

The Effect of Green Marketing on Brand Image and Purchase Decision: Evidence from Systematic Review of Literature

Shimelis Zewudie¹ and Endalkachew Desta²

¹Associate Professor in Management, Department of Management, College of Business and Economics, Jimma University, Jimma, Ethiopia.

²PhD Student in Marketing Management, Department of Management, College of Business and Economics, Jimma University, Jimma, Ethiopia.

Correspondence should be addressed to shimmzz@yahoo.com; endudesta2012@gmail.com

Abstract

This systematic review aims to investigate the relationship between green marketing, brand image, and purchase decisions. With increasing awareness of environmental issues, consumers are becoming more concerned about the environmental impact of the products and services they choose. The review follows a systematic approach, including a comprehensive search of electronic databases, relevant journals, and reference lists of selected articles. Studies published between 2014 and 2023 are included, using specific inclusion and exclusion criteria. The final selection comprises 45 studies that meet the predetermined criteria. The results of this systematic review show how much green marketing influences consumers' perceptions of brands and their buying decisions. The review indicates that green marketing initiatives positively impact brand image. When companies engage in environmentally friendly practices and promote their commitment to sustainability, it enhances the perception of their brand as socially responsible and environmentally conscious. Positive perceptions of ecologically conscious brands influence consumers' purchase decisions, despite inconsistencies and limitations in reviewed studies, suggesting areas for further research. Future studies should examine how green marketing affects consumers' perceptions of brands and their buying decisions over the long run, considering cultural contexts and the effectiveness of different green marketing strategies. Utilizing qualitative research methods can provide a comprehensive understanding of consumers' attitudes, values, and emotions towards green marketing, its influence on brand image, and purchase decisions.

Keywords: Green marketing, brand image, purchase decision, sustainability.

1. Introduction

The newest concern on how businesses contribute to preserving environmental sustainability is green marketing, which will also affect the company's reputation (Fuiyeng & Yazdanifard, 2015). A company that consistently produces, packages, and markets its goods to consumers without harming the environment is engaging in green marketing (Szabo. S., & Webster, 2021). Green products are made to minimize negative environmental effects and reduce excessive use of natural resources during production (Albino, 2011). According to Rath, (2013), Research on consumer factors influencing green product purchases is crucial for developing effective green marketing strategies, which should be supported by policymakers (Nagaraju & Thejaswini, 2014).

The corporate community has consistently focused on green technology innovation in recent years (Xie, K., Wu, Y., Xiao, J., & Hu, 2019). To present the product as meeting the requirements and desires of the customers, the business must comprehend how they behave when they purchase it

(Sumarwan, 2011). Customers won't purchase goods that are detrimental to the environment, the health of people, plants, animals, or any other natural resources (Lee, 2008). Engaging in green marketing initiatives will improve the company's reputation and ultimately impact consumer choices (Nguyen *et al.*, 2015). Responding to customers who are concerned about environmental issues and enhancing the reputation of the green brand to set their products apart are two important uses of green marketing (Chain, 2021). Companies now understand that using green marketing can give them a competitive edge over rivals (Arseculeratne, 2014).

Earlier studies clarified how green marketing influences consumer decisions in a favorable way (Boztepe, 2012, 2012; Soepeno, 2018; Septifani *et al.*, 2014; Sugi and Ellen Sugi, 2017; Tsai *et al.*, 2020). According to his research, green marketing can be a useful tool for establishing a positive reputation if it is done correctly. A positive image can influence how consumers view a product's brand (Keller., 2009). Effective product marketing can develop a positive brand image (Mahaputra & Saputra, 2022). The brand's image is shaped by a person's perceptions and attitudes, with green marketing's impact on purchasing decisions significantly influencing this brand image (Helmi *et al.*, 2022). Building a strong brand image is part of the branding process in marketing and advertising, which ensures consumers understand the brand's message. (Soehardi, 2022). A positive brand image of a company or its products can significantly influence consumer purchases, as a positive reputation encourages customers to make purchases (Sutisna, 2001).

According to Kotler, P. and Armstrong (2008), Consumers make decisions about purchasing a brand based on two factors: others' attitudes and the situational context. The step of the purchasing decision process where buyers decide which product to buy is called the purchase decision (Kotler, P. and Armstrong, 2012). According to Peter, J. Paul, & Olson, (2013), A buying decision involves combining consumer information, identifying requirements and preferences, and gathering desired product information to make a purchase (Sugi A & Khuzaini, 2017). Green marketing boosts customer purchasing, influencing business performance through purchase intention, a decision based on knowledge and expertise (Adhimusandi *et al.*, 2020). It is also explained by Lin, (2019) The buying interest refers to a consumer's decision to purchase a product or service after viewing an advertisement. Numerous elements that impact decisions to buy have been demonstrated by earlier academics Septifani *et al.*, (2017) The study found that green marketing significantly enhanced brand image Agung *et al.*, (2018) Green marketing significantly enhances brand image and boosts consumer purchasing decisions, as demonstrated by Azimi & Sha bani's (2016) study Rayon, Y. E. S., & Widagda, (2012) assert that more green marketing can boost consumer choice by enhancing brand perception. Fatmawati & Alikhwan, (2021) Green marketing boosts purchasing decisions by promoting eco-friendly products, enhancing brand image, and accommodating customer behavior, ultimately influencing a product's purchase decision (Jing, Z., Pitsaphol, C. and Shabbir, 2020). The systematic review on the effect of green marketing on brand image and purchase decisions aimed to synthesize and analyze existing literature on this topic. This review was motivated by the increasing significance of sustainability and environmental concerns in consumer behavior and marketing practices.

2. Literature review

2.1 The theoretical foundation of the study

By employing Theory of the Natural Resource-Based View (NRBV) and Diffusion of Innovations theoretical frameworks, the systematic review should provide a deeper understanding of the

phenomena under investigation, identify relevant factors and mechanisms, and offer insights into the implications and applications of the reviewed studies.

Theory of the Natural Resource-Based View (NRBV): The significance of natural resources as a source of competitive advantage is emphasized by this idea. It implies that businesses can obtain a competitive advantage through the effective use and preservation of natural resources. Finding and analyzing resources that lead to both financial and environmental success is the main goal of the NRBV (Hart, 1995). In the context of green marketing, the firm's environmental resources and capabilities, such as eco-friendly production processes, sustainable supply chains, or renewable energy usage, can contribute to a positive brand image and influence consumers' purchase decisions.

Diffusion of Innovations Theory: This theory clarifies how novel concepts and customs proliferate among members of a community. One way to conceptualize green marketing is as a market innovation that arises from customers' growing environmental consciousness (Rogers, 2003). In the context of the study, green marketing can be seen as an innovation that promotes environmentally friendly practices or products. The theory would help understand how consumers adopt and respond to green marketing initiatives, thereby influencing brand image and purchase decisions.

2.2. Green Marketing

Green marketing promotes environmentally friendly products through product adjustments, production process modifications, packaging, labeling, advertising strategies, and raising industry awareness of compliance marketing (Yazdanifard & Mercy, 2014). Generally speaking, a green consumer is someone who favors eco-friendly beliefs and/or chooses to buy green goods instead of conventional ones (Boztepe, 2012).

Consumers are increasingly recognizing the significance of environmental care and cultural responsibility, necessitating businesses to cater to their preferences for eco-friendly products. (Saini N, 2013). "Green marketing" is a broader commercial strategy aimed at meeting consumer needs and mitigating environmental harm through the development of environmentally friendly products and services (Tiwari et al., 2011). Promoting environmentally sustainable products and services can help businesses address environmental issues, offering a multiplier impact strategy that benefits both users and businesses (Putripeni, 2014).

According to Grundey, D., & Zaharia, 2008; McDaniel & Rylander 1993) Green marketing is crucial for future business success, as companies must respond to environmental consciousness and lead in developing environmental initiatives.

2.3 The impact of Green Marketing on consumers' perception of brand image

A consumer's perception of a brand that comes to mind while recalling a specific product is known as its brand image. Brand image has multiple definitions. According to the AMA in (Kotler, 2008) A brand is a name, word, sign, symbol, or design used to differentiate one seller's goods or services from another seller or group of sellers Kotler, P., & Keller (2014) A brand's image is shaped by customer association, favorability, distinctiveness, profitability, and competitive edge, with loyalty and brand image measurement closely linked, with customer conversion being a crucial factor (Schiffman & Wisenblit, 2010).

When someone hears a catchphrase that resonates with them, that company's brand image is what comes to mind first (Kotler, P., Keller, K. L., Manceau, D., 2016). It is the most effective approach to communicating with customers by explaining the various advantages of a brand (X. G. Li, X.

Wang, 2011). It is also a crucial component that shows how customers feel about a brand and whether they have a good relationship with it (A. Plumeyer et al., 2019). A consumer's ingrained perception of a brand is called its brand image. Through effective product marketing, a positive brand image can be developed (Mahaputra & Saputra, 2022).

The practice of businesses leveraging green marketing to enhance their brand image has gained traction among businesses (Yeng & Yazdanifard, 2016). The company's struggle to draw in customers is now tied to a brand that can offer a unique image for customers rather than only the functional aspects of its products; in other words, the brand's function has changed (Aaker, 2014).

2.4 The influence of green marketing strategies on consumers' purchase decisions

During the decision-making process, a customer considers several products before deciding on one (Wang & Chen, 2016). According to Schiffman & Wisenblit, (2014), the connection between purchasing decisions and green marketing stems from the buyer weighing various options and selecting the one that best suits their needs Azimi, G., & Shabani (2016), they argued that appliance store customers influence purchase decisions.

The research conducted by Izzani (2021) that it is obvious that the green marketing mix significantly and favorably influences consumers' decisions to buy. In addition, research according to Mawardi, (2020) shows how the green marketing mix variable has a favorable and significant impact on purchasing decisions. Furthermore, research that has been conducted by Setiawan, C. K., & Yosepha (2020) claims that the green marketing mix simultaneously and partially affects consumer choice. According to Peter, J. Paul, & Olson (2013), Purchasing decisions involve combining information with value considerations. Green marketing, involving eco-friendly products, attract customers by influencing their choices, as research shows these environmentally friendly items positively influence consumer decisions (Eidi, F; and Shahbazi, 2017). In reply to the increasing number of consumers and organizations that are worried about the atmosphere, many businesses are currently using green marketing tactics (Purnama, PA, & Adi, 2019). A green marketing plan can sway consumer interest and influence future purchases by fostering a belief in environmentally friendly features, thereby identifying as a "green consumer" (Hamzah, M. I., & Tanwir, 2021). The concept of "the probability and willingness to prefer to buy products with environmentally friendly features" refers to the intention to purchase green environmental products (Aulina, L., & Yuliati, 2017).

3. Methodology and Review Process

3.1 Methodology

This structured review examines the influence of green marketing on brand image and purchase decisions, identifying recurring ideas and conceptual frameworks, contributing to existing knowledge, and preparing for future research.

3.2 Review Process

Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) is a widely used framework for systematic reviews and, guiding the article selection procedure openly and consistently, ensuring a consistent and comprehensive analysis:

Identification of relevant studies: To find research that satisfies inclusion criteria, a thorough search strategy is essential. This strategy should involve electronic Google Scholar, Wiley, Springer, Taylor & Francis, Emerald Insight, Science Direct, reference lists, and other sources.

Screening of titles and abstracts: The article is screened using predefined criteria, consisting of title and abstract screening and full-text screening, with multiple reviewers involved to minimize bias.

Eligibility: The selected articles undergo a screening process, where they are evaluated for eligibility based on predefined criteria such as study design, sample size, methodology, and relevance to the research question.

Inclusion: The final review includes articles that meet eligibility criteria, with reasons for inclusion or exclusion documented for transparency and replicability.

Data Extraction: The articles' data, including study characteristics, demographics, intervention details, outcome measures, and statistical data, is systematically extracted by multiple reviewers for accuracy.

Quality Assessment: The quality and potential bias of studies are evaluated using appropriate tools or checklists to determine the strength of evidence and the reliability of the findings.

Data Synthesis: The quality and potential bias of studies are evaluated using appropriate tools or checklists to determine the strength of evidence and the reliability of the findings.

Reporting: The systematic review adheres to PRISMA guidelines, detailing the article selection process, study characteristics, findings, and review limitations and implications.

The systematic evaluation of green marketing's impact on brand image and purchasing decisions used criteria like language, publication year, content, and relevance. Only English articles published between 2014 and 2023 were selected, covering a broad range of studies over a 9-year period. The review excluded studies not meeting these criteria, ensuring the review's objectives were met.

3.3 Selection of Databases

This review analyzed green marketing, brand image, and purchasing decisions using various online resources like PubMed, Google Scholar, Wiley, Springer, Taylor & Francis, Emerald Insight, and Science Direct, focusing on the latest research on these topics.

3.4 Data Analysis

The study utilized a structured review approach for a systematic and methodical analysis of data, providing a comprehensive understanding and modern, quantifiable presentation of the subject matter.

The approach used in the reviewed articles

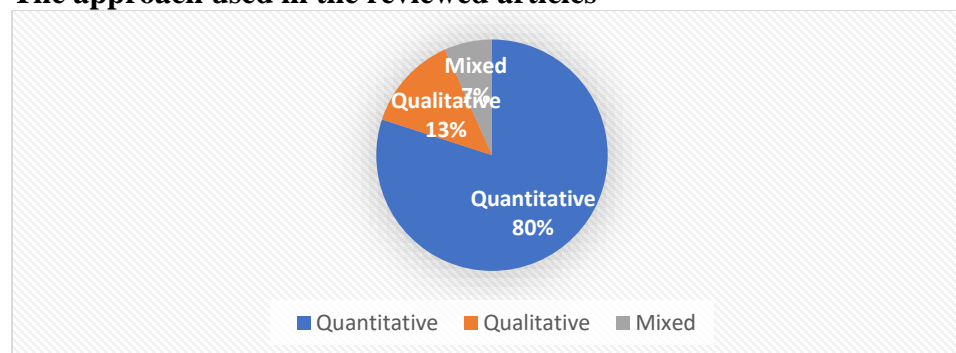


Figure 2: Research approach used

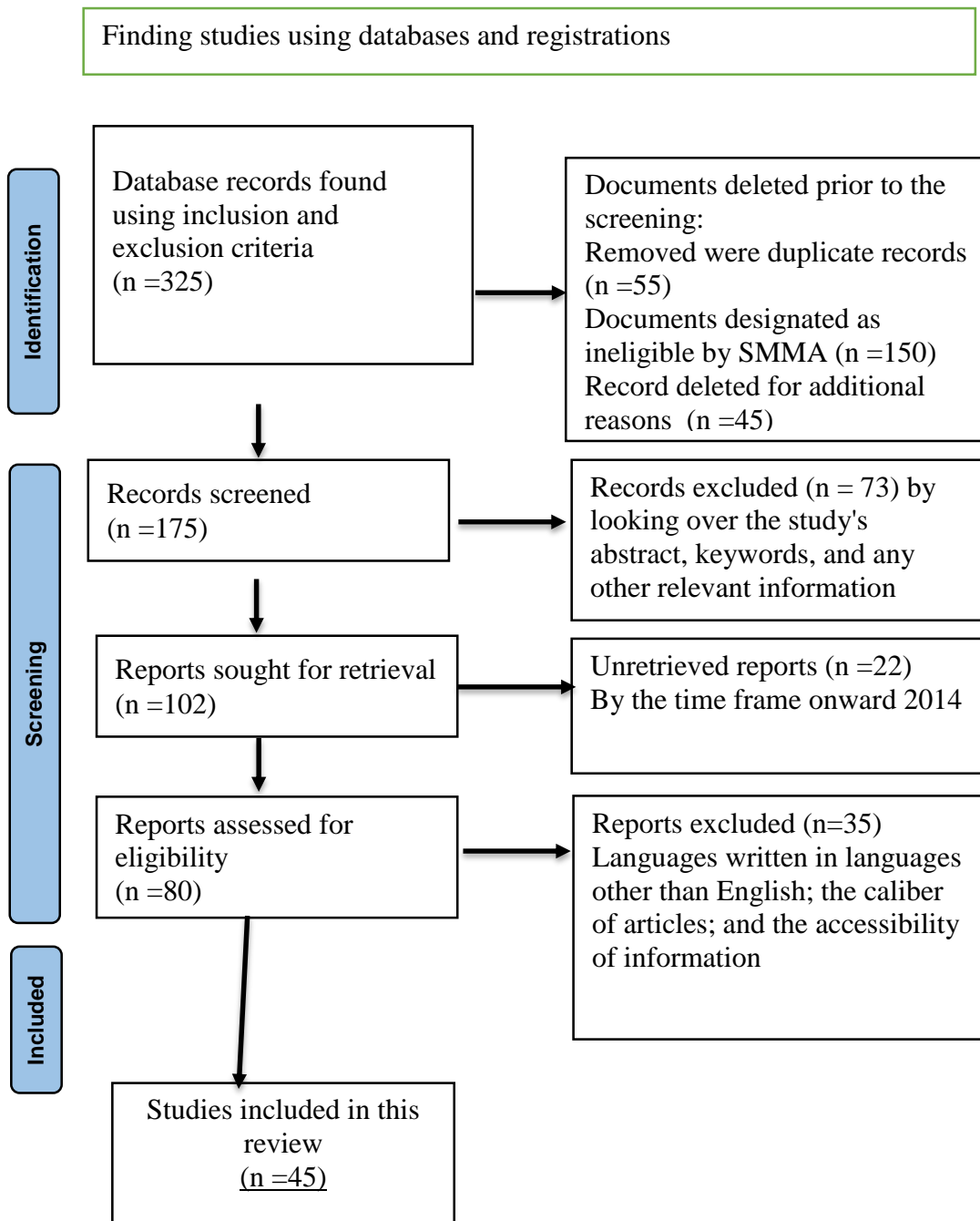


Figure 1: PRISMA

Source: Adapted from Moher et al (2009)

The study found that 80% of publications used a quantitative research approach, which involves gathering and examining numerical data through surveys, experiments, and secondary data analysis, to draw meaningful inferences and conclusions. The study's sample used 13% qualitative research methodology, focusing on understanding complex events and subjective experiences through non-numerical data from observations, interviews, and textual analysis. 7% used a mixed

research strategy, combining quantitative and qualitative approaches to provide a comprehensive understanding of the research topic. The majority of studies used quantitative research, followed by qualitative and mixed methods. A small percentage used a hybrid approach, combining quantitative and qualitative methods to provide a comprehensive understanding of the subject matter. The reviewed publications show mixed methods and qualitative research as the most common research approaches, with quantitative research accounting for the majority of studies.

Data Analysis Techniques

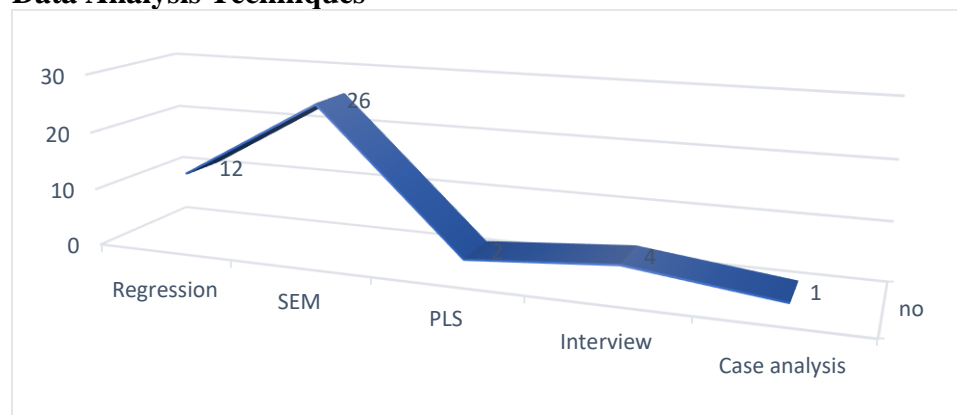


Figure 4: data analysis techniques

Out of the overall sample, 12 papers (or around 26.7%) used the regression technique. Approximately 58% of the whole sample, or 26 articles, employed the Structural Equation Modelling (SEM) technique. Approximately 0.4% of the overall sample, or 2 articles, used the partial least squares (PLS) approach. Interview: Four articles, or roughly 0.8% of the sample as a whole, used this methodology. One publication, or roughly 0.2% of the sample as a whole, used the case analysis technique.

Year of publication of reviewed articles

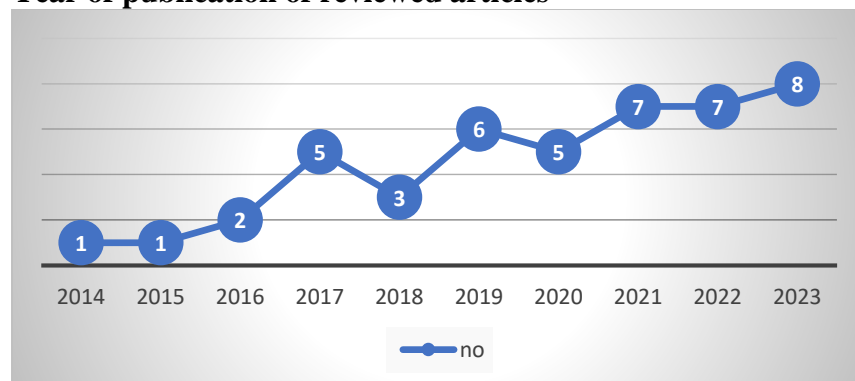


Figure 4: Year of publication

The number of publications in a research area has steadily increased over the years, with the highest number recorded in 2019 and a relatively stable range from 5 to 8. Variations in publications may be influenced by trends, funding, or specific events.

3. Result and Discussion

Green marketing is gaining popularity as businesses cater to consumer demands while protecting the environment, enhancing their competitive edge amid growing environmental concerns (Fuiyeng & Yazdanifard, 2015). The study suggests a more extensive use of marketing and brands for selling environmentally friendly and functional products (Rahman et al., 2017). Green marketing offers numerous benefits to enhance a company's brand image, making it a promising marketing strategy for improving brand image (Ellitan, 2021). Green marketing has a very favorable impact on consumers' decisions to buy (Adhimusandi et al., 2020). Green product purchases are influenced by product attributes, but not considerably by them; green marketing strategy has a big impact on this (Soegoto et al., 2018). Green marketing positively influences buying decisions by considering factors like products, production methods, packaging, and environmentally responsible advertising (Mukaromah et al., 2019). The purchasing decisions of customers might be influenced by the green marketing mix and brand perception (B et al., 2023). The study reveals that green marketing positively influences brand perception and suggests that the relationship between green marketing and purchase intention can be influenced by brand image (Salshabila et al., 2023). The study found that eco-packaging and environmental advertisements significantly influence customers' purchase behavior, with green marketing through brand image having a favorable but not statistically significant effect (Ahmad et al., 2020). The study reveals that corporate social responsibility and green marketing significantly and positively influence consumers' purchasing decisions (Ayu et al., 2023). Businesses must have a comprehensive understanding of the potential benefits of green marketing initiatives to gain a competitive edge in the marketplace (Sen, 2014). One study indicates that environmentally friendly products positively impact consumer decisions, while another study explores the correlation between green marketing strategies and purchase intention (Hanif, 2021). Additional research indicates that green brand loyalty and green marketing significantly moderate the positive influence of consumer value on brand equity (Ho et al., 2019). The study reveals that Green Marketing significantly influences Brand Image and Purchase Decisions, highlighting the significant influence of brand image on purchasing decisions. (Agung et al., 2018). To create a favorable perception of their product among customers, marketers must use green branding techniques. Businesses have used a range of marketing techniques to build their brand equity (Khandelwal, 2019). The study offers managers valuable insights into strategic green marketing techniques to boost brand resonance, client base, competitiveness, and profitability (Gupta, 2018). Comparable findings indicate that brand image, green products, and green marketing all significantly impact consumers' decisions to buy (Suryani & Syafarudin, 2021).

Brand image can mediate the relationship between green product innovation and repurchase, as creative eco-friendly production increases an organization's reputation and influences consumer choices. (Influence et al., 2020). Brand image significantly influences consumers' purchasing intentions, with a stronger brand image resulting in an increased likelihood of purchasing environmentally friendly items (Made et al., 2019). Another study reveals that green marketing significantly impacts brand image and environmentally conscious consumer behavior (Rosa et al., 2022). Purchase intention significantly influences the decision to buy, with brand image having a more significant positive impact (Adhimusandi et al., 2020). Similar study results show that Ades Mineral Water's brand image is significantly impacted by green marketing (Genoveva, 2020). Brand image plays a crucial role in influencing green marketing and brand trust, highlighting the significant regulatory role that greenwashing plays in the industry (Wu & Liu, 2022). Various findings indicate that brand image, perceived value, and purchasing decisions are all highly

impacted by green marketing (Fatmawati & Alikhwan, 2021). Green brand positioning is a crucial aspect of green marketing strategies, as it can significantly influence consumer attitudes and purchase intentions toward green brands (Tsai et al., 2020).

The company plans to monitor consumer purchasing patterns to promote eco-friendly products through various eco-friendly marketing strategies to increase consumer awareness (Shameem, 2020). The study's findings support the use of green marketing techniques in an effort to influence consumers' choices (Influence et al., 2020). Brand image indirectly influences consumers' decisions to purchase Ades mineral water due to green marketing, acting as a mediating variable (Genoveva, 2020). The study reveals that price perceptions, brand recognition, and green marketing significantly influence consumer purchasing decisions (Mukaromah et al., 2019). The study indicates that green marketing and corporate social responsibility significantly enhance the brand image of cosmetic companies (Sudirman, 2022; Vety & Purwono, 2021). The study reveals that brand image and green marketing significantly impact repeat business, both together and independently (Hasanah & Aziz, 2021). The study reveals that brand image and green marketing significantly impact repeat business, both together and independently (Aqsony et al., 2020).

4. Conclusion

The systematic review conducted in this study aimed to investigate the relationship between marketing, brand image, and purchase decisions. The findings highlight the significant positive impact of green marketing on brand image and purchase decisions. The reviewed studies demonstrate that when companies engage in green marketing practices, it leads to the development of a positive brand image in the minds of consumers. This positive perception, in turn, influences consumers' purchase decisions, as they are more likely to choose products or services from environmentally conscious brands. Despite the overall positive association found in the reviewed studies, some inconsistencies and limitations exist. While the majority of the studies found a significant and favorable impact of green marketing on brand image and purchase decisions, a few studies reported mixed or less significant results. This suggests that the relationship between these constructs may be influenced by various contextual factors, such as cultural differences, product categories, and the effectiveness of specific green marketing strategies.

5. Recommendations and Policy Implication

Explore the long-term effects of green marketing on brand image and purchase decisions: Future studies should investigate the sustained impact of green marketing over time, as the effects may change as consumers' environmental awareness and preferences evolve. Researchers should consider examining the role of cultural factors, such as environmental values and norms, in shaping the relationship between green marketing, brand image, and purchase decisions. Investigate the effectiveness of various green marketing strategies: Further research is needed to identify the most effective green marketing strategies and understand how they influence brand image and purchase decisions in different settings. Qualitative research methods, such as in-depth interviews and focus groups, could provide a more comprehensive understanding of consumers' attitudes, values, and emotions related to green marketing and its impact on brand image and purchase decisions. Explore the mediating and moderating factors: Future studies should examine the potential mediating and moderating variables that may influence the relationship between green marketing, brand image, and purchase decisions, such as perceived environmental responsibility, green brand loyalty, and consumer trust.

6. Limitations of the Study and Areas for Further Research

Researchers must use rigorous methodologies, transparent reporting, and replication efforts to advance knowledge of green marketing's impact on brand image and purchase decisions.

The systematic review may be influenced by publication bias, with studies with significant findings more likely to be published, requiring future researchers to report this bias.

The included studies may employ different research designs, methodologies, measurement tools, and sample characteristics, leading to heterogeneity in the data. Future researchers should develop standardized measurement tools and scales for assessing variables related to topic.

The review may be limited by language bias, as only studies published in English are included. future researchers should expand the scope of the systematic review to include studies published in languages other than English.

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