

The Governmental Role of the Green Marketing Approach in Increasing the Performance Rates of E-commerce

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Abstract

The main purpose of the research is to increase the performance rates of e-commerce management between Egypt and Europe through the strategic impact of green marketing in order to increase production rates, marketing, technological development and continuity in light of the digital transformation world. The paper seeks to adopt green marketing between Egypt and Europe to achieve an increase in the performance rates of E-commerce management in light of sustainable technology strategies.

The green marketing approach should be adopted to increase the performance rates of the e-commerce department. Research article covering e-commerce rates development framework. The green marketing approach has a strategic role in building technological production and marketing plans and programs between Egypt and Europe, which achieve the highest performance rates for e-commerce.

Keywords: Green Marketing, Research and Development Policies, Technological Knowledge, Human Development, E-Commerce.

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Introduction

Green marketing is an essential and pivotal entry point for achieving the advancement of the economic and commercial sector. Today, in light of the world of technology and sustainable development, the countries of the world adopt many strategies and scientific and practical approaches to achieve the highest performance rates for their companies, which contribute to achieving an increase in the rates of e-commerce development. The adoption of the green marketing philosophy, it has become a strategic direction to preserve the environment and rationalize the use of natural resources in light of the Covid-19 crisis. (Papadas et al., 2017)

E-commerce is considered one of the most important contemporary strategic issues that is receiving increasing attention from local and international companies by studying and providing advanced mechanisms for the development of e-commerce services to achieve development and meet challenges (Khafizovich, 2020)., One of the studies confirmed that e-commerce is one of the contemporary issues in light of the current crises such as globalization and health crises, as it is based on the understanding and application of scientific principles and technological processes for the production of products and the provision of services for the development of business organizations.(Ogbuanya & Yekinni, 2020)

E-commerce is one of the important strategic mechanisms that support the world of finance, economy and trade, which represents one of the main pillars of local and international investment. Achieving the development of E-commerce performance rates takes place through an integrated approach to business that includes a group of operations (production / marketing / finance / human resources work / research and development / information technology).

Literature Review

Green marketing appeared in the mid-eighties of the last century as one of the necessary requirements to achieve the social and ethical responsibility of marketing, and in light of the trend of the world today to achieve environmental sustainability, which represents a major driver of innovation and among the priorities of the international agenda, so business organizations tended to follow technological marketing strategies to design, develop and market Green products with the adoption of consumer awareness towards green products, especially in light of the global crises we are facing (the Covid-19 pandemic). (Dangelico & Vocalelli, 2017)

The study (Rajadurai, J. & et.al, 2021) confirmed that green marketing is a global phenomenon as a result of the trend towards shifting consumer attitudes and

behavior, as it embraces all activities related to product modification, production processes, packaging and environmentally friendly advertising campaigns, and the study aimed to Determining the relationship between the variables of orientation towards green marketing (GMO) and the performance of green small and medium companies (GSMEs) for the construction and energy sectors in Malaysia by adopting green marketing strategies, and the results proved that by directing a sample survey (238 respondents) that green supply chains and green promotion It has a positive impact on customer satisfaction, achieving clean production of goods and services in line with the United Nations Sustainable Development Goals.(Rajadurai et al., 2021)

Another study dealt with some of the variables that affect the performance of green marketing in small and medium-sized companies in Indonesian companies, and aimed at improving the marketing performance of products in light of the role of innovation and environmental marketing by using the ecosystem. Green marketing through environmental innovation that develops products, processes, and organizations that favor sustainability, leading to improved performance of green marketing and higher customer growth, market share and sales volume.(Harini et al., 2020)

A study was conducted on a sample of workers in Dutch manufacturing companies, which focused on the effect of green marketing strategies on the satisfaction and loyalty of professional buyers in the business environment, as the dimensions of green marketing (quality / price / company image / sales representative experience) have a strong positive relationship with Customer satisfaction and loyalty to the company's products, as the strategies of local and international companies are based on the application of sustainability because it represents the most important environmental and social issues in the strategic agenda of companies. Therefore, green marketing is an environmentally friendly competitive advantage in a sustainable world.(Gelderman et al., 2021)

In the context of developing e-commerce performance rates in various international societies, the study (Knežević, M. & Šapić, S., 2018) confirmed that it used statistical methods to process all the data collected in the statistical program (SPSS) for the field of e-commerce in Serbia, It was found that there are administrative and legal effects (electronic signature of commercial contracts) through security and privacy on the level of e-commerce use, as well as identifying areas that should be improved and developed in order to increase the use of e-commerce between Serbia and the European Union. It was found that there are positive effects of safety and privacy on the intensity of trade use Electronic.

(Knežević & Šapić, 2018)

One of the studies indicated that at the end of the second decade of this century it was found that electronic commerce is an inseparable element from international trade, as the study aimed to identify the different strategies for liberalizing electronic commerce and the difficulties that hinder reaching a multilateral agreement in electronic transactions in the World Trade Organization. And it turns out that the digital revolution has a key role in the entry of companies into the global market, which led to a decrease in costs and an increase in competition in the provision of digital services and the entry into regional integration agreements. (Dugiel & Latoszek, 2018a)

E-commerce is developing dynamically in the global economy, as the development of information and communication technology has led to openness to new markets and access to opportunities for global spread. The study (Tovma, N et.al, 2020) aimed to analyze the methods and processes of e-commerce development and identify the main trends and changes in the development of e-commerce, and it was found that the increase in e-commerce practices leads to the expansion of companies' operations and increase the efficiency of their activities while providing distinguished electronic services and developing the economy in general. (Tovma et al., 2020)

Proceeding from the interest of the countries of the world, especially the European Union, to adopt e-commerce strategies, which have become an integral part of the companies work. A study, according to the results of locals and experts in the field of e-commerce that depends on cashless payments in 2018, confirmed that there is an increase in the volume of sales in companies With an amount of more than 1.5 trillion dollars, while the study confirmed that e-commerce will occupy more than 40% of the total trade indicators in developing countries, while in developed countries it will decrease from 70% to 60%. The study indicated that e-commerce creates an appropriate social and economic activity it contributes to the development of entrepreneurship activities and the practice of e-commerce. (Tovma et al., 2020)

Methodology

For the mentioned current research review, the current research review is based on secondary data, as this secondary data consists of various international scientific research and articles on green marketing, e-commerce, digital economy.etc., and it is also from different international research journals related to green marketing and e-commerce And the digital economy, the current research study collected statistics related to the subsequent goals by evaluating the literature on the topic of

developing domestic and international e-commerce in light of the green marketing approach.

In addition to the above, the researcher reached through the study to know the current situation on the following:

- The transfer of knowledge in the digital economy using digital devices leads to the development of the digital economy, which means that it will radically change the activities of companies in the market and will make companies to change the business model in the modern global economy.
- Production processes in the industrial and services sector (mainly financial and communications) have changed as a result of new inventions in digital technology.
- A study confirmed that in 2020, the number of digital technology buyers in the world will reach 2.05 billion people, compared to 2014 (1.32 billion people), and it is expected to reach 2.14 billion people at the end of 2021.(Nasimovna & Iikhomovich, 2020)
- It became clear by studying the current situation of international e-commerce compared to traditional trade in light of the impact of the Corona virus (Covid-19) based on data of international experts, it was found that the volume of growth for e-commerce reached 2.9 trillion dollars in 2018, 3.5 trillion dollars in 2019, \$4.2 trillion in 2020 and is expected to exceed \$6.5 trillion by 2023. (Nasimovna & Iikhomovich, 2020)
- Through the study of e-commerce in the World Trade Organization in light of the digital revolution, it was found that some developed countries (Australia, the United States, the European Union, Japan and African countries) are interested in solving the issue of e-commerce and entering into regional integration agreements, and the most important part of e-commerce is the electronic transactions that take place B2B reached nearly 90% in 2015, while B2C transactions account for only about 10% of all e-commerce. (Dugiel & Latoszek, 2018b)
- The situation of the Egyptian economy is good to get out of the Corona crisis quickly, especially since it enjoys the confidence of international financial institutions, as the International Monetary Fund has agreed to provide immediate financing worth 2.8 billion dollars, and statistics indicate the

growth of e-commerce in Egypt during the year 2019/2020 to about 3 billion dollars. , while it did not exceed 560 million dollars during 2015/2016. (“Almalnews,” n.d.)

- According to the statistics of the e-commerce index in Egypt in 2020, it was found that Egypt occupies the 109th place at the global level, compared to the 102nd place last year, as it was found that 57% of Egyptians use the Internet and 7% of Internet users have done online operations, and Switzerland, the Netherlands and Denmark Singapore and Britain are ranked the best 5 countries in the world, knowing that this indicator measures the economic readiness of countries around the world to benefit from online marketing.(“Economyplusme,” 2019)
- In 2017, the national e-commerce strategy was launched in cooperation with the United Nations Conference on Trade and Development (UNCTAD), the main partner in preparing the national e-commerce strategy for Egypt. The strategy included a set of recommendations that support decision-making policies in the main aspects of e-commerce and contribute to confronting Challenges facing e-commerce in Egypt.(Ministry of Communications and information Technology, 2018)
- The Oxford Business Group expects the Egyptian e-commerce market to grow at a rate of 33% annually to nearly \$3 billion by 2022. Consumer spending in Egypt on non-essential goods has reached 3.90 billion Egyptian pounds in 2020, and is set to reach 8.81 billion. EGP 1 billion in 2021, according to the 2021 Fitch Solution report.(“Mubasher” 2021)

Research Problem

The performance of e-commerce faces many strategic and developmental challenges, which led to the lack of sufficient expertise for those in charge of e-commerce from many experiences in several areas, the most important of which is professional marketing to reach the target audience. Awareness among consumers of the adoption of electronic services when purchasing, and the spread of the health crisis (Covid 19) in Egypt and Europe, which requires the need to identify the causes of the deterioration and find practical solutions and proposals to meet the challenges facing e-commerce, and determine the strategic role of green marketing in increasing e-commerce performance rates .

The importance of the study

- Green marketing is a relatively recent strategic topic in business management.
- Highlighting the role of green marketing in developing national income sources and finding strategic solutions to administrative, economic and social problems in the commercial sector.
- The research helps to identify indicators for measuring green marketing and e-commerce in Egypt, which contributes to the development and improvement of the performance of the trade rate.
- The research is concerned with analyzing and studying the relationship between green marketing and e-commerce in Egypt in comparison with some European Union countries.
- The study derives its importance from the field of application, which is the e-commerce sector in Egypt and some countries of the world in light of the Covid-19 pandemic crisis.

Objectives of the study

- The main goal is to increase e-commerce rates in Egypt through the impact of green marketing on increasing rates of clean production and technological development.
- To identify the reasons for the deterioration of e-commerce rates in Egypt, and to identify the factors that led to the weak commercial performance in Egypt.
- Analyzing the strategic role of green marketing on increasing e-commerce performance rates in Egypt.
- Determining the most important indicators for measuring green marketing and e-commerce, while identifying the main pillars of e-commerce adoption in the Egyptian sectors.
- Attempting to achieve an increase in e-commerce rates within the framework of the role of green marketing in the Egyptian commercial sector.
- Coming up with recommendations that contribute to the development of e-commerce rates in Egypt.

Study variables model and measurement indicators.5

A- Study variables model:

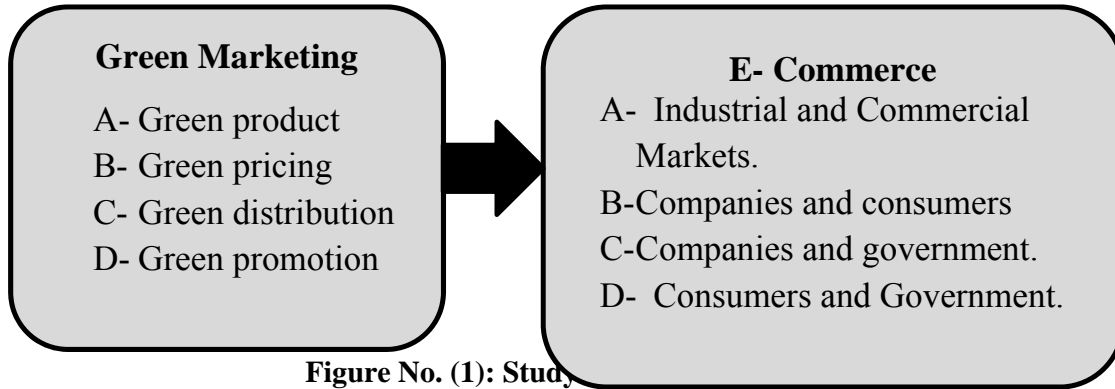


Figure No. (1): Study
Source: Prepared by the Authors.

B- Measurement Indicators:

E-Commerce	Green Marketing
1- Increasing the number of online buyers 2- The frequency of appearance of the ad tape 3- Credit card services 4- Negotiation rates and electronic contracts 5- The standard of efficiency and effectiveness of performance 6- Appropriate means of shipping and transportation 7- Providing technological infrastructure	1- Marketing budget 2- Modern information and communication systems 3- Waste reuse rate 4- Recycle rate 5- Employee satisfaction 6- Quality of service 7- Product design quality 8- Market share rate

Table No. (1) Study measurement indicators
Source: Prepared by the Authors.

Analysis of the relationship between green marketing and e-commerce:

Green marketing is among the pillars of modern practices for local and international business companies, where Joel Makower presented in his book Strategic for the Green Economy a division of the development witnessed by green marketing in the past decades. Damage from the ethical side, followed by companies to take care of not harming the environment and improving their reputation, followed by the last

stage (Green is Green), which means green environmental orientation is one of the priorities of business philosophy to exploit various marketing opportunities in the business environment.(Sandeem, 2009)

The world is moving towards the application of the concept of green marketing, because it includes activities designed to produce and facilitate all exchanges that satisfy the needs and desires of human resources with an interest in not harming the environment (Satpal Singh, 2012). The American Marketing Association (AMA) has emphasized that green marketing is the marketing of products that do not Harmful to the environment, as it creates a belief among individuals that it is no more than an activity aimed at planning and promoting environmentally friendly products (Satpal Singh, 2012). This supports trade operations locally and internationally

E-commerce or the digital economy, in light of the spread of the Corona pandemic, is recording a noticeable increase in the total domestic trade in Egypt, and sales advertisements through communication sites have achieved high rates in the past few years, and electronic sales have doubled as a result of business organizations adopting precautionary measures, among which were the commitment to homes and reducing Many economists have indicated that the rate of increase in the percentage of e-commerce in Egypt is currently about 30%, and they estimate the volume of this trade at 2 billion dollars (i.e. approximately 32 billion pounds), amid expectations that this percentage will increase at large rates over the next few years. A study (Tirbakh, L. & Chaban, G., 2020) confirmed that e-commerce is a relatively new type of economic activity and is developing significantly in Ukraine compared to other countries of the world. Analysis of the trade market and sales volume in the Ukraine under study to achieve the highest rate of development in the overall economy.(Lesia Tirbakh & Galina Chaban, 2020) Therefore, e-commerce is a technology for conducting business via the Internet and although it is a fairly new concept, it is possible to modify the traditional form of trade activities and industry, as it affects different sectors such as education, health, communications, finance, administration and others.

With the spread of e-commerce in Egypt and the countries of the world, it seems that the future of commerce will take a new path to take a different form, as the Egyptian Ministry of Communications estimated that the number of Internet users throughout Egypt is 46.2 million people, which represents more than 54% Of the total population, Egypt is ranked 14th in the world. There are many challenges that prevent individuals from adopting electronic transactions in their purchase. More than 56% of the total households do not have the awareness to use electronic commerce, in addition to the difficulty of shipping, transportation, and the financial and legal aspects imposed by the state (Egyptinnovate, n.d.).

In the context of the above, the researcher will address how to analyze the relationship between green marketing and e-commerce through the following elements:

A- The effect of green marketing on improving the performance of the commercial sector rates

In recent years, one of the studies showed the effect of green marketing messages on consumers' intentions by examining the roles and motives they have towards green initiatives and its impact on the processes of promoting products and developing mechanisms to achieve the goals of organizations through various stimulus processes towards green initiatives.(Chang et al., 2019)

And in the context of companies adopting the principles of sustainability and development through green marketing and green branding to achieve a balance between managing social, economic and environmental goals (current and future) by expanding awareness of the need for sustainability, where green marketing focuses on developing and marketing products and services that meet the needs of customers to build a bridge Between what markets and customers want, environmentally friendly corporate commitments and technology offerings, companies can focus on developing new, clean products.(Simao & Lisboa, 2017)

Hence, companies with green marketing try to search for specific customer needs, with the possibility of companies finding ways to differentiate their products and help them establish a well-known green brand. Companies must adopt a green marketing strategy in order to deal with some basic areas such as market segmentation, green product development and green positioning Defining green pricing, green logistics, green communication, and developing green partnerships.(Simao & Lisboa, 2017)

In light of the above, the researcher believes that companies must take into account two critical aspects when developing and improving an environmentally friendly marketing strategy in order to create a product that meets the needs of consumers and build a positive perception in the minds of consumers in order to achieve a high quality product and the company's commitment to the environment and with the adoption of a marketing strategy Green companies need to develop both the functional and emotional benefits of a product to gain a competitive advantage by strategically placing products in the minds of consumers.

B- The role of green marketing in increasing e-performance rates:

After the emergence and spread of the COVID-19 pandemic, the global economy

was closed and a set of strict restrictions were issued in all countries of the world, and in this context, customers have become more aware of their needs related to green products, and therefore green marketing issues have received more attention in environmentally friendly environments. The importance of green marketing orientation in environments. Trade is generally conditioned by global diversification and developing economies. (Ho et al., 2021)

In light of the global requirements that are characterized by competition, many studies have increasingly focused on green marketing or an environmental strategy, which are key concepts in the management or marketing literature, as the green strategy improves value for companies, but it needs integration towards adopting environmental strategies that support sustainability to achieve Profits and long-term competitive advantage. Green marketing involves adapting the concept of environmental protection and technological innovations, including energy savings, green product design and waste recycling. Thus, green marketing works to improve services or products that do not harm the environment and can help companies create socially responsible corporate images while developing successful green promotions and e-innovation in order to enhance business performance at the local and international levels. (Ho et al., 2021)

A proposed strategy for developing e-commerce rates in light of the application of the green marketing approach:

In light of the current conditions of the major crises that the world is going through, especially the crisis (the emerging corona virus), environmental issues have increasingly attracted attention in companies facing strict regulation, public sensitivity and various pressures in order to preserve the natural environment, the interest of companies in adopting environmental ethics reinforces. From maximizing green marketing programs (green production, pricing, distribution and promotion programs) for products needed to protect the natural environment. (Han et al., 2019), Companies develop and maintain green channels in order to cooperate with local and international partners or customers. In addition, companies that adopt corporate social responsibility along with corporate environmental ethics receive continuous media coverage and enhance the added value of their products and services and enhance the green image of companies towards customers, which benefits their green products and service promotion. (Han et al., 2019)

Based on the foregoing, the researcher believes that the green marketing approach has a strategic role in the sustainability of e-commerce for the Egyptian commercial sector, which maximizes performance rates, by supporting companies for creative and innovative ideas for human cadres, providing information

technology infrastructure and providing electronic training models. **In light of the above**, a proposed strategy can be clarified to increase the role of the green marketing entrance in developing e-commerce performance rates, as shown in the following table:

1	Strategic vision	That the Egyptian companies turn into development companies whose goal is to spread and enhance the role of the green marketing approach among the workers so that they become leading companies in the commercial sector.
2	strategy message	Egyptian commercial companies seek to maximize their role in developing e-commerce performance rates for employees, in a way that helps support the green marketing mix to achieve the development of e-commerce performance rates.
3	The goal of the strategy	The strategy aims at the role of the green marketing entrance in developing the performance rates of e-commerce among employees, and increasing its ability to meet the challenges faced by Egyptian companies in achieving the development of e-commerce.
4	Strategic sub objectives (strategic options)	<ul style="list-style-type: none"> - Administrative leaders adopt the idea of sustainable development in its various dimensions. - Develop a plan aimed at providing all the supporting requirements for commercial companies. - Developing the technological and research infrastructure of companies. Providing human cadres specialized in sustaining development in the commercial sector. Providing the financial, human and technological requirements to support the green marketing approach. - Conducting awareness and education programs on the importance of the role of the green marketing entrance in developing e-commerce performance rates.
5	Implementation Ingredients The success of the strategy	<p>Innovative and creative strategic administrative leaders. Flexible organizational structures.</p> <ul style="list-style-type: none"> - Technology training programs and specialized and equipped training centers. <p>Modern technological infrastructure and technologically qualified human cadres</p> <p>Marketing programs for commercial products locally and internationally.</p> <ul style="list-style-type: none"> - Integration and capacity support in the field of information. <p>Partnerships with universities, specialized bodies, international houses of expertise, and entrepreneurs' experts.</p> <ul style="list-style-type: none"> - Distinguished public relations management and flexible crisis management. <p>A budget earmarked for financing. Organized records that include the strategic positions and plans of the commercial sector companies.</p>



6	The strategy implementation actions	<ul style="list-style-type: none"> - Conducting continuous survey studies to find out what is new about the commercial sector. Preparing accurate and flexible strategic plans for the company's needs from various studies. - Existence of administrative leaders who believe in the idea of development of the e-commerce sector and openness to the outside world by adopting the green marketing approach, while motivating workers to adopt this thought. Providing the informational, financial and technological requirements that support the achievement of electronic development. - Take immediate decisions to reward creators and innovators, while building an effective system to reward and motivate those conducting research while supporting the necessary technological processes and means. - Concluding twinning agreements with many international universities to benefit from the various scientific research in the commercial field and put it into practice. - Providing the appropriate organizational climate to encourage employees to think pioneering. <p>At least semi-annual follow-up in providing the necessary requirements for the entrance to green marketing.</p>
7	Time schedule	<p>The administrative leaders meet to set a proposed timetable for implementing the strategy, provided that the capabilities of commercial companies are taken into consideration before determining the timetable for implementing the strategy to ensure its success.</p>
8	Methods for monitoring and evaluating the implementation of the strategy	<ul style="list-style-type: none"> - Forming a committee of administrative leaders to follow up and evaluate the extent of implementation of the strategy's provisions and compare the achieved results with what is targeted - Following up the timetable for implementing the strategy, identifying the obstacles facing the implementation of the strategy, evaluating the levels of the dimensions of development, and following up on the commitment of each party to the roles assigned to them. - Measuring the role of the green marketing mix in developing e-commerce rates. - Follow up on the effectiveness of industrial and commercial markets in bringing about development of the commercial sector
9	Justifications	<ul style="list-style-type: none"> - Resources are available to many companies and open channels of communication with the developed world countries. The desire to increase the number of innovative and creative proposals necessary for e-commerce development. - The green marketing mix leads to an increase in the performance of e-commerce rates necessary for sustainability. Transferring the experiences and expertise of other countries leads to improving creativity and innovation rates. Desire to improve the added value in the companies under study. Marketing Egyptian commercial products in African, Asian and European countries.

Table No. (2) A proposed strategy to increase the role of the green marketing entrance in developing e-commerce performance rates

Source: Prepared by the authors, and based on the theoretical framework of the study

In light of the foregoing, the researcher presents some recommendations for the green marketing approach that support an increase in e-commerce performance rates as follows:

- Preparing strategic plans to develop the electronic performance rates of the commercial sector
- State support for the development of technological ideas for the development of the industrial and service sectors, which affect the development of national income.
- The need to increase the financial budget for marketing services for products and services that do not harm the environment in order to support e-commerce.
- Establishing an independent technological logistic department in the companies to be responsible for supporting the production and marketing operations in the various commercial sectors.
- Establishing technological training centers to qualify human resources and develop leadership and technical skills to achieve strategic production and service development for business companies.
- Establishing local and international alliances with think tanks, consulting offices and technology organizations that help increase the efficiency of the production and service process in various sectors.

Conclusion:

This article focuses on the most important strategic issues in the current era, which is the entrance to green marketing and its role in achieving the sustainability of e-commerce, by studying one of the most important commercial sectors.

This article reveals about adopting the dimensions of the green marketing approach, which is represented in (green product / green pricing / green distribution / green promotion) and its role in improving the performance of the e-commerce sectors and developing human cadres in companies in general and electronic companies in particular, with reference to the preparation of a strategy Suggested to benefit from in the future in order to achieve the sustainability of e-commerce.

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