promotion^[17]. Therefore, businesses that care about the environment need to do the following:

- Raise awareness among consumers about the issues that may be addressed by using environmentally friendly goods
- Offer solutions to customers by showing how environmentally friendly goods and services may be utilised to safeguard customers' health as well as the environment.
- To dispel the mistaken notion that environmentally friendly items are of lower quality than conventional ones in the minds of customers.
- The appropriate mix of the mainstream press must be done in order to transform the messages through direct marketing, community programmes, and other means; and
- It is essential that the benefits of eco-friendly marketing, which are intended to benefit both future and existing customers, be effectively communicated to consumers in order to generate a sense of self-interest on their part.

CAUSES FOR ADOPTING GREEN MARKETING

Over the last several years, a significant number of businesses have engaged in "green marketing." It is important to have an understanding of the factors that led to the shift in behaviour of businesses. There are five potential benefits that businesses may get from engaging in environmentally conscious marketing.

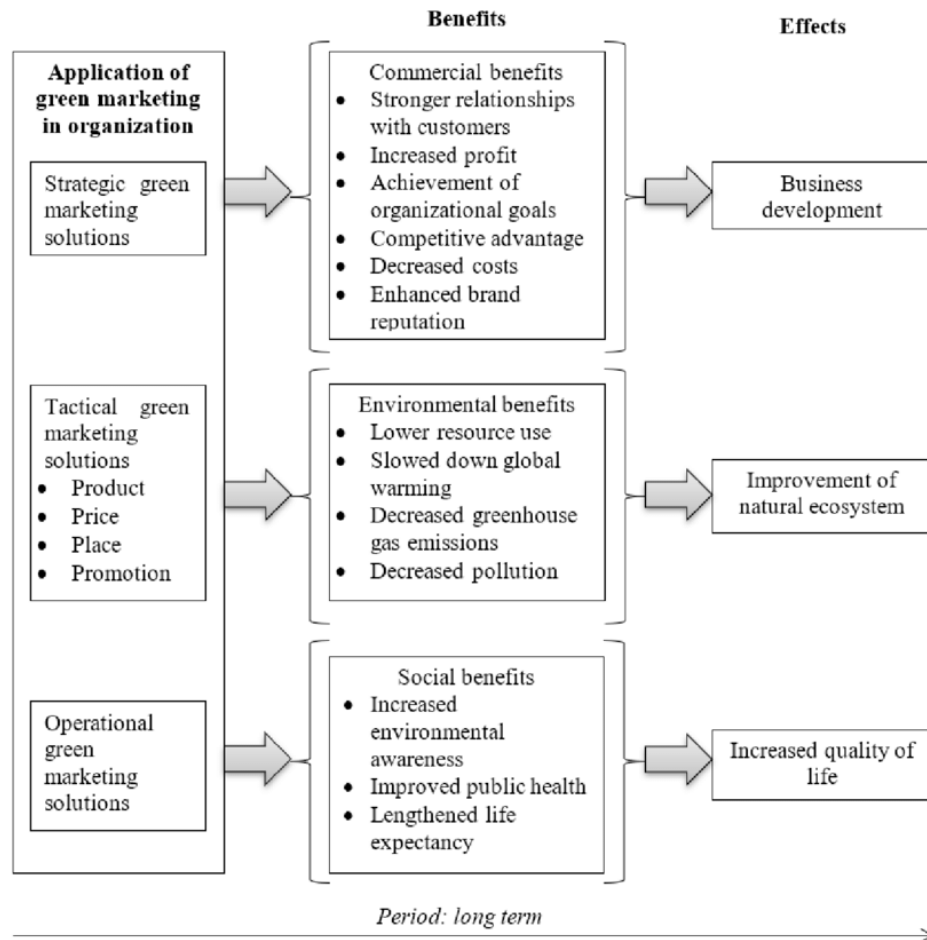


Figure 3 Benefits of green marketing

4.1 Opportunity

Due to climate change and other environmental challenges, consumers are more concerned about the environment. Industrial and private environmental concerns are growing. As a result, firms are seeing the shifting client expectations as an opportunity to seize. Thus, green companies have an advantage over non-green ones.

4.2 Social Responsibility

Many organisations feel obligated to be environmentally friendly. To address future demands, organisations must conserve natural resources. Thus, organisations must meet profit and environmental goals. Consequently, corporations must address environmental challenges. This arrangement gives companies two options. They may become responsible without presenting themselves as green firms or utilise their green activities as a marketing weapon. Body Shop uses both tactics and encourages sustainability^[18]. This boosts the company's competitiveness. The company was founded to provide eco-friendly items. Thus, Body Shop's green efforts are part of its business culture, not just a competitive weapon. Coca-Cola does not publicise its ecological efforts. Coca-Cola recycles and uses eco-friendly packaging. Coca-Cola has not pushed itself as a green firm, so many consumers are unaware of its environmental commitment.

4.3 Governmental Pressure

Government pressure to become increasingly responsible is another reason businesses are pursuing green marketing. Governments are responsible for safeguarding citizens and the general public, and this safeguard has significant implications for green marketing. Government restrictions on environmental marketing abound and are designed to safeguard consumers by lowering the manufacturing of dangerous products, altering the use of harmful products, and guaranteeing that all consumers may evaluate the environmental impact of a product. Governments have also implemented regulations to limit the quantity of hazardous trash that businesses generate.

4.4 Competitive pressure

Organizations are being forced to alter their environmental marketing strategies by rivals' environmental actions. Companies often observe how their rivals promote their environmental habits and attempt to imitate them. In certain cases, this intense competition has compelled an entire sector to change how it operates to lessen its negative effects^[19]. For instance, after Xerox's release of "Revive 100% Recycled paper," numerous other manufacturers followed suit.

4.5 Cost or profit issues

Businesses also engage in green marketing due to difficulties with costs or profits. Occasionally businesses may make long-term financial savings by decreasing dangerous waste. To reduce waste, businesses must update their manufacturing procedures^[20-23]. Effective and efficient manufacturing methods often contribute to a reduction in waste and the requirement for raw resources^[20]. As a result, there are two ways to cut costs: waste and raw materials. Additionally, businesses may create new waste-reduction technologies and offer them to other businesses.

CONCLUSION

Businesses stand to gain a lot from using green marketing strategies. These advantages are also observable at a global level since actions of this kind contribute to sustainable development. Consumers, in addition to companies, are beneficiaries of green marketing since adhering to its principles not only results in the production of goods that are beneficial to the well-being of consumers, but also in the preservation of the environment in which individuals work and live. Green marketing is becoming more prevalent on a worldwide scale, mostly due to the fact that when it comes to issues pertaining to environmental preservation, customers grow more environmentally conscious and demanding^[21-27]. On the other side, states are also aware that a large number of resources are being spent in an uncontrollable manner, which has the potential to result in the demise of some sectors in the future and makes them unsustainable. One of the models that is being sought to answer to endless customer wants with limited resources is green marketing, which is one of the reasons why the number of models being explored to respond to these needs keeps increasing. Because it encourages the efficient use of available resources, it helps move the needle toward the goal of attaining sustainable development.

ACKNOWLEDGEMENTS

Funding

This work was supported by Dongseo University, "Dongseo Cluster Project (type 1)" Research Fund of 20240006"

Authors' contributions

All authors contributed toward data analysis, drafting and revising the paper and agreed to be responsible for all the aspects of this work.

Declaration of Conflicts of Interests

Authors declare that they have no conflict of interest.

Data Availability Statement

The database generated and/or analysed during the current study are not publicly available due to privacy, but are available from the corresponding author on reasonable request.

Declarations

Author(s) declare that all works are original and this manuscript has not been published in any other journal.

REFERENCES

- [1] Bolivar-Ramos MT, Garcia-Morales VJ, Garcia-Sanchez E (2012) Technological distinctive competencies and organizational learning's: effects on organizational innovation to improve firm performance. *Journal of engineering and technology management* 29: 331-357. <https://doi.org/10.1016/j.jengtecman.2012.03.006>
- [2] Bong-Hyun, K., Alamri, A. M., & AlQahtani, S. A. (2024). Leveraging machine learning for early detection of soybean crop pests. *Legume Research*, 47(6), 1023-1031. <https://doi.org/10.18805/LRF-794>
- [3] Brecard D (2011) Environmental tax in a green market. *Environment Resource Economics* 49: 387-403. <https://doi.org/10.1007/s10640-010-9438-6>

- [4] Chen YS, Lin CL, Chang CH (2013) The influence of green wash on green word-of-mouth (green WOM): the mediation effects of green perceived quality and green satisfaction. *Quality and Quantity* 48: 2411-2425. <https://doi.org/10.1007/s11135-013-9898-1>
- [5] ChenYS, Chang CH (2012) Enhance green purchase intentions The roles of green perceived value, green perceived risk, and green trust. *Management Decision* 50: 502-520. <https://doi.org/10.1108/00251741211216250>
- [6] Galli A, Wiedmannb T, Ercinc E, Knoblauchd D, Ewinge B, et al. (2012) Integrating Ecological, Carbon and Water footprint into a "Footprint Family" of indicators: Definition and role in tracking human pressure on the planet. *Ecological Indicators* 16: 100-112. <https://doi.org/10.1016/j.ecolind.2011.06.017>
- [7] Gelb A (2010) Confronting Old and New Challenges organized by the Central Bank of Algeria and the IMF Institute in Algiers.
- [8] Gleim MR (2013) Against the Green: A Multi-method Examination of the Barriers to Green Consumption. *Journal of Retailing* 89: 44-61. <https://doi.org/10.1016/j.jretai.2012.10.001>
- [9] Hall JK, Daneke GA, Lenox M (2010) Sustainable development and entrepreneurship: past contributions and future directions. *Journal of Business Venture* 25: 439-448. <https://doi.org/10.1016/j.jbusvent.2010.01.002>
- [10] Hamadani, A., Ganai, N. A., Alam, S., Mudasir, S., Raja, T. A., Hussain, I., & Ahmad, H. A. (2022). Artificial intelligence techniques for the prediction of body weights in sheep. *Indian Journal of Animal Research*. <https://doi.org/10.18805/IJAR.B-4831>
- [11] Jasiński, A. (2012). Effectiveness of promotion using web-based agritourism portals in the light of their users' feedback. Web portal model for the region. *Acta Innovations*, 4, 7–68. https://www.actainnovations.com/index.php/pub/article/view/4_1
- [12] Jia-nan C (2012) Contributions of Environmental NGO to Environmental Education in China. *IERI Procedia* 2: 901-906. <https://doi.org/10.1016/j.ieri.2012.06.189>
- [13] Keskin D, Diehl JC, Molenaar N (2013) Innovation process of new ventures driven by sustainability. *Journal of Cleaner Production* 45: 50-60. <https://doi.org/10.1016/j.jclepro.2012.05.012>
- [14] Lakshmana CM (2013) Population, development, and environment in India. *Chinese Journal of Population Resources and Environment* 11: 367-374. <https://doi.org/10.1080/10042857.2013.874517>
- [15] Lin RJ, Tan KH, Geng Y (2013) Market demand, green product innovation, and firm performance: evidence from Vietnam motorcycle industry. *Journal of Cleaner Production* 40: 101-107. <https://doi.org/10.1016/j.jclepro.2012.01.001>
- [16] Olugu EU, Wong KY, Shaharoun AM (2011) Development of key performance measures for the automobile green supply chain. *Resource, conservation and recycling* 55: 567-579. <https://doi.org/10.1016/j.resconrec.2010.06.003>
- [17] Pavleen K, Ragbhir S (2006) Children in family purchase decision making in India and the West: A review, *Academy of Marketing Science Review*.
- [18] Rolla, K. J. (2023). Trends and futuristic applications of big data and electronic health record data in empowering constructive clinical decision support systems. *Bio-Science Research Bulletin*, 39(2), 78-91.
- [19] Royne MB, Levy M, Martinez J (2011) The Public Health Implications of Consumers' Environmental Concern and Their Willingness to Pay for an EcoFriendly Product. *The Journal of Consumer Affairs* 45: 329-343. <https://doi.org/10.1111/j.1745-6606.2011.01205.x>
- [20] Shepherd A, Patzelt H (2011) The new field of sustainable entrepreneurship: studying entrepreneurial action Linking? What is to be sustained? With? What is to be developed? *Entrepreneurs Theory and Practices* 35: 137-163. <https://doi.org/10.1111/j.1540-6520.2010.00426.x>
- [21] Sherbinin AD, Carr D, Cassels S, Jiang L (2009) Population and environment. *Annual Review Environment Resource* 32: 345-373. <https://doi.org/10.1146/annurev.energy.32.041306.100243>
- [22] Singh PB, Pandey KK (2012) Green Marketing: Policies and Practices for sustainable development. *Integral Review-A Journal of Management* 5: 22-30
- [23] Skaza J, Blais B (2013) The Relationship between Economic Growth and Environmental Degradation: exploring Models and Questioning the Existence of an Environmental Kuznets Curve. working paper series, The central for global and regional economic studies at Bryant University, USA. <https://doi.org/10.2139/ssrn.2346173>
- [24] Untari, D. T., & Satria, B. (2022). Repositioning culinary “Betawi Ora” as Bekasi eco-culinary tourism icon. *International Journal of Environmental Sciences*, 8(2), 15-24. <https://www.theaspd.com/resources/IJES%20Paper02-%20Dhian%20Tyas.pdf>
- [25] Yaronga Z, Xin Y (2011) Research on the sustainable development and the objective of Chinese Government performance audit. *Energy Procedia* 5: 1230- 1236. <https://doi.org/10.1016/j.egypro.2011.03.215>