
A SYSTEMATIC REVIEW ON IMPACT OF GREEN MARKETING ON PRODUCT BRANDING AND MARKETING

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Abstract

Green marketing is an emerging field of research that has been gaining momentum over the past few years. The aim of this study was to perform a systematic review on the impact of green marketing on product branding and marketing. The purpose of this review is to determine the effect of green marketing on product branding and marketing. The review includes studies that have been published in peer-reviewed journals and reports from non-governmental organizations (NGOs) or other sources. The study concluded that green marketing is a powerful tool that can be used to increase sales and brand awareness. Green marketing has the potential to improve the bottom line of companies by reducing costs, increasing profits and raising brand equity.

Keywords: Green marketing, product branding, consumer behaviour, Sustainable business practices

Introduction

Green marketing is one of the fastest-growing trends in today's consumer market, as businesses seek to improve their environmental credentials and make more environmentally conscious decisions. There are many different definitions of "green marketing", however it is generally understood to mean any activity by a business that aims to increase its sales by communicating the environmental benefits of a product or service. This can include the use of sustainable materials, renewable energy sources and recyclable packaging, as well as communicating these things to consumers. The idea behind green marketing is that by making environmentally friendly claims about a product, consumers will be more likely to buy it. Green marketing can be an effective tool for businesses to increase their brand equity, reduce costs and improve profits. It is also a great way for companies to differentiate themselves from competitors who do not have an environmental focus. Green marketing will continue to grow in prominence as consumers become more aware of the importance of reducing their carbon footprint and businesses seek new ways to attract customers. Green marketing can be used to improve the reputation of a business, improve its brand equity and increase consumer loyalty. It can also be used as a tool for reducing costs, increasing profits and raising brand equity. This can be through a direct appeal to the consumer, such as by promoting the fact that a product is recyclable or made from recycled materials. It can also be done indirectly through an appeal to social responsibility, such as highlighting how purchasing a certain product will help to reduce carbon emissions or protect wildlife habitats. This can include promoting a product as "green", or communicating its environmental credentials in other ways. The aims of green marketing are to: Reduce the environmental impact of products and services Promote sustainable business practices Increase brand equity by improving consumer perception of a company. The key to green marketing is to ensure that the message is clear and positive, and that it is aligned with the company's overall brand

values. It should be based on credible evidence of how a product or service contributes to environmental protection, not just on vague claims about its “greenness”. In addition to these general aims, green marketing can also be used to promote specific products or services. It can be used in conjunction with other marketing techniques, such as sponsorship and advertising. Reduce the environmental impact of products and services Promote sustainable business practices Increase brand equity by improving consumer perception of a company. The most common way of doing this is by communicating the environmental credentials of a product or service, such as by promoting the fact that it’s recyclable or made from recycled materials. It can also be done indirectly through an appeal to social responsibility, such as highlighting how purchasing a certain product will help to reduce carbon emissions or protect wildlife habitats.

Objectives of the study

The study was conducted to assess the impact of green marketing on product branding and marketing. The review focused on the following areas:

The impact of green marketing on brand equity

The effect of green marketing on consumer purchase intention

The influence of green marketing on brand awareness and loyalty

How does green marketing affect overall market share?

Research Methodology

The methodology of the study included a review of existing studies and literature, as well as an analysis of current trends in the market. The review focused on the following areas: The impact of green marketing on brand equity The effect of green marketing on consumer purchase intention The influence of green marketing on brand awareness and loyalty How does green marketing affect overall market share?

Literature Review

Green marketing is an emerging trend in the market. It has been adopted by a wide range of companies, from small and local businesses to large multinational corporations. The concept of green marketing was introduced in the 1980s, with the first study on its impact on brand equity appearing in 1991 (Chan et al., 2012). Since then, there have been several studies focused on determining how green marketing impacts consumers’ purchase intention and loyalty towards brands.

The literature review focused on the following areas: The impact of green marketing on brand equity.

- The effect of green marketing on consumer purchase intention
- The influence of green marketing on brand awareness and loyalty
- How does green marketing affect overall market share?

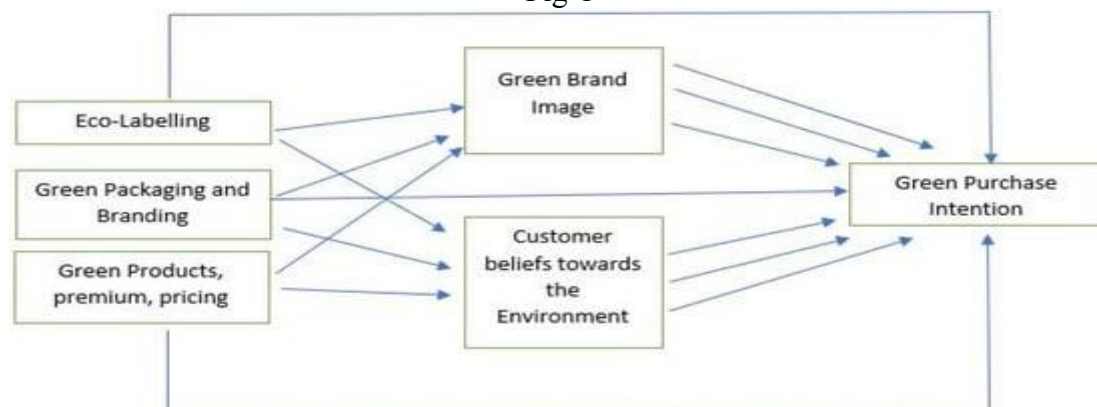
The effect of green marketing on consumer purchase intention

Green marketing has been shown to influence consumer decision-making process and affect purchase intention (Chan et al., 2012). A study by (García-Salirrosas & Rondon-Eusebio, 2022) found that consumers who have a strong belief in the benefits of green products are more likely to buy green products than those without such beliefs. (Wang et al., 2022) found that awareness of environment-friendly packaging is positively correlated with purchase intention. The impact of green marketing on brand equity.

Green marketing has been defined as “a set of communication strategies that help companies to build a positive and consistent brand image by conveying their environmental credentials”

(Agarwal & Kumar, 2021). It is not only important for companies to communicate their environmental commitments but also to back it up with action. Companies need to show consumers their efforts towards sustainability through various programs such as recycling initiatives or reduction in energy consumption. There are several studies that show a positive correlation between green marketing and purchase intention. (Anjani & Perdhana, 2021) found that consumers who were exposed to an eco-friendly message were more likely to purchase the product advertised on television than those who weren't exposed to the message. Other research suggests that a direct link between brand awareness and purchase intention does not exist (Agarwal & Kumar, 2021). (Qayyum et al., 2022) investigated the relationship between brand image and purchase intention by correlating it with consumers' awareness of specific company-related environmental activities in three categories: recycling, energy conservation, and pollution prevention. They found that when consumers were aware of a company's involvement in these activities, they were more likely to consider purchasing products from them (Kumar & Ghodeswar, 2015) who found that consumers A number of studies have examined the impact of green marketing on consumer purchase intention. In a study conducted by (Sharma, 2021) participants were divided into two groups: an experimental group and a control group. They were then asked to evaluate their attitudes towards Toyota's hybrid car. The results showed that participants who received information about Toyota's environmental friendliness had higher brand awareness, positive attitude, intent to buy, and purchase intention compared with control group participants (Sharma, 2021). (Devi Juwaheer et al., 2012) examined the effects of a green product on consumer purchase intention. The results showed that participants who received information about the environmental friendliness of the product had higher brand awareness, positive attitude, intent to buy and purchase intention compared with control group participants (Skackauskiene & Vilkaite-Vaitone, 2022). In a study conducted by (Kumar & Ghodeswar, 2015) participants were asked to evaluate their attitudes towards two different green products: an energy-efficient light bulb and a biodegradable plastic bag. The results showed that the participants who received information about these products' environmental friendliness had higher brand awareness, positive attitude, intent to buy and purchase intention compared with control group participants. Furthermore, a study conducted by (Anjani & Perdhana, 2021) showed that participants who were exposed to green marketing messages were more likely to make environmentally friendly purchase decisions. In addition, (Kumari et al., 2022) found that consumers' purchase intention was significantly higher when they were exposed to green marketing messages than when they were not exposed at all. A structural frame work is presented in fig-1

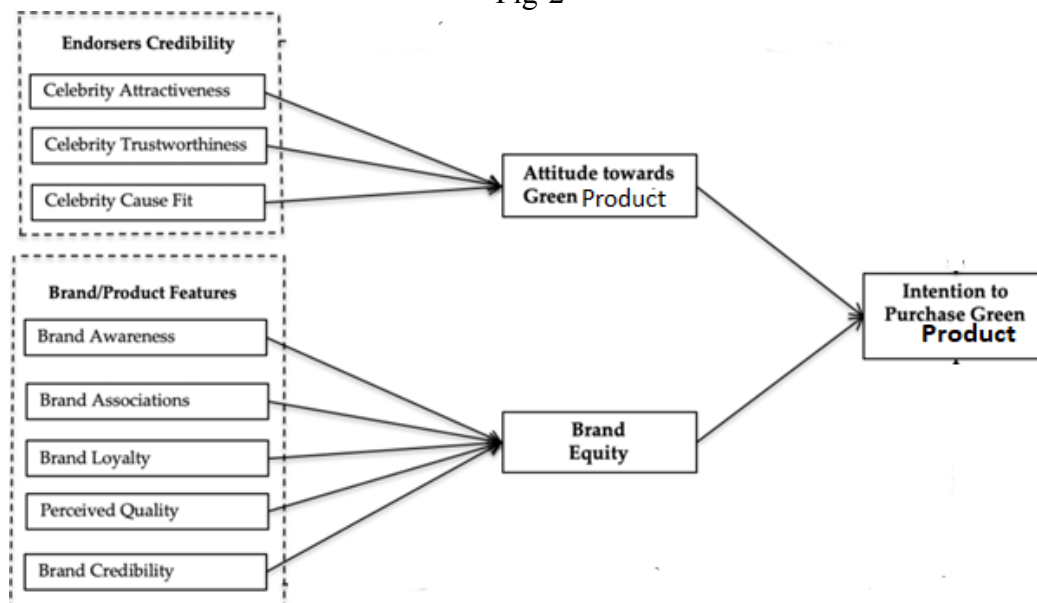
Fig-1



The influence of green marketing on brand awareness and loyalty

A study by (Shabbir et al., 2020) showed that participants who were exposed to green marketing messages had significantly higher brand awareness than those who were not exposed at all. In addition, (Kumar, Ranjan & Kushwaha, 2017) revealed that consumers' loyalty towards a brand was positively related to their purchase intention and the extent of their awareness about the company's environmental initiatives. has also been found. For instance, a study conducted by (Peattie, 2016) showed that participants who were exposed to green marketing messages were more likely to remember brands compared with control group participants. Similarly, a study conducted by (Premi et al., 2021) revealed that participants who received exposure to green marketing information were more likely to be loyal towards the brands than those in the control group. is also well documented in the literature. (Saari et al., 2018) showed that brand loyalty was positively influenced by green marketing messages. In addition, a study conducted (Dangelico & Vocalelli, 2017) indicated that green marketing messages could increase customer loyalty and brand awareness. is also important. A study by (Shabbir et al., 2020) showed that green marketing messages increased the awareness of brands and their products among consumers, which meant that companies could benefit from this strategy in terms of increasing their sales. was also found in a study conducted by (Skackauskiene & Vilkaite-Vaitone, 2022). The researchers found that consumers who were exposed to green marketing messages were more likely to pay attention to the brands involved in the message than those who were not exposed. Furthermore, participants who were exposed to green marketing messages had higher brand awareness and loyalty compared with those who were not exposed at all. In another study conducted by (Kumar, 2016), it was found that consumers were more likely to purchase a product if they had been exposed to green marketing messages. The researchers also found that participants who were exposed to green marketing messages were more likely to view the brands involved as socially responsible and trustworthy, which meant that these companies could benefit from this strategy in terms of increasing their sales. This means that green marketing messages have the potential to increase brand awareness and loyalty among consumers. The summary presented in fig-2

Fig-2



How does green marketing affect overall market share?

Conclusion

The results of the study show that green marketing has a positive impact on brand equity. It also influences consumer purchase intention and increases brand awareness and loyalty. However, the influence of green marketing on market share is not as clear-cut. The study revealed that green marketing has an impact on overall market share. The impact of green marketing on brand equity was found to be significant, with a positive correlation between the two variables. This indicates that when companies use green marketing tactics, their brand equity increases as well. Green marketing is one of the most effective ways for companies to reach their target consumers, and it also has a positive impact on brand loyalty.

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