

Received: 30 May 2023
Revised: 28 June 2023
Accepted: 1 July 2023
Published: 13 July 2023

EXAMINING THE IMPACT OF GREEN MARKETING STRATEGIES ON ORGANIZATIONAL PERFORMANCE AND COMPETITIVE ADVANTAGE

Zahid Hussain

Department of Business Administration,
Shaheed Benazir Bhutto University, Nawabshah

Corresponding Email: zahidhussain9341@gmail.com

ABSTRACT

Purpose: The objective of this study is to investigate the effects of green marketing strategies and corporate social responsibility (CSR) practices on organizational performance and competitive advantage. The study aims to advance understanding of CSR principles and green marketing strategies and to provide practical guidance to companies wishing to increase their commitment to sustainability while maintaining a profitable position in the Pakistan market.

Design/Methodology: The study adopted a positivist ideology as well as deductive technique. A combination of snowball and accessible sampling techniques was employed to acquire the data from 121 participants.

Findings: According to the study's findings, the implementation of green marketing strategies and CSR policies helps to improve the performance and competitive advantage of lubricant companies. Further, customers as well as business experts support companies that produce ecologically friendly products. Thus, the present study provides evidence that CSR and Green marketing have a positive impact on company performance.

Originality: This research enriches the information base on CSR practices, green marketing strategies and how they impact company performance and competitive advantage. The study broadens comprehension of these concepts within the context of the Oil Lubricant Industry. The combination of green marketing and CSR practices in the understudied Pakistani lubricant business makes the research distinctive and new. The beneficial insights gained from this study can aid companies in creating strategies to improve their contribution to the environment while still generating revenue from the Pakistani market.

Keywords: *Green marketing, corporate social responsibility, Organizational performance, Competitive advantage, Lubricant industry, Consumer perception, Industry experts.*

Paper type: Research Paper

NBR

NUST Business Review

ID: NBR23053002

Vol. 05 (01)

07, 2023

pp. 1-18

DOI:

<https://doi.org/10.37435/NBR23053002>

This work is licensed under a Creative Commons Attribution 4.0 International License.



INTRODUCTION

Environmental sustainability is becoming increasingly important to businesses across all sectors. To demonstrate their environmental performance and promote sustainable growth, many companies have implemented sustainable practices and green marketing techniques. The lubricant business too has been steadily adopting green marketing strategies in Pakistan, wherein the demand for sustainable practices has proven especially critical. There is a rising need to address environmental issues, considering the likelihood of harmful environmental effects from this business. Numerous studies have examined how green marketing techniques and corporate social responsibility (CSR) practices affect organisational performance throughout a range of international businesses. Research has also examined how green marketing techniques and corporate social responsibility (CSR) practices affect organisational performance across a range of international businesses. For instance, Qureshi et al. (2020) looked into how green marketing affected client loyalty and satisfaction in the Indian auto industry. They found a strong correlation between the two, which increased customer loyalty. Green marketing has gained widespread acceptance in the modern market thanks to its emphasis on encouraging and creating environmentally friendly products in accordance with laws (Waqas et al., 2018).

Both consumers and authorities worldwide are increasing their demands for environmentally friendly business practices. Environmental catastrophes induced by human activity and pollution have a direct effect on ecosystems. Therefore, it is essential to set specific objectives and goals for wildlife protection. The lubricant industry continues to produce waste and pollutants despite its fast-paced global expansion (Shuja et al., 2018). Adopting sustainable practices that put the preservation of the environment first is crucial. This entails adhering to CSR principles which prioritize stakeholder-company interactions and guarantee adherence to sustainability and safety requirements across all production and manufacturing procedures and end products (Waqas et al., 2020).

In view of these factors, the objective of the research is to investigate how a lubricant company's performance and competitive advantage are impacted by green marketing strategies and corporate social responsibility (CSR) rules.

The present study aims to investigate how respondents perceive corporate social responsibility initiatives affect the performance of the organization. The study specifically focuses on examining the impact of CSR policies and green marketing strategies on the performance and competitive advantage of a Lubricant Company.

THEORY AND HYPOTHESES

Green Marketing

The term 'green Marketing' refers to the process of emphasizing products or services that are generally environmentally friendly or have been manufactured in such a way as to be environmentally friendly (Alikor et al., 2022). It involves incorporating sustainability and environmental considerations into a variety of marketing techniques such as product design, packaging, delivery, and promotions (Kwarto et al., 2022). Green marketing is the practice of promoting products that are deemed sustainable for the environment (Alikor et al., 2022). Thus, an extensive variety of operations, including product alterations, production process adjustments, packaging modifications, and advertising alterations, are included in green marketing (Okoli et al., 2022). Green marketing comprises developing and advertising products and services that simultaneously satisfy consumers' demands for efficiency, quality, and cost. Green marketing is an organisational approach that successfully and sustainably finds out, predicts, and meets client and social demands while taking environmental factors into account (Gusov et al., 2022). Green marketing refers to the promotion of products and services that are deemed sustainable for the environment (Kwarto et al., 2022). The phrase refers to a variety of actions such as changing advertisements along with goods, manufacturing procedures, packing, and packing layout (Okoli et al., 2022). Green marketing is intended to meet the growing demand for environmentally friendly products, raise environmental knowledge, and encourage moral consumer behaviour (Alikor et al., 2022). Darmawan et al. (2022) showed that a large portion of customers are becoming increasingly concerned about environmental concerns. They are prepared to support and purchase advertised ecologically friendly goods. Mohammad et al. (2022) found that consumer intent to purchase is positively impacted by their positive perceptions of green products and green marketing strategies. Effective green marketing strategies can significantly alter consumer behaviour.

Consumer views and buying decisions may be positively influenced by particular green product attributes such as energy consumption, recyclable materials, or natural components (Zhang et al., 2022). The development of a positive brand reputation associated with sustainability and environmental consciousness could be aided by green marketing strategies (Patwary et al., 2022). The development community usually sees green products as being more trustworthy and moral. Despite the fact that green marketing is actually effective, customers tend to be skeptical of green statements. According to Rosyidah et al. (2022), customers are concerned about "green washing," in which companies misrepresent claims regarding how environmentally friendly their goods are. Credibility and openness are essential components of effective green marketing (Wang et al., 2023). By educating and informing consumers on the environmentally friendly products offered to the environment in addition to the reasoning behind green marketing strategies, it is possible to increase consumer knowledge and acceptance (Gusov et al., 2022). Although some consumers are willing to pay extra for environmentally

friendly products, others may place a higher value on cost. Sustainable packaging techniques such as the utilization of recyclable suppliers or the reduction of wasteful packaging have been found to have a beneficial impact on consumer views of products and companies (Patwary et al., 2022). CSR activities and green marketing programmes regularly cross paths. According to Mohammad et al. (2022), customers become more committed to firms that demonstrate social responsibility and environmental sustainability through the implementation of green marketing strategies that unequivocally demonstrate a company's commitment to environmental responsibility. Consumer confidence and commitment may be enhanced. The price sensitivity among customers can vary, whether it relates to green items or not. Credible and reliable green marketing strategies make it easier to build long-term connections with clients who care about the environment (Aslam et al., 2021). By effectively distinguishing themselves through green marketing strategies, businesses may gain a competitive advantage. Environmentally conscious consumers can be attracted by environmentally friendly efforts, which may also increase market share (Borah et al., 2023). Green marketing strategies improve the efficiency of organizations. A company's profitability, brand reputation, and market share may all improve through the use of efficient green marketing techniques (Rajput et al., 2022).

Green Marketing Strategies in Lubricant Sector

Environmental sustainability is an increasing priority for companies in a variety of industries around the world. To showcase how they protect the environment and promote sustainable growth, many companies have embraced environmentally friendly business practices and green marketing strategies (Shuja et al., 2018). Since there is a greater demand for sustainable practices in the lubricant sector in Pakistan, there has been a steady increase in the use of green marketing strategies. This industry has come under a lot of pressure to solve environmental problems because of the likelihood of adverse consequences for the environment. The impact of CSR and green marketing strategies on organisational performance throughout a variety of international industries has been the subject of many research studies. For instance, Qureshi et al. (2020) looked at how green marketing impacted client satisfaction and retention in the Indian auto industry. The study found a connection between green marketing and client satisfaction, which ultimately leads to increased client loyalty. Green marketing has become a prominent concept in the contemporary market, with an emphasis on creating and marketing environmentally friendly goods that abide by numerous standards (Waqas et al., 2018). In several nations across the world, there has been an increasing market demand for environmentally friendly business practices from the general public and from governments. Environmental disasters brought on by pollutants and human-made activities have a direct impact on the natural system. Environmental disasters brought on by pollution and human-made activities have a direct impact on the natural system (Uduji et al., 2022). Specific objectives and goals must be set in order to protect the environment. The lubricant industry is rapidly growing on a global

scale, but it also generates waste and pollutants (Shuja et al., 2018). Therefore, it is critical to adopt sustainable practices that prioritize environmental factors. This requires implementing CSR principles, which place an emphasis on the relationship between users and the business while ensuring that safe environmental criteria are adhered to in all production, procedures, and finished goods (Waqas et al., 2020).

The purpose of the comprehensive Green Marketing Strategy is to positively influence consumer choices for environmentally friendly and sustainably produced goods. The ideology is based on changing how raw materials are used, including natural resources, to fulfil environmental standards and changing industrial processes accordingly (Ikram et al., 2021). It presents chances for the oil sector to show environmental responsibility and assessment (Aslam et al., 2021). Organizations may better understand how consumers, stakeholders, and governments behave when it comes to green consumption by applying green marketing. They may also tackle the significant strain brought on by pollution and climate change in the lubricant sector and advance environmentally friendly growth (Bux et al., 2020).

A strategy approach called "green marketing" gives the protection of the environment top priority and incorporates it into various commercial operations like manufacturing, packaging, and promotion (Elsaman et al., 2021). It tries to promote ecologically sustainable consumer behaviour and activities. Due to its negative effects on the environment and ineffective responses to sustainability problems, the oil-based lubricant business has been increasing (Aslam et al., 2021). As a result, this sector is increasingly in need of a commitment to environmentally friendly growth.

Over the years, Pakistan's lubricant sector has experienced phenomenal expansion. However, the increased use of renewable resources has made it necessary for governments to regulate the use of cutting-edge alternative solutions. Because of their short-term expense and complexity, as well as the intangible nature of these environmental advantages, which might render it impossible for consumers to understand their impact, green marketing techniques are frequently challenging for businesses to implement (Bux et al., 2020). However, Saeed et al. (2021) contend that green marketing is a type of advertising that emphasizes ethical issues while concentrating on eliminating environmental difficulties and issues through beneficial economic actions. The oil business may find it advantageous to use this strategy to grow its operations in a sustainable manner. In order to successfully market their green initiatives and boost profitability in the marketplace, businesses need to possess a concise strategy as well as the necessary resources, objectives, and targets (Khan et al., 2019). Even though the lubricant business still relies heavily on crude oil as a source of energy, there are competing objectives among oil exploration and energy production, and minimizing environmental marketing, on the other hand, can give businesses the chance to market eco-friendly goods and raise consumer knowledge (Shah et al., 2022). As a result, many businesses have switched to using green marketing techniques since they see it as a competitive advantage.

In terms of marketing, the government has put environmental laws into place to safeguard customers, guarantee that the lubricant business manages risky waste, and set production limitations for motor oil to avoid environmental problems (Borah et al., 2023). Green marketing can encourage consumers to migrate towards more energy-efficient products, which can boost output and efficiency in the worldwide marketplace (Waqas et al., 2018). The concept of sustainability in business calls for a close collaboration between the pursuit of greater profitability and the use of green marketing techniques (Atiq et al., 2014). By making investments in renewable energy sources derived from renewable natural assets like wind, tides, and direct sunlight, oil corporations can increase the sustainability of their operations (Moilanen et al., 2022). Even though making investments in renewable energy doesn't necessarily result in quick returns, it can boost demand in the Pakistani market. For oil firms, environmental responsibility must be seen as equally a moral duty and a business imperative (Shah et al., 2022). The uncertainty avoidance index may also have an impact on a consumer's decision to buy an innovative item or piece of technology. This indicator gauges how citizens of a nation or culture react to novel concepts or impending events, revealing how much they accept or reject change (Roman et al., 2022). A nation's wealth and legal system, in addition to cultural understanding, influence buyer behaviour towards novel ideas. According to Bux et al. (2020), Pakistan has an elevated uncertainty avoidance score, making it difficult to persuade consumers to buy innovative green technology items instead of traditional ones. Over the past ten years, the oil sector has succeeded in increasing energy efficiency; nonetheless, a lack of extraction efficiency has had an impact on Saudi Arabia's ability to produce oil and gas.

Even if efficiency must be increased, doing so necessitates a substantial quantity of energy for extraction, interpretation, and transportation, which raises the amount of carbon dioxide emissions (Majeed et al., 2022). Experts' attention has switched to sustainability and lowering carbon emissions, which has fueled the expansion of renewable energy sources and distributors. The production of biofuels has increased by 14% globally, ranking among the world's largest sources of liquid goods. Organizations must create renewable energy sources while making a major contribution to sustainable development (Zhang et al., 2022).

The lubricants sector has also implemented a smart energy plan to cut carbon emissions, which is the best method for businesses to manage their daily operations and tasks. Energy efficiency specialists are finding ways to boost effectiveness while lowering carbon emissions. By choosing the proper lubrication products that have a good effect on the environment, it is simpler to quantify energy efficiency (Roman-Augusta et al., 2021). This enables businesses to handle business difficulties in a competent way, improve their working environment, and preserve safety and ecological balance (Shah et al., 2022). There is a void in the literature, nevertheless, on the connection between implementing corporate social responsibility (CSR) and enhancing business performance in particular sectors, including the oil and gas industry. Therefore, additional research is required to close this gap and shed light

on the oil and gas sector's current market condition in South Asia, notably in Pakistan. Future studies should examine the implementation of new technologies for environmentally friendly lubricant products and the evaluation of consumer views towards this environmental goal. In a study on the Pakistani lubricant market, Zhang et al. (2022) emphasized the necessity for businesses to adopt green marketing techniques. The study found that the degree and scope of environmental difficulties are influenced by social, political, cultural, and economic aspects. Due to the lubricant industry's ongoing creation of waste and emissions, organizations must identify the environmental hurdles (Saeed et al., 2021). Overall, in order to encourage sustainable development and lessen environmental damage, the lubricant business must implement green marketing strategies. The application of these tactics will boost overall performance and support organisational development. In order to create ecologically friendly practices, it is crucial for businesses to embrace green marketing techniques in the lubricant industry, according to a number of researchers.

Impact of CSR on Organizational Performance

CSR, which refers to an organization's willingness to uphold moral and ethical principles while fostering economic development and improving its general excellence, has emerged as a critical element in the modern corporate landscape (Saxinger et al., 2023). The traditional methods of doing business mostly concentrate on economic factors, which cause issues with society and the environment (Shah et al., 2022). Organizations can gain a number of advantages through implementing CSR in the lubricants sector, including expanding their standing and compassion in the international market, raising staff engagement, and raising consumer happiness (Saxinger et al., 2023). Additionally, implementing organisational rules in relation to environmental and social concerns helps grow customers for the company (Tanaya et al., 2022).

Organizations often implement corporate strategy marketing in the Pakistani market based on elements like company culture and capabilities. But from Friedman's viewpoint, the primary objective of a corporation is to maximize profits via the utilization of resources and involvement in income-increasing schemes while simultaneously maintaining open and equal competition without deceit or dishonesty. This hypothesis casts doubt on the idea of CSR because it takes into consideration social and environmental aspects (Majeed et al., 2022). The development of engagement programmes, profitability, reputational improvement, brand awareness, staff involvement, and managing risks are a few advantages of CSR notwithstanding this (Tanaya et al., 2022).

The development of social and environmentally friendly improvements within the company is encouraged by CSR policies, which create a valued, functioning company that can handle hazards and establish an increasingly competitive brand (Khobreh et al., 2022). Due to the likelihood of corporate participation in environmental difficulties, concerns about social responsibility have become more prominent as a result of environmental disasters. Transparency and accountability

are two essential factors that should be taken into account in order to build successful CSR policies that aid in reducing pressure on the organization and controlling the lack of confidence (Khan et al., 2021). CSR is frequently utilized by organizations as a means of disguising their responsibilities and accountability, claim Zhang et al. (2022). It entails incorporating environmental considerations into routine business operations and contacts with stakeholders in order to increase both shareholder profit and the company's standing in the international marketplace (Khobreh et al., 2022). Organizations must take into account not only the bottom line when deciding matters but also the influence on the environment, investments, business ethics, and people's rights. Accountability for practices and activities that have an effect on society as a whole and the environment is required by CSR in the lubricants sector. By putting money into business growth and sustainable practices, efficient CSR policies can enhance profitability (Waqas et al., 2021).

By encouraging ethical behaviour and upholding environmentally friendly growth, they also enhance employee capacities and motivation. In the lubricant industry, strict CSR policies are essential for enhancing overall company performance and upholding ethical and moral standards (Smith et al., 2015). These regulations foster long-lasting confidence in businesses and customers, which draws in potential partners, strengthens current ones, and expands market share (Khan et al., 2019). Ahmed et al. (2022) assert that despite the fact that restricted resources may prevent CSR from offering a comprehensive solution to social issues, it is nonetheless a crucial set of principles to take into account for future tactics. Due to its limited resources, the lubricant sector has trouble meeting its social commitments; it is the government's job to deal with these issues (Maheshwari et al., 2022). CSR may support environmentally friendly growth and highlight businesses that put sustainability issues first. The lubricant sector may support sustainable development by embracing stakeholder theory and strengthening corporate management. The stakeholder-centred approach to CSR could have certain discrepancies with regard to sustainability, according to Saeed et al. (2021), as it fails to guarantee equal advantages for all parties involved.

To increase performance and incorporate social and environmental concerns into their business goals, organizations are implementing CSR policies and governance. According to Atiq et al. (2014), demand from stakeholders for compliance with corporate social responsibility along with shifts in the business environment are what are driving these managerial changes. Therefore, CSR policies may assist organizations in attaining their corporate aims and ambitions. Stakeholders are becoming more actively involved in the CSR process, which comprises controlling interested parties and recognizing environmental issues (Smith et al., 2015). By focusing on existing customers, CSR positively promotes the lubricant industry while establishing business identity, interpersonal interaction, and fruitful partnerships. In the worldwide marketplace, this strategy produces a workforce and boosts economic viability, resulting in steady expansion and repeat business (Abid et al., 2022). CSR has become a crucial component of the planning process in the

lubricants sector, especially for businesses wanting to establish themselves in a cutthroat field and enhance their brand image. Organizations can augment their objectives and keep track of targets and rewards by incorporating CSR into their business practices (Maheshwari et al., 2022). A web-based survey with a questionnaire is an effective and cost-efficient way to collect primary data from significant resources in order to do a study. The policies acknowledge that CSR is a commitment to enhance the lives of individuals within the organization while supporting equality and putting forward creative ideas to improve the company's overall capacities and abilities. CSR is also a dedication to compliance. (Khan et al., 2019).

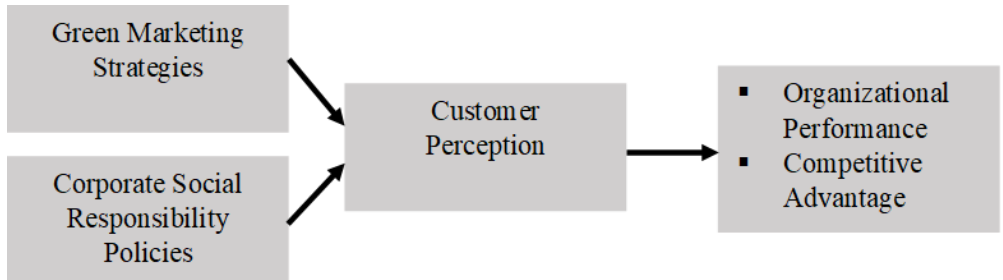


Figure 01: Research Model

METHODS

In order to completely examine the effects of green marketing strategies and corporate social responsibility (CSR) policies on the performance and competitive advantage of a lubricant company. The present investigation adopted a method based on the collection and analysis of quantitative data. The study's descriptive-correlational research design and survey methods were utilized to determine correlations between variables by altering them. Data was simultaneously collected from two target groups: lubricant green oil users (N1 Survey, n = 121) and oil gas professionals (N2 Survey, n = 111). The researchers employed an accessibility-snowball method of sampling to select respondents and reach the target population. The surveys were created with reliability in mind, employing Cronbach's Alpha values of 0 or 70 and an acceptable questionnaire error factor of 5%. While the pandemic reached its deadliest, data collection was done using internet survey approaches. The study sought to gather a sizable dataset utilizing these approaches for data collection in order to effectively achieve its objectives and analyse the correlations between variables.

RESULTS AND DISCUSSION

Respondents' perceptions of CSR policies as contributing to organizational performance

The views of oil and gas industry professionals with various levels of expertise are shown in Table 1 regarding how CSR policies might help achieve a balance between

organisational advantages and environmental responsibilities for company sustainability. The chart demonstrates that professionals with high, medium, and low levels of experience all concur that CSR policies can close the gap between maximizing organisational benefits and guaranteeing company sustainability for environmental responsibility.

Table 1: The relationship among respondents' opinions on CSR initiatives and policies and those of survey participants with various experiences

	Less than 5 years		05 to 10 years		10 to 15 years		15 to 20 years		Above 20 years	
	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	06	100	10	100	12	100	06	100	34	100
No	0	0	0	0	0	0	0	0	0	0
Total	06	100	10	100	12	100	06	100	34	100

Table 1 shows that industry professionals have a favourably view of CSR policies and anticipate that these policies would enhance organisational performance and profitability while upholding environmental responsibility. According to the professionals that responded, CSR policies can close the gap between increasing organisational advantages and economic sustainability for environmental responsibility. These results are consistent with earlier study by Zhang et al. (2022) on the potential benefits of business expansion through customer demand while implementing organisational policies pertaining to environmental and social concerns. The findings also corroborate recent studies by Srivastava and Shree, which emphasize how CSR increases profits while boosting output and profitability in the global economy.

The opinions of lubricant industry professionals regarding gender and end-users in the Pakistan market with regard to the adoption of green products

*Table 2: End-user opinions about the novel idea of green oil technology

Options	Respondents	Percentage
Extreme Innovative	26	21.4%
Extreme Creative	59	49.2%
Somewhat Imaginative	27	22.2%
Not very Creative	07	3.2%
Hardly Innovative	02	04
Total	121	100%

According to Table 2, more than 70% of the respondents assessed the idea as original or highly innovative. On the other hand, 22.2% had an indifferent attitude towards the idea. According to the data, the novel idea of green gasoline with environmentally friendly benefits is gaining traction in the Pakistan market, encouraging many consumers to buy it and boosting the profit margin for businesses. In line with Khan et al.'s (2019) study of Green Marketing Strategies and development supporting the eco-environment for promoting organisational profit, the response that was obtained for the idea of employing products made from green technologies as an aspect of green marketing strategies in the lubricants Pakistan market was extremely favorable and supportive.

Green Marketing Strategies leading to improvement in Organizational Performance

Table 3: How CSR can boost revenue in Pakistan through green marketing

	Less than 5 years		05 to 10 years		10 to 15 years		15 to 20 years		Above 20 years	
	Count	%	Count	%	Count	%	Count	%	Count	%
Strongly Agree	01	15.6	02	20.2	01	10.4	0	0	05	25.5
Agree	06	84.4	05	69.2	09	69.4	06	82.8	26	72.1
Neutral	0	0	01	10.6	02	20.2	01	17.2	04	12.4
Strongly Disagree	0	0	0	0	0	0	0	0	0	0
Disagree	0	0	0	0	0	0	0	0	0	0
Total	07	100	08	100	12	100	06	100	34	100

According to the table, senior managers with over sixteen years of experience in the industry think that while implementing a CSR strategy could initially cost the business money, doing so is going to enhance performance, branding, public relations, and profitability. 86.6% of those surveyed agree. Both industry insiders and end users concur that implementing green motor oil technology could broaden the company's clientele in the Pakistan market. In addition, due to the environmental benefit that green gasoline offers, the majority of consumers are interested in buying it if it is offer market at a comparable or even slightly greater price comparing with comparable traditional goods. The creative idea of combining vegetable oil and environmentally beneficial chemicals in an automotive oil formula encourages customers to make environmentally responsible purchasing decisions and boosts the compare's acceptance in the Pakistan market, which generates more revenue for the business. Putting ethical and ecologically friendly practices into practice can enhance the engine's performance and gas mileage that may improve the organization's reputation and its financial performance. The research conducted by Abid et al. (2022) and Ahmed et al. (2022) provides credence to these results.

Findings

For the purpose of thoroughly evaluating the impact of green marketing strategies and corporate social responsibility (CSR) policies on the performance and competitive advantage of a lubricant company. This investigation used the method of quantitative research. The research used a survey methodology and a descriptive-correlational research design in order to determine connections between variables without altering them. A good attitude towards the latest automotive oil product consumption and ecological friendliness was shown by the results of polls performed with lubricant green oil consumers and specialists in the oil and gas business. This implies that there may be a market for ecologically friendly goods in the lubricant industry. The results showed that corporate social responsibility (CSR) policies improve organisational performance and help maintain a balance between organisational demands and environmental responsibilities for long-term economic viability. Industry analysts concurred that CSR policies could bridge the distance between increasing organisational advantages and guaranteeing economic sustainability for environmental responsibility.

The study also emphasized the enthusiastic response that the unique concept of green gasoline technology received from the end users and specialists in the lubricant business in Pakistan. The reality that nearly all of the respondents ranked the idea as extremely inventive or innovative indicates that it is becoming more and more popular and has the potential to increase business profitability. The employment of green technology and green marketing strategies was thought to enhance organisational performance. The overall result of this study shows that increasing productivity, profitability, and performance levels within organizations could be accomplished by implementing CSR and green marketing practices. By incorporating moral and eco-friendly business practices, businesses can boost their reputation, attract clients, and promote sustainable growth. These findings support the importance of integrating marketing strategies and scientific advancements to achieve success in the oil and gas business, emphasizing that creating products with cutting-edge features alone is insufficient to gain market share and make money. The findings of this study emphasize the need for green marketing for both the oil and gas industry and other commercial activities. It emphasizes how essential it is for enterprises to mix marketing and chemical expertise in order to flourish, capture market share, and contribute to environmental preservation.

DISCUSSION

The overall findings of this study provide valuable information about how green marketing strategies and corporate social responsibility (CSR) policies affect the performance and competitive advantage of a lubricant company. The results show that implementing and adopting these strategies can greatly enhance organisational performance, profitability, and sustainability. Firstly, the positive feedback for the recently introduced motor oil product from lubricant green oil consumers and

industry professionals in the oil and gas sector points to possible market acceptability and the need for environmentally friendly lubricants. Enhanced mileage performance, reduced emissions, and environmental responsibility appeal to both consumers and business leaders, which could suggest a shift in consumer behaviour towards greener purchase decisions. The findings of the study support the assertion that CSR practices enhance organisational performance. Experts of all levels agree that, in order to maintain environmental consciousness and ensure economic sustainability, the gap between achieving organisational advantages and doing so must be closed. The compatibility of corporate goals with environmental consciousness is necessary for the development of a strong brand reputation, trust-building, and customer attractiveness. Professionals in the lubricant sector in Pakistan and end consumers' positive reactions to the unique idea of green gasoline technology further demonstrate the effectiveness of green marketing strategies. Due to the significant number of respondents who thought the idea was highly inventive or unique, including green technology items could aid lubricant companies in increasing their clientele and profitability. This outcome is in line with previous research that emphasizes the value of eco-environmental protection and innovation in creating organisational profit.

The study also highlights the importance of moral conduct and environmental responsibility in the oil and gas industry. According to the findings, customers are willing to purchase green motor oil if it costs around the same as or slightly more than equivalent conventional items. This implies that customers are ready to make environmentally conscious purchases when presented with environmentally beneficial options. By encouraging moral and environmentally conscious business practices, improving engine performance and fuel consumption can benefit the company's reputation, boost profitability, and possibly reduce expenses. The study's overall findings highlight the significance of incorporating CSR and green marketing tactics into corporate planning and strategy. Companies may enhance their competitive edge, attract customers who are concerned about sustainability, and support environmental growth as a whole by using these techniques.

Practical Implications

The findings of this study are particularly pertinent for managers and other professionals working in the oil and gas sector. Managers are able to incorporate corporate social responsibility (CSR) ideas and green marketing strategies into their daily operations. Organizations can differentiate themselves from other companies and get a competitive edge by implementing green business practices and CSR initiatives. Managers can use favorable impressions of sustainable products to attract clients who care about the environment and cultivate long-lasting loyalty to the brand. The study highlights the potential for increased profitability through the use of green marketing strategies. Managers can focus on highlighting the eco-friendly features of their products and emphasizing their dedication to CSR in order to attract clients who respect sustainability and are prepared to pay more for environmentally friendly alternatives. Customers' involvement and education in

sustainability concerns can lead to the development of relationships and increased customer satisfaction. By actively including customers in conversations and efforts connected to environmental responsibility, managers can create a sense of shared values and a loyal customer base. The reputation of a company can be improved by demonstrating ethical and environmentally responsible practices to stakeholders. Managers should publicly explain their CSR initiatives and green marketing campaigns to customers, partners, investors, and the wider community if they want to establish a strong reputation as a socially responsible business. Implementing a CSR plan helps increase employer engagement and staff participation. Managers can promote a feeling of accomplishment and meaning through participation. Staff have the opportunity to participate in sustainability projects and match CSR programmes with employee values. Managing environmental risks and remaining current with environmental standards are the responsibilities of the staff there. Managers should routinely assess their operations, goods, and supply chains to verify standard compliance and reduce potential hazards. By being proactive, organizations can avoid legal issues and reputational damage. Suppliers, clients, and trade groups are just a few of the stakeholders that managers can work well with. By working together on initiatives focused on CSR and green marketing, organizations may leverage shared resources, information, and skills to promote industry-wide sustainable changes. Finally, by doing this, they may enhance their competitiveness, increase their profitability, build strong relationships with stakeholders, manage their image, engage their workforce, assure compliance, and foster cooperative ties.

Limitations and Future Study Directions

Despite the usefulness of the insights it gathered, the present study was characterized by a number of limitations. These include limited generalizability due to a very small sample size. A bigger and more representative sample would allow for a more in-depth analysis of how CSR and green marketing strategies affect the oil and gas industry. Future studies may employ objective measures or alternative research methods, such as observational research or interviews, to collect more trustworthy data. Another flaw in this study is the cross-sectional design. Another limitation pertains to the adoption of a survey approach. While the approach made it feasible to look at how different variables related to one another, it did not prove a cause-and-effect relationship nor follow changes over time. With longitudinal studies that track the implementation of CSR and green marketing practices by organizations over time, a greater comprehension of the implications for performance and competitive advantage may be achieved. Future research may also focus on specific industries within the oil and gas sector to study the unique challenges and opportunities they face when implementing CSR and green marketing strategies. By creating strategies that are particular to each business, it is feasible to obtain greater concentration and successful results because social and environmental problems may differ by industry. It is additionally beneficial to do comparative studies among other countries and areas. Cultural, governmental, and

economic issues may have an impact on the uptake and effectiveness of green marketing and CSR practices. Comparing practices and results in diverse contexts can provide managers and business professionals in different areas with insightful information. Finally, these quantitative findings could be supplemented by the qualitative method, which would also give additional nuanced knowledge of the factors influencing the use and outcomes of these practices. By addressing these limitations and conducting additional research with more participants, diverse contexts, and an amalgamation of quantitative and qualitative methods, an improved comprehension of the consequences of green marketing strategies and CSR policies in the oil and gas industry could be achieved.

CONCLUSION

The survey results revealed a favorable opinion of the new motor oil product, which provides advantages like enhanced mileage performance, reduced emissions, and environmental friendliness. In order to highlight the crucial function that Green Marketing plays in the oil and gas industry as well as business practices generally, it is imperative to launch a marketing campaign to increase customer awareness. It is insufficient to just create cutting-edge science or industrial projects with top-notch product specifications in order to grow market share or make a profit. To be successful, marketing and chemistry research have to be merged.

The study looked at how respondents engaged with ethical and environmental practices for their own personal and professional gain. The results indicate that implementing a CSR strategy can significantly contribute to the expansion of the organization by raising employee enthusiasm and involvement. Additionally, CSR improves the company's reputation, fosters confidence, and benefits employees, suppliers, clients, and shareholders. Additionally, promoting innovative technology in the oil and gas industry can boost earnings, draw in funds and investors, and enable the company to participate in environmental programmes. In conclusion, employing green marketing techniques can be a crucial component of contemporary company planning and strategy.

REFERENCES

- Abid, N., Ceci, F., & Ikram, M. (2022). Green growth and sustainable development: dynamic linkage between technological innovation, ISO 14001, and environmental challenges. *Environmental Science and Pollution Research*, 1-20.
- Ahmed, A., Bhatti, S. H., Gölgeci, I., & Arslan, A. (2022). Digital platform capability and organizational agility of emerging market manufacturing SMEs: The mediating role of intellectual capital and the moderating role of environmental dynamism. *Technological Forecasting and Social Change*, 177, 121513.

- Alikor, W. S., & Anele, R. U. (2022). Re-engineering the community relations strategies of the upstream oil industry for optimal result in host communities in rivers state, nigeria. *BW Academic Journal*, 18-18.
- Aslam, J., Saleem, A., Khan, N. T., & Kim, Y. B. (2021). Factors influencing blockchain adoption in supply chain management practices: A study based on the oil industry. *Journal of Innovation & Knowledge*, 6(2), 124-134.
- Atiq, M. (2014). The practice of strategic CSR by European MNCs in a developing country: a case study of four European MNCs'. *Corporate social responsibility and human resource management: A diversity perspective*, 214-237.
- Borah, P. S., Dogbe, C. S. K., Pomegbe, W. W. K., Bamfo, B. A., & Hornuvo, L. K. (2023). Green market orientation, green innovation capability, green knowledge acquisition and green brand positioning as determinants of new product success. *European Journal of Innovation Management*, 26(2), 364-385.
- Bux, H., Zhang, Z., & Ahmad, N. (2020). Promoting sustainability through corporate social responsibility implementation in the manufacturing industry: An empirical analysis of barriers using the ISM-MICMAC approach. *Corporate Social Responsibility and Environmental Management*, 27(4), 1729-1748.
- Darmawan, A., & Ahmad, D. (2022). Development of an Environmental Insurance Program based on Islamic Values in the Palm Oil Industry in Indonesia for Community Welfare. *Iltizam Journal of Shariah Economic Research*, 6(1), 145-159.
- Elsaman, H. A., & Sergio, R. P. (2021). the psychographics of green marketing strategy vis-a-vis corporate social responsibility: Implications to organisational growth. *International Journal of Entrepreneurship*, 25, 1-11.
- Gusov, A. Z., Lylova, E. V., Kolganova, E. V., & Eyeberdiyeva, M. M. (2022). Increasing the social responsibility of oil and gas companies in the context of the green economy formation: Russian and Western experience. *МИР (Модернизация. Инновации. Развитие)*, 13(2), 304-321.
- Ikram, M., Shen, Y., Ferasso, M., & D'Adamo, I. (2021). Intensifying effects of COVID-19 on economic growth, logistics performance, environmental sustainability and quality management: evidence from Asian countries. *Journal of Asia Business Studies*, 16(3), 448-471.
- Khan, H. M., Ali, C. H., Iqbal, T., Yasin, S., Sulaiman, M., Mahmood, H. ... & Mu, B. (2019). Current scenario and potential of biodiesel production from waste cooking oil in Pakistan: An overview. *Chinese Journal of Chemical Engineering*, 27(10), 2238-2250.
- Khobreh, A., Kashefi Neyshabouri, M. R., Naami, A., & Hashemi, S. M. (2022). Clarifying the Effect of Porter Greening the Competitive Advantage in the Marketing Process by Emphasizing the Marketing Information System and Information Behavior (Case Study: Oil Industry). *Human Information Interaction*, 8(4), 66-81.
- Kwarto, F., Nurafiah, N., Suharman, H., & Dahlan, M. (2022). The potential bias for sustainability reporting of global upstream oil and gas companies: a

- systematic literature review of the evidence. *Management Review Quarterly*, 1-30.
- Maheshwari, M., Gupta, A. K., Bhayani, S., & Gaur, P. (2023). An analytical paradigm of environmental sustainability in CSR of oil sector PSUs. *Journal of Commerce & Accounting Research*, 12(1).
- Majeed, M. U., Aslam, S., Murtaza, S. A., Attila, S., & Molnár, E. (2022). Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment. *Sustainability*, 14(18), 11703.
- Mohammed, A. S., Ackah, I., Tuokuu, F. X., & Abane, S. (2022). Assessing the corporate social responsibility interventions in the Ghanaian oil and gas industry: Perspectives from local actors. *The Extractive Industries and Society*, 12, 101145.
- Moilanen, T., Suhonen, R., & Kangasniemi, M. (2022). Nursing support for older people's autonomy in residential care: An integrative review. *International Journal of Older People Nursing*, 17(2), e12428.
- Okoli, W., Ozuru, H. N., & Ademe, D. G. (2022). Corporate social responsibility and marketing success of oil and gas industry in south south, nigeria. *GPH-International Journal of Social Science and Humanities Research*, 5(10), 39-52.
- Patwary, A. K., Mohamed, M., Rabiul, M. K., Mehmood, W., Ashraf, M. U., & Adamu, A. A. (2022). Green purchasing behaviour of international tourists in Malaysia using green marketing tools: theory of planned behaviour perspective. *Nankai Business Review International*, 13(2), 246-265.
- Qureshi, J. A., Shamsi, A. F., & Arif, F. (2022). Pakistan State Oil: multidimensional strategic issues of a market leader. *Emerald Emerging Markets Case Studies*, 12(1), 1-27
- Rajput, N., Sharma, U., Kaur, B., Rani, P., Tongkachok, K., & Dornadula, V. H. R. (2022). Current global green marketing standard: changing market and company branding. *International Journal of System Assurance Engineering and Management*, 13(Supply 1), 727-735.
- Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2022). Green Marketing: Drivers in the Process of Buying Green Products—The Role of Green Satisfaction, Green Trust, Green WOM and Green Perceived Value. *Sustainability*, 14(17), 10580.
- Rosyidah, M., Khoirunnisa, N., Rofiatin, U., Asnah, A., Andiyan, A., & Sari, D. (2022). Measurement of key performance indicator Green Supply Chain Management (GSCM) in palm industry with green SCOR model. *Materials Today: Proceedings*, 63, S326-S332.
- Saeed, A., & Riaz, H. (2021). Navigating through firm–environmental groups' relationships: The impact of societal trust on corporate environmental strategy. *Business Strategy and the Environment*, 30(8), 3552-3568.
- Saxinger, G., Krasnoshtanova, N., & Illmeier, G. (2023). *Stuck in between: transportation infrastructure, corporate social responsibility and the state in a small Siberian oil town*. *Siberian Worlds*. Routledge, London. 23(24), 232

- Shah, S. Q. A., Lai, F. W., Shad, M. K., & Jan, A. A. (2022). Developing a green governance framework for the performance enhancement of the oil and gas industry. *Sustainability*, 14(7), 3735.
- Shuja, A., Shuja, A., & Yazdani, N. (2018). The Role of Sustainability Practices in Improving Corporate and Sustainability Innovation Performance of the Petroleum Companies of Pakistan. *Journal of Management and Research*, 5(2), 1-27.
- Smith, E. F., Keys, N., Lieske, S. N., & Smith, T. F. (2015). Assessing Socio-Economic Vulnerability to Climate Change Impacts and Environmental Hazards in New South Wales and Queensland, Australia. *Geographical research*, 53(4), 451-465.
- Tanaya, O. (2022). Exploring CSR and Financial Performance in Oil and Gas Industry. *Wiga: Jurnal Penelitian Ilmu Ekonomi*, 12(3), 241-248.
- Uduji, J. I., & Okolo-Obasi, N. E. N. (2022). Gender sensitive responses to climate change in Nigeria: the role of multinationals' corporate social responsibility in oil host communities. *Journal of Global Responsibility*, 14(1), 89-110.
- Wang, K. H., Su, C. W., Umar, M., & Peculea, A. D. (2023). Oil prices and the green bond market: Evidence from time-varying and quantile-varying aspects. *Borsa Istanbul Review*, 23(2), 516-526.
- Waqas, M., Dong, Q. L., Ahmad, N., Zhu, Y., & Nadeem, M. (2018). Critical barriers to implementation of reverse logistics in the manufacturing industry: a case study of a developing country. *Sustainability*, 10(11), 4202.
- Waqas, M., Honggang, X., Khan, S. A. R., Ahmad, N., Ullah, Z., & Iqbal, M. (2021). Impact of reverse logistics barriers on sustainable firm performance via reverse logistics practices. *Log Forum*, 17(2), 213-230.
- Zhang, M., Sanyal, S., Suksatan, W., Maneengam, A., & Murtaza, N. (2022). Insights into rising environmental concern: prompt corporate social responsibility to mediate green marketing perspective. *Economic research-Ekonomiska Istraživanja*, 35(1), 5097-5113.