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Systematic Literature Review: Green Marketing

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Abstract

This journal conducts a Systematic Literature Review on green marketing or what is often referred to as green marketing and its influence on business aspects and environmental aspects that focus on environmentally friendly products (green products) and the environment (environmental). Green marketing is the activity of producing and marketing products that are reusable and environmentally friendly. Recently, public awareness about environmental sustainability has increased, encouraging companies to use green marketing and green product practices. This journal systematically reviews the literature that reviews green marketing in business aspects, namely environmentally friendly products and environmental aspects. This journal is a literature review using the Watase Uake website. Initial data amounted to 173 articles published from 2014-2024 according to the Scopus database, then in this article, there were 55 journals analyzed using several criteria. This journal is an input for the development of further research, especially in the realm of green marketing in business and environmental aspects.

Keywords

Green Marketing, Sustainable Marketing, Environmental Marketing, Watase Uake.

1. Introduction

Over the past decade, green marketing has become a topic of significant interest in many countries. Green marketing, or eco-friendly marketing, emerged as a response from companies to the environmental challenges faced by the global community (Hsu, 2018). With the increasing awareness of the importance of environmental conservation, consumers are more inclined to choose products and services that are considered environmentally friendly (Yang & Ma, 2021). Green marketing is not just a trend but also a shift in perspective regarding how companies understand and communicate their products to consumers (Polonsky, 2016). Entrepreneurs and companies are now expected to conduct business based on sustainable economic principles. Marketing remains a crucial element in business operations as it allows companies to reach larger markets and boost sales (Kotler & Armstrong, 2014). Therefore, green marketing becomes a significant contributory step for companies in supporting the green economy or sustainable economy (Majid et al., 2019).

Green marketing is an essential strategy used by companies to promote their products or services with a focus on environmental sustainability. According to Ottman (2011), green marketing involves a consistency of all activities that design services and facilities to satisfy human needs and desires without impacting the environment. Therefore, in implementing green marketing, companies develop environmentally friendly products such as organic products or those with low carbon emissions (Gelderman et al., 2021). Companies also provide clear information to consumers about responsible production practices and sustainability in their production processes (Guerra et al., 2023). Additionally, companies can educate the public about the importance of choosing environmentally friendly products (Machova et al., 2022). Essentially, this strategy aims to raise public awareness about the importance of environmental conservation while encouraging consumers to prefer sustainable or eco-friendly products and services green products. Many journals discuss green marketing. Terms such as green marketing, environmental marketing, and sustainable marketing are increasingly appearing in articles, books (including book chapters), theses, and conferences. In practice, many companies integrate environmentally focused products and advertising, eco-friendly products, and recyclable packaging into their marketing strategies. However, to date, the concept of green marketing has not been a major focus in marketing science and practice. Marketing management textbooks usually do not provide ample space to delve deeper into the concept of green marketing.

Considering aspects such as the growing attention and awareness of environmental damage, increasing awareness of sustainability, changing consumer preferences, more profitable business trends, and the opportunities to advance marketing science and practice based on these factors, research on green marketing is becoming increasingly important and relevant. This effort can begin with identifying and inventorying the evolving definitions and concepts, as well as synthesizing various existing conceptual frameworks. A literature review is a starting point for realizing this step. This article uses content analysis of several articles containing the keyword green marketing. The researcher chose a literature review as the research method for this paper, aiming to analyze literature published from 2014 to 2024 on green marketing.

2. Methods

In this study, a Systematic Literature Review (SLR) method was employed. This method aims to identify, collect, evaluate, and interpret all articles or studies relevant to the pre-established eligibility criteria for this research. This approach is also

pertinent to specific research questions, topic areas, or phenomena that are the focus of the study (Kitchenham, 2004). In this journal, data were obtained using keywords or titles such as green marketing, environmental marketing, and sustainable marketing. Data were gathered using the Watase Uake site from the Scopus database. Based on screening with the keywords used, the initial data set consisted of 173 articles published between 2014 and 2024 according to the Scopus database. From this, 57 journals relevant to the topic were identified. Subsequently, the researcher analyzed these articles using several criteria predetermined by the researcher. The journals reviewed are those indexed internationally in the Scopus database from Q1 to Q4 based on Scopus ranking indexes; other journals were excluded. The journals examined were in English.

In this study, the Watase Uake site was used to collect data by employing various keywords in the forms of “research title” and “publication year limits.” The initial keywords used in this research were “green marketing on green product.” Since the research focuses on sustainable environments and marketing performance, additional keywords such as “green marketing and environmental,” “sustainable green marketing,” “environmental marketing and green product,” and “environmental marketing and marketing performance” were included. Furthermore, the publication date range was limited from 2014 to 2024. This selection of keywords and limitations was intended to obtain articles relevant to research on green marketing with a focus on sustainable environments.

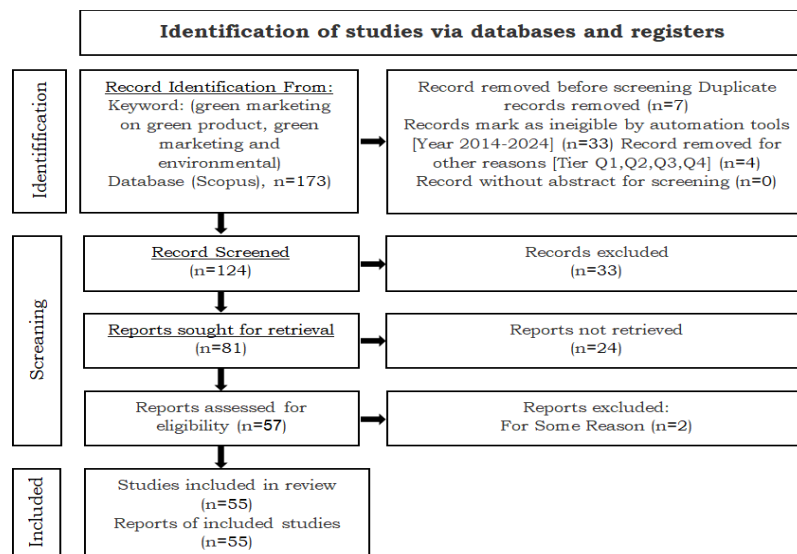


Figure 1. Systematic Literature Review PRISMA

The data used in this study are in the form of articles or journals. The search results were filtered and categorized based on Scopus indexing. Out of 173 journals relevant to the topic, 2 were not listed in the Scopus database, leaving 55 journals for review. The analysis involved examining the journals for author data, publication year, abstract, research methodology, keywords or research themes, research variables, research findings, and research gaps or future research suggestions on the Watase Uake site. The researcher utilized the Watase Uake site due to its ease of use and practicality for conducting the Systematic Literature Review (SLR). Excel was used for descriptive analysis in this study.

3. Results and Discussion

Content analysis was conducted by examining previous articles written on green marketing. This topic is related to marketing strategies that focus on

environmentally friendly products and business practices. It involves efforts to reduce negative environmental impacts, raise consumer awareness about environmental issues, and create more sustainable products. Green marketing often includes a transparent approach in communicating with consumers about the eco-friendly nature of products.

Several articles or journals analyzed in this study discuss the meaning of green marketing in various contexts. Although definitions are not entirely clear-cut or precise, the research presents several understandings of green marketing relevant to the marketing industry. For instance, Fadavi et al. (2021) defines green marketing as a crucial aspect influencing pricing decisions and collaboration in the supply chain of green products. This includes the development and promotion of products based on actual or perceived environmental sustainability, encompassing strategies for marketing products as green. This definition is also consistent with research by Li et al. (2021), which states that green marketing is a significant aspect considered in collaborations between manufacturers and retailers to enhance product greenness and promote green products to consumers. Green marketing is employed as a strategy to inform consumers about the green attributes and performance of products, aiming to understand how consumers respond to green information and how it affects their purchasing decisions (Shi et al., 2022). For example, research on tourist destinations by Gheorghe et al. (2023) indicates that the performance of green marketing can be assessed by consumer satisfaction levels and the willingness to repurchase the product or service.

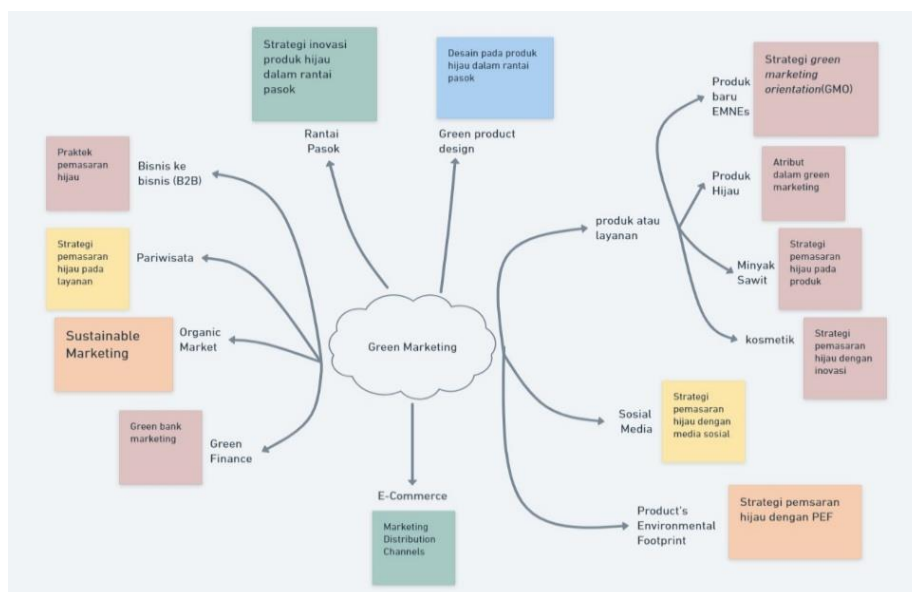


Figure 2. Green Marketing Context Mind map

Table 1. Details of various definitions of green marketing

Authors	Special Terms	Definition	Context
(Gupta et al., 2020).	Green marketing on social media	Using popular or trending social media in marketing green products (use blogging, websites, and advertising on social media).	Social media
(Prasad et al., 2021)	Strategy green marketing orientation (GMO)	GMOs are a key strategy that companies can use to reduce stakeholder risks by using friendly operations environment.	New Product EMNEs
(Fabio, 2018).	Green marketing strategy with PEF	Marketing products by providing clear green claims to consumers and green claims used in advertising must refer to environmental aspects.	Product's Environmental Footprint
(Ullah et al., 2022).	Internal attributes green marketing	The company focuses on highlighting green product attributes, communicating environmental values, consumer education, and consumer engagement	Green Products
(Machovaetal., 2022)	Green marketing strategy for products	Green marketing by increasing awareness through transparent information, use of green labels, creative marketing promotions, consumer involvement in sustainability initiatives, and building strong relationship with consumers.	Palm oil
(Guerra et al., 2023)	Green marketing strategy with innovation	Environmentally friendly product and service innovation. Producing, distributing and communicate products or services with minimal impact on the environment.	Cosmetic products
(Gelderman, 2021)	Green marketing practices	Improving the quality of green products, setting prices fairness, building a green company image, and increasing salesperson expertise in green matters.	Business to business (B2B)
(Gheorghet al., 2023)	Green marketing strategy for services	Companies differentiate their products and services by offering an environmentally friendly tourism experience.	Tourist
(Melovic et al., 2020)	Sustainable Marketing	Emphasizing the quality and health benefits of organic products, using official certification and labels, engaging with local producers, providing education to consumers, and carry out product innovation and differentiation.	Organic Market
(Al Amin et al., 2023)	Green bank marketing	Green financial offerings, such as eco-friendly investments, sustainable banking practices, or environmentally conscious financial products.	Green finance
	Marketing Distribution Channels	The company markets green products online (E-Commerce).	E-Commerce
(Adam et al., 2023)	Product Design Green in the Supply Chain	Product innovation and promotion based on environmental sustainability in marketing products in a green way.	Green product design
(Fadavi et al., 2021)	Innovation strategy Green product in the supply chain	Marketing green products to consumers to increase consumer awareness of green products and encourage friendlier purchases environment.	Supply Chain

According to Grewal (2010), green marketing involves strategic efforts by companies to provide environmentally friendly goods and services to their consumers. To effectively implement green marketing, several theories are commonly used in research, including:

1. Sustainability Development Theory
2. Consumer Behavior Theory
3. Corporate Social Responsibility Theory

The primary theory often utilized in these studies is Sustainability Development Theory. This theory forms a crucial foundation for designing environmentally friendly marketing strategies. Charter (1992) and Pride & Ferrell (1993) defined green marketing as a strategic management process that not only meets stakeholder needs with fair returns but also considers positive environmental impacts. This approach includes organizational efforts in designing, promoting, pricing, and distributing products that do not harm the environment (Pride & Ferrell, 1993). Additionally, Chen & Chang (2012) emphasize that a green self-identity plays a vital role in consumer evaluations of the net benefits of products or services, covering environmental desires and sustainability expectations. Dong et al. (2016) also highlight that sustainability investment efficiency and green marketing efforts significantly impact consumer utility, with higher product greenness and marketing efforts enhancing consumer value. This indicates that in green marketing, establishing a strong green identity and considering sustainability factors in products and marketing are key to achieving sustainable development goals (Hong & Guo, 2019).

Sustainable development in green marketing not only relates to environmental aspects but also encompasses social and economic dimensions. Hong & Guo (2019) use consumer surplus as an indicator of social welfare sustainability, stressing the importance of collaboration between producers and retailers to achieve shared goals. Thus, green marketing focusing on sustainable development places innovation, collaboration, and attention to green consumer values at the core of successful marketing strategies (Chen et al., 2015; Hong & Guo, 2019). The second theory frequently used in research is Consumer Behavior Theory. According to Noel (2009) and Sziget (2011), consumer behavior is influenced by numerous external and internal factors.

External factors include cultural, social, and personal aspects (gender, reference groups, social class, religious and ethnic groups, and consumer age), which significantly affect consumer habits. Internal factors involve psychological aspects such as motivation, perception, learning, and attitudes, which play a crucial role in shaping consumer preferences and purchasing decisions. Tsiraras (2016) explains that in pursuing a sustainable economy, not only is it necessary to change production methods to be more environmentally friendly but also to influence consumer behavior. Effective marketing and communication policies can impact consumer behavior and drive behavioral changes. In Consumer Behavior Theory, consumer behavior is described as the process by which consumers decide what, when, and how to purchase, which is a continuous process (Ma'ruf, 2005). The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) (Ajzen, 1988). TPB explores how attitudes, subjective norms, and behavioral control predict intentions and behaviors (Ferdous & Polonsky, 2013), thus shaping consumer behavior towards eco-friendly products.

The third theory discussed in this research is Corporate Social Responsibility (CSR) Theory, which is a business concept operating on ethical principles and management practices guided by social and environmental responsibilities (Carroll, 2009). Human behavior that is wasteful and irresponsible in using natural resources can impact the environment (Arikan & Guner, 2013). In the concept of sustainable development, profit is no longer the primary focus. Nowadays, CSR has become central to the marketing industry (Akbari et al., 2019). In green marketing, CSR refers to producing environmentally friendly products and services for environmental benefit (Thapa & Verma, 2014).

Resource-based theories emphasize that CSR is a desirable addition to differentiation strategies as it can enhance a company's reputation across various industries (Famiyeh, 2017). Corporate environmental responsibility focuses on daily operations and management for environmental protection, which can become a competitive advantage among companies in areas like legal, social, low-carbon technology, and green management, thus enhancing company value (Li et al., 2020). Research by Tariq et al. (2022) suggests the importance of the total impact of green marketing, CSR policies, and digital marketing on brand development. Additionally, Vu et al. (2021) shows a positive correlation between environmental CSR programs, attitudes towards green products, subjective norms, perceived behavioral norms, and green purchase intentions.

4. Conclusion

In this study, focusing on green marketing and additional keywords such as environmental marketing and sustainable marketing, the most fundamental definition of green marketing is found to be marketing green products through strategies that emphasize sustainability and environmental concern. This involves marketing products by clearly communicating green claims to consumers, producing, distributing, and communicating products or services with minimal environmental impact, and enhancing awareness through transparent information and the use of green labels. Based on the literature review conducted, three theories are frequently used: Sustainability Development Theory, Consumer Behavior Theory, and Corporate Social Responsibility Theory. By implementing green marketing, companies can differentiate themselves from competitors, enhance their green brand image, and educate and attract increasingly environmentally conscious consumers. This, in turn, can lead to increased sales, greater customer loyalty, and improved financial performance for the company. The limitations of this research include the use of data solely from the Scopus database, excluding other resources. The review reveals that while information from various countries is well-represented in nearly every study, there is still limited research exploring these variables as moderators in investigations. For implications for students and suggestions for future research, incorporating additional keywords that were not covered in this study, such as ecological marketing, for deeper exploration in future research could be beneficial.

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