

जर्नल ऑफ एकेडमिक एडवांसमेंट

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## EDITORIAL

We feel honoured and privileged to present the Bi-Annual Peer Reviewed Refereed Journal, ISSN (Online): 2583-5203, Volume 4, No. 02, December, 2025 among our esteemed readers and academic fraternity.

This Journal is the outcome of the contributions of insightful research-oriented papers/articles by various eminent academicians, and research scholars in a highly organized and lucid manner with a clear and detailed analysis related to the emerging areas in the fields of Social Sciences and Allied Areas.

The views expressed in the research-oriented papers/articles solely belong to the paper contributor(s). Neither the Publisher nor the Editor(s) in any way can be held responsible for any comments, views and opinions expressed by **paper contributors**. While editing, we put in a reasonable effort to ensure that no infringement of any intellectual property right is tolerated.

We also express our sincere thanks and gratitude to all the contributors to research papers/articles who have taken pain in preparing manuscripts, incorporating reviewer(s) valuable suggestions and cooperating with us in every possible way.

We also express our heartfelt gratitude to all the esteemed members of the Editorial Board, Esteemed Reviewer(s) who despite their busy schedules have given their valuable time, suggestions and comments to enrich the quality of the contributory research paper(s) in bringing to light this June issue.

Last, but not least, we revere the patronage and moral support extended by our parents and family members whose constant encouragement and cooperation made it possible for us to complete on time.

We would highly appreciate and look forward to your valuable suggestions, comments and feedback at [editorbr2022@gmail.com](mailto:editorbr2022@gmail.com)

December, 2025  
West Bengal, India

**PEMA LAMA**  
Editor-in-Chief

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## RESEARCH ARTICLE

# Impacts of Green Marketing Practices on Marine Fish Marketing in West Bengal: From the Perspective of Marketing Mix

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**Index Terms:** Green Marketing | Marine Fish Marketing | Marketing Mix | Kakdwip and West Bengal

### ABSTRACT

The harvesting and consumption of marine fishes has been started in the prehistoric period. Fish products are globally accepted as an important source of various nutrients, including animal protein, vitamins and minerals. FAO of the United Nations (1997) - 16% animal proteins come from fish and fish products. The purpose of the marine fish marketing is to supply fish products to the consumer. Green Marketing Technique is highly accepted in the present competitive market scenario. Green Marketing practice is needed for safeguarding the environment to sustain the healthy life of the animals on this planet. Marine fish marketing is very momentous as it has a significant impact on public health and the environment.

Green strategies are crucial for the marine fish marketing system. This study is conducted in the Kakdwip area of West Bengal, as an important coastal area for marine fish marketing. This study gets an idea of green activities from the marketing (Green Marketing) mix point of view on marine fish marketing in the Kakdwip area of West Bengal. This study might be beneficial to the intermediaries involved in marine fish marketing distribution channels and to environmentally conscious customers who are very sensitive to consuming products.

## 1 INTRODUCTION

The idea of 'Green Marketing' was incorporated in 1980 (Solaiman et al., 2015). Basically, the green (Sustainable) marketing focuses on the products which are environmentally beneficial. Its features encompass creating an environmentally friendly product, adopting eco-friendly packaging. The adoption of sustainable marketing practices can save the environment and sustain the livelihood of animals on this planet. Due to pollution and global warming environment faces various problems and which has become an issue (Mahmoud, 2018). It is high time to preserve our environment from the bad effects of pollution and global warming.

In the present day, customers are conscious of environmentally friendly products. Green consumption

is highly important for good health. The awareness of the benefits of green consumption is very urgent (Hung, 2015). Fish is a source high high-quality protein, vitamins and minerals. The consumption of fish-eating population has increased significantly to over 13 kg per capita per annum in 2023 from 7 kg per capita per annum in 2011-2012(NSS). It is very crucial to adopt sustainable marketing strategies in fish marketing. The green marketing practice is needed for good health and for the safeguarding of our environment. Kakdwip is a leading marine fish marketing area of West Bengal. The present study highlights the green marketing practices on marine fish marketing in this marine fish marketing areas as the concept 'green marketing' is the next-step marketing for humankind.

**Figure 1**  
**GREEN MARKETING**



Source: Author

## 2 REVIEW OF LITERATURE

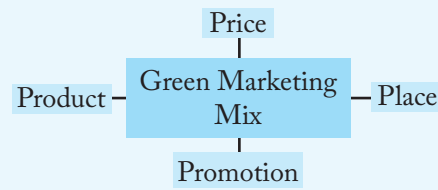
### Green (Sustainable) Marketing

Green marketing is the marketing strategy which is incorporated in the present markets. The idea has been developed for re-marketing of the existing products (Mishra & Sharma, 2010). As per the American Marketing Association (AMA) 'green marketing' is the marketing of environmentally safe products. Green marketing is an integrated and complex strategic tool (Polonsky & Rosenberger, 2001). Green marketing is the practice of developing products and services based on their environmental sustainability (Fernando, 2023)

### Green (Sustainable) Marketing Mix

The green (Sustainable) marketing mix components are green product, green price, green distribution and green promotion. Every organisation has its favourite marketing mix. Some company applies 4Ps, and some have 7Ps. The 4Ps of marketing is the conventional marketing mix of green (Sustainable) marketing (Mahmoud, 2018). Green marketing strategy is strongly environment-oriented, which improves the competitive advantages (Rahmawati et al., 2018). The idea of the traditional marketing mix (4Ps) is further conceptualised with the environmental dimension. Green marketing mix deals with environmentally friendly Green (Sustainable) product, Green (Sustainable) price, Green (Sustainable) place, and Green (Sustainable) promotion (Ahamed & Ali Khan, 2014).

**Figure 2**  
**GREEN MARKETING MIX**



Source: Author

### Fish as a Green (Sustainable) Product

Product is the dominant element of the green (Sustainable) marketing mix. 'Green (Sustainable) Product' and 'Environment Product' are used to protect the environment by conserving energy and decreasing the use of noxious elements (Singh & Pandey, 2012). Fish are a healthy source of food. Some fish can be with low carbon and less environmental impact. (Timperley, 2022). Seafood is sustainable (Green) and it is better for both humans and this planet (Australis, 2022).

### Green (Sustainable) Price

Price is an important element of marketing strategy. Price is the amount paid for a particular product/products. Price represents a particular product effect on green purchase intentions (Weisstian et al., 2014). Green pricing is found in the energy market and finances environmentally friendly alternatives (Kline, 2015). Green pricing is given to the interested customers who want to pay extra for the energy generated from renewable sources. Green pricing is the reflection of the willingness of customers to pay a high price for a sustainable product that is assured to provide benefits (Sontos & Pereira, 2023). A green pricing strategy ensures a good impact of a product or service. The objectives of the green pricing strategy are to offer consumers who prefer eco-consciousness at the time of making a purchasing decision for a particular product.

### Green (Sustainable) Place

Green place is the systematic logistic management to reduce transportation emissions to optimise carbon emissions (Shil, 2012). In green (Sustainable) marketing, Green Place indicates the healthy and environmentally friendly distribution channel in the marketing and transportation phase of the products (Tekeli & Kasap,

2023). A place is generally a distribution channel in the market distribution network. Green place can minimise the effort of the manufacturer to reach the products to the consumers, and the consumer can easily have the product (Bhalerao & Deshmukh, 2015). Green Place means the place which is reachable from the selling place and clean selling places (Astuti et al., 2021).

### Green (Sustainable) Promotion

Green (Sustainable) promotion provides authentic information about the product to consumers (Hashem & Al-Rafai, 2011). Green promotion is the configuration of the tools like advertisement, marketing, and public relations by keeping in mind the People, Planet and Profit (Shil, 2012). Green advertising as the green promotion, significantly appeals to the desire of conscious people (Ankit & Mayur, 2013). The green (Sustainable) promotion is the involvement of communication of the environmental efforts done by the company for the targeted consumers (Mahmoud, 2018). Green promotion is the types of advertisement that focus on sustainable policies, environmentally friendly operations, and green packaging taken into consideration. The variables of Green Promotion are green advertising and supporting local farmers (Astuti et al., 2021).

### 3 SCOPE OF THE STUDY

Many people are involved in marine fish marketing. Fish is the source of various vitamins, proteins and minerals. To keep the fish in healthy condition, the intermediaries have to maintain a proper channel of distribution. It is needed to use environmentally friendly materials for packaging. Pricing strategy is very important in marine fish marketing. An environmentally conscious consumer pays a higher price for purchasing healthy food. The promotional strategy is important for attracting conscious customers. This study is highly influential for the awareness of the people involved in marine fish marketing and the environmentally conscious consumers.

### 4 STATEMENT OF THE PROBLEM

Green marketing practices are highly needed for the good health of the animals of this planet, and it is

very crucial to safeguard our environment by practising green strategies. Many organisations are practising green marketing. It is high time to practice a green marketing strategy and apply the green marketing mix in the marine fish marketing system. Marine fish marketing is unorganised in nature. Most of the people who are involved in the marine fish marketing system have minimal education. Fish is a desirable food item for and the adoption of a proper strategy can make more profit in marine fish marketing. Through the extensive literature, the research questions have been formulated by the researcher as follows:

1. How does fish, as a green product, create influences on the sales of fish in marine fish marketing?
2. How does green price impact on sales of fish in marine fish marketing?
3. How does a green place affect on sales of fish in marine fish marketing?
4. How do green promotions result on sales of fish in marine fish marketing?

### 5 RESEARCH GAP

There are a few research have been organised on the marine fishing and fish marketing in the Kakdwip areas of West Bengal. Green marketing practices on different marketing segments have been identified, but there is no such study on green marketing practices on marine fish marketing from the basis of marketing mix point of view. Marine fish marketing is very important for the health as well as for the local economy. It is ought to apply a green strategy in every marketing. The marine fish marketing is basically unorganised in nature. The maximum people are not aware of the impacts of non-eco-friendly materials on the environment.

### 6 OBJECTIVES OF THE STUDY

The objectives of the study are as follows –

- To analyse the influence of green (Sustainable) marketing mix on sales of fish in marine fish marketing in Kakdwip in West Bengal.
- To identify the relationship between green

(Sustainable) marketing mix variables and sales of fish in marine fish marketing in Kakdwip in West Bengal.

## 7 HYPOTHESIS

H<sub>1</sub>: Green (Sustainable) product (fish) has a positive effect on selling marine fish in marine fish marketing.

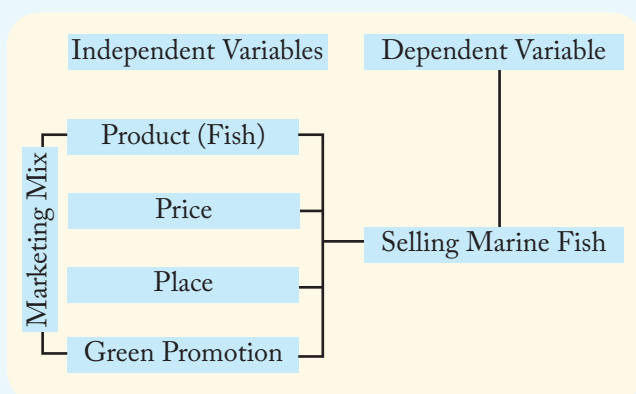
H<sub>2</sub>: Green (Sustainable) price has a positive effect on selling marine fish in marine fish marketing.

H<sub>3</sub>: Green (Sustainable) place has a positive effect on selling marine fish in marine fish marketing.

H<sub>4</sub>: Green (Sustainable) promotion has a positive effect on selling marine fish in marine fish marketing.

H<sub>5</sub>: Green (Sustainable) marketing mix has a positive effect on selling marine fish in marine fish marketing.

**Figure 3**  
**RESEARCH FRAMEWORK**  
**CONCEPTUAL FRAMEWORK**



Source: Author

## 8 RESEARCH - METHODOLOGY

This study is descriptive in nature to assess the impact of green (Sustainable) marketing mix on the sales of marine fish in the marine fish marketing in the Kakdwip area of West Bengal. The targeted population is the intermediaries and the employees who are involved in different distribution channels in marine fish marketing in the Kakdwip area of West Bengal. The Purposive sampling method has been incorporated in this study to reach the representative size of sample. The researchers have considered 150 respondents as a

sample for the study from the different markets in the study area.

The study was conducted based on Primary data collected through a structured questionnaire method. Likert Scale by five-point is used in this study, which ranges from 'Strongly Disagree' to 'Strongly Agree'. The structured questionnaire is divided into two sections. The 1st section includes general information about the respondents. The 2<sup>nd</sup> section includes twenty-five (25) items divided into five dimensions. The first dimension is 'Sales of Fish' contains five (5) questions, and the next four (4) dimensions are Green (Sustainable) Product (Fish), Green (Sustainable) Price, Green (Sustainable) Place, Green (Sustainable) Promotion, containing twenty (20) questions with five (5) questions in each dimension.

## 9 RESULT AND DISCUSSION

**Table 1**  
**DISTRIBUTION OF THE RESPONDENTS**

Characteristics	Number of Respondents	Percentage (%)
Age		
Below 30	36	24
31 to 40	42	28
41 to 50	45	30
Above 50	30	20
Education Status		
Below Secondary	102	68
Secondary	24	16
Higher Secondary	12	8
Graduation	9	6
Above Graduation	3	2
Monthly Income Level		
Below 20K	99	66
20K – 40K	48	32
Above 40K	15	10

### Age of the Respondents

According to Table 1, 24 % repliers are in the age group of below 30 and 28 % repliers belong to the age



group of 31 – 40. 30 % respondents are in the age group of 41 – 50, and 20 % respondents are in the age group of above 50 years. According to Table 1, it has been shown that most of the repliers are belonging to the age group of 41 to 50.

### Educational Status of the Respondents

In Table No. 1, it has been found that 68 % of respondents are below secondary in educational status. 16 % repliers are in the level of secondary education. 8 % repliers are falling under the level of higher secondary education. 6 % repliers are in the level of graduation. 2 % of repliers said that they have the educational status of above graduation.

### Monthly Income Status of Respondents

In the present study, we have found that (Table No. 1) 66% respondents are in the income group of below 20K per month. 32 % of repliers are in the monthly income category of 20K – 40K, and 10 % repliers belong to the income category of more than 40K

### Reliability (Cronbach's Alpha) Test

**Table 2**  
**RELIABILITY STATISTICS**

Cronbach's Alpha	N of Items
0.81	25

Source: Collected | Data Software: SPSS

As per the thumb rule, a Cronbach's alpha value of .70 or more than .70 is good, and .80 is better. Table 2 indicates that the result of Cronbach's alpha is .810. The result concludes that the reliability of that questionnaire is at a moderately good level. **Validity (KMO) Analysis**

**Table 3**  
**KMO AND BARTLETT'S TEST**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.836
Bartlett's Test of Sphericity	Approx. Chi-Square	503.644
df		10
Sig.		0

Table 3 indicates that the result of the KMO test is .836. It has been found that the value of the KMO statistic is higher than 0.7. For that, the data could be incorporated for further analysis.

### Correlation Analysis

**Hypothesis 1:** *Green (Sustainable) Product (fish) has a positive effect on selling marine fish in marine fish marketing*

**Table 4**  
**CORRELATION BETWEEN SELLING MARINE FISH AND GREEN PRODUCT (FISH)**

		SMF	PRODUCT
SMF	Pearson Correlation	1	.813**
	Sig. (1-tailed)		0
	N	150	150
PRODUCT	Pearson Correlation	.813**	1
	Sig. (1-tailed)	0	
	SMF - Selling Marine Fish, PRODUCT- Green Product (Fish)		

Table No. 4 indicates, the correlation coefficient of Selling Marine Fish and Product (Fish) is 0.813 at a significant level of 0.01. So we may accept Hypothesis 1, which means Selling Marine Fish and Green Product (Fish) are related with a high positive relationship ( $r=0.813^{**}$ ).

**Hypothesis 2:** *Green (Sustainable) Price has a positive effect on selling marine fish in marine fish marketing.*

**Table 5**  
**CORRELATION BETWEEN SELLING MARINE FISH AND GREEN PRICE**

		SMF	PRICE
SMF	Pearson Correlation	1	.779**
	Sig. (1-tailed)		0
	N	150	150
PRICE	Pearson Correlation	.779**	1
	Sig. (1-tailed)	0	
	N	150	150
**. Correlation is significant at the 0.01 level (1-tailed). Data is collected through survey SMF- Selling Marine Fish, PRICE – Green Price			

In Table 5, it is found that the correlation coefficient of Selling Marine Fish and Price is 0.779 at a significant value of 0.01. So we may accept Hypothesis 2, which means Selling Marine Fish and Green Price are

connected with a highly positive relationship ( $r=0.779^{**}$ ).

**Hypothesis 3:** *Green (Sustainable) Place has a positive effect on selling marine fish in marine fish marketing*

**Table 6**  
**CORRELATION BETWEEN SELLING MARINE FISH AND GREEN PLACE**

		SMF	PLACE
SMF	Pearson Correlation	1	.743**
	Sig. (1-tailed)		0
	N	150	150
PLACE	Pearson Correlation	.743**	1
	Sig. (1-tailed)	0	
	N	150	150

In Table 6, it is found that the correlation coefficient between Selling Marine Fish and Green (Sustainable) Place is 0.743 at a significant level of 0.01. So we may accept Hypothesis 3, which means Selling Marine Fish and Green Price are linked with a highly positive relationship ( $r=0.743^{**}$ ).

**Hypothesis 4:** *Green promotion has a positive effect on selling marine fish in marine fish marketing.*

**Table 7**  
**CORRELATION BETWEEN SELLING MARINE FISH AND GREEN PROMOTION**

		SMF	PROMOTION
SMF	Pearson Correlation	1	.644**
	Sig. (1-tailed)		0
	N	150	150
PROMOTION	Pearson Correlation	.644**	1
	Sig. (1-tailed)	0	
	N	150	150

\*\* . Correlation is significant at the 0.01 level (1-tailed).  
Data is collected through a survey  
SMF- Selling Marine Fish, PROMOTION - Green Promotion

In Table No. 7, it has been found that the correlation coefficient between Selling Marine Fish and Green (Sustainable) Promotion is 0.644 at a significant level of 0.01. So we may accept Hypothesis 3, which means Selling Marine Fish and Green Place are linked with a highly positive relationship ( $r=0.644^{**}$ ).

### Multiple Regression Analysis

**Hypothesis 5:** *Green (Sustainable) Marketing Mix has a positive effect on selling marine fish in marine fish marketing.*

**TABLE 8: MODEL SUMMARY<sup>B</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911a	.831	.826	.20347

a. Predictors: (Constant), PROMOTION, PRODUCT, PLACE, PRICE  
Data is collected through a survey

b. Dependent Variable: SMF  
PROMOTION - Green Promotion, PRODUCT - Green Product (Fish), PLACE- Green Place, PRICE - Green Price, SMF - Selling Marine Fish  
The value of Adjusted R Square .826 (Table 7) indicates that about 83% variation of Selling Marine Fish is explained through the independent variables.

**Table No 9**  
**COEFFICIENTSA**

Model	B	Unstandardized Coefficients		Standardized Coefficients	t	Sig. Tolerance	Collinearity Statistics	
		Std. Error	Beta				VIF	
1	(Constant)	.723	.170		-4.253	.000		
	PRODUCT	.459	.056	.408	8.263	.000	.479	2.089
	PRICE	.318	.059	.274	5.397	.000	.453	2.210
	PLACE	.211	.057	.186	3.716	.000	.464	2.157
	PROMOTION	.270	.049	.228	5.561	.000	.694	1.440

a. Dependent Variable: SMF

*SMF - Selling Marine Fish. Data is collected through a survey*

PROMOTION - Green (Sustainable) Promotion, PRODUCT - Green (Sustainable) Product (Fish), PLACE - Green (Sustainable) Place, PRICE - Green (Sustainable) Price

The multiple Regression Models take the result of an equation which contains coefficients (b) for each predictor. Table No. 8 provides an estimation of the b values, and the values are the combination of each predictor of the model. The table indicates that the Unstandardized Coefficients of PRODUCT (Green Product), .495, with a P value of .000, ensures that the value is statistically significant. So it may explain that on one-unit change in Green Product leads to .495 unit changes in Selling Marine Fish (SMF).

The Unstandardized Coefficients of PRICE (Green Price) .318 with a P value of .000 ensure, the value is statistically significant. So it may explain that on unit change in Green Price (PRICE) leads to .318 unit changes in Selling Marine Fish (SMF). The Unstandardized Coefficients of Green Place (PLACE) .211 with a P value of .000 ensures the value is statistically significant. So it may explain that on unit change in Green Place (PLACE) leads to .211 unit changes in Selling Marine Fish (SMF). Unstandardized Coefficients of Green Promotion (PROMOTION) .270 with a P value of .000 ensures the value is statistically significant. So it may explain that on unit change in Green Promotion (PROMOTION) leads to .270 unit changes in Selling Marine Fish (SMF).

## 10 FINDINGS AND DISCUSSION

The study focuses on the influence of green (Sustainable) marketing practices on the marine fish marketing in the Kakdwip areas of West Bengal from a marketing mix point of view. The study is impactful and positively significant that practising the Green Marketing mix in marine fish marketing is having an acceptable effect on selling Marine Fish in marine fish marketing in the Kakdwip areas of West Bengal.

In the highly competitive marketing scenario, the practice of Green Marketing Strategy is highly acceptable. This marketing strategy is important for the sustainable development aims that minimise environmental problems and safeguard both the animal and the planet. This research paper is highly influential to the intermediaries involved in marine fish marketing and to the consumers.

## 11 RECOMMENDATION AND SCOPE FOR FURTHER STUDY

The strategy of CSR (Corporate Social Responsibility) is practised by companies to undertake a positive social role that is called social citizenship (Kerner, 2023). Environmental responsibility is the pillar of responsibility to preserve our mother nature (Fernando, 2024). It is our responsibility to practice a Green Marketing Strategy to save our environment as well the human beings. It is high time to adopt a green marketing strategy in marine fish marketing, as fish is a natural product and it is related to our health due to its nutritional value.

It is recommended to conduct further research on this particular field. In future, the study may be developed by studying the existing green marketing mix in other marine fish marketing also. Similarly, a study can be done to highlight the green marketing mix practices on inland fish marketing in different fish markets.

## 12 CONCLUSION

The study highlighted the practice of Green (Sustainable) Marketing by the intermediaries engaged in the marine fish marketing in the Kakdwip areas of West Bengal. The modern conception of Green (Sustainable) Marketing is highly accepted in marketing. The marine fish marketing is unorganised in nature. To generate more profit in this marketing in an eco-friendly way, the practice of green marketing mix is needed.

The research highlights the Marketing 4Ps as Green (Sustainable) Product, Green (Sustainable) Price, Green (Sustainable) Place and Green (Sustainable) Promotion. The study also focused on the impacts of these independent variables on the dependent variable, Selling Marine Fish. From the results, it is found that all predictors which are including Green (Sustainable) Product (Fish), Green (Sustainable) Price, Green (Sustainable) Promotion, have positive and significant correlation to Selling Marine Fish in Marine Fish Marketing.

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