

**GREEN MARKETING STRATEGIES AND CONSUMER PURCHASE BEHAVIOR
TOWARD SUSTAINABLE PRODUCTS**

**STRATEGI PEMASARAN HIJAU DAN PERILAKU PEMBELIAN
KONSUMEN TERHADAP PRODUK BERKELANJUTAN**

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ABSTRACT

This study examines the influence of green marketing strategies on consumer purchase behavior toward sustainable products through a systematic literature review approach. The increasing global concern over environmental degradation and climate change has encouraged businesses to adopt environmentally responsible marketing practices. However, the effectiveness of these strategies in influencing actual consumer behavior remains a subject of ongoing debate. This study aims to synthesize existing research findings to identify the key factors that determine consumers' willingness to purchase sustainable products. The research method employed in this study is a systematic literature review, following the framework proposed by John W. Creswell (2014) and further refined by Hannah Snyder (2019). Data were collected from reputable academic databases such as Google Scholar, Scopus, and Web of Science, focusing on publications from 2010 to 2024. A total of 30 relevant studies were selected based on predefined inclusion criteria, including relevance, academic rigor, and contribution to the field of green marketing and consumer behavior. The findings reveal that green marketing strategies significantly influence consumer attitudes; however, their impact on actual purchase behavior is mediated by several key factors. Environmental awareness, perceived value, trust, and social influence are identified as the primary determinants of consumer decisions. Among these, perceived value and trust play the most critical roles, while price sensitivity remains a major barrier to the adoption of sustainable products. Additionally, the study confirms the existence of an attitude-behavior gap, where consumers express positive environmental attitudes but do not consistently translate them into purchasing actions. The study concludes that effective green marketing strategies must go beyond raising awareness and should focus on enhancing product value, ensuring transparency, and building consumer trust. The findings provide important implications for businesses in designing more effective marketing strategies and for policymakers in promoting sustainable consumption. Future research is recommended to conduct empirical studies and explore the role of digital technologies in shaping green consumer behavior.

Keywords: Green marketing, consumer behavior, sustainable products, environmental awareness, perceived value, trust.

ABSTRAK

Studi ini meneliti pengaruh strategi pemasaran hijau terhadap perilaku pembelian konsumen terhadap produk berkelanjutan melalui pendekatan tinjauan literatur sistematis. Meningkatnya kekhawatiran global terhadap degradasi lingkungan dan perubahan iklim telah mendorong bisnis untuk mengadopsi praktik pemasaran yang bertanggung jawab terhadap lingkungan. Namun, efektivitas strategi ini dalam memengaruhi perilaku konsumen yang sebenarnya masih menjadi subjek perdebatan yang berkelanjutan. Studi ini bertujuan untuk mensintesis temuan penelitian yang ada untuk mengidentifikasi faktor-faktor kunci yang menentukan kesediaan konsumen untuk membeli produk berkelanjutan. Metode penelitian yang digunakan dalam studi ini adalah tinjauan literatur sistematis, mengikuti kerangka kerja yang diusulkan oleh John W. Creswell (2014) dan disempurnakan lebih lanjut oleh Hannah Snyder (2019). Data dikumpulkan dari basis data akademik terkemuka seperti Google Scholar, Scopus, dan Web of Science, dengan fokus pada publikasi dari tahun 2010 hingga 2024. Sebanyak 30 studi relevan dipilih berdasarkan kriteria inklusi yang telah ditentukan sebelumnya, termasuk relevansi, ketelitian akademik, dan kontribusi pada bidang pemasaran hijau dan perilaku konsumen. Temuan menunjukkan bahwa strategi pemasaran

hijau secara signifikan memengaruhi sikap konsumen; namun, dampaknya pada perilaku pembelian aktual dimediasi oleh beberapa faktor kunci. Kesadaran lingkungan, nilai yang dirasakan, kepercayaan, dan pengaruh sosial diidentifikasi sebagai penentu utama keputusan konsumen. Di antara faktor-faktor ini, nilai yang dirasakan dan kepercayaan memainkan peran paling penting, sementara sensitivitas harga tetap menjadi penghalang utama bagi adopsi produk berkelanjutan. Selain itu, studi ini menegaskan adanya kesenjangan sikap-perilaku, di mana konsumen mengekspresikan sikap lingkungan yang positif tetapi tidak secara konsisten menerjemahkannya ke dalam tindakan pembelian. Studi ini menyimpulkan bahwa strategi pemasaran hijau yang efektif harus melampaui peningkatan kesadaran dan harus fokus pada peningkatan nilai produk, memastikan transparansi, dan membangun kepercayaan konsumen. Temuan ini memberikan implikasi penting bagi bisnis dalam merancang strategi pemasaran yang lebih efektif dan bagi pembuat kebijakan dalam mempromosikan konsumsi berkelanjutan. Penelitian selanjutnya direkomendasikan untuk melakukan studi empiris dan mengeksplorasi peran teknologi digital dalam membentuk perilaku konsumen hijau.

Kata Kunci: Pemasaran Hijau, Perilaku Konsumen, Produk Berkelanjutan, Kesadaran Lingkungan, Nilai Yang Dirasakan, Kepercayaan.

INTRODUCTION

In recent decades, growing environmental degradation, climate change, and resource depletion have significantly influenced global economic and social systems. These environmental challenges have heightened awareness among governments, organizations, and consumers regarding the importance of sustainability. As a result, businesses are increasingly expected to adopt environmentally responsible practices, not only in production processes but also in their marketing strategies. This shift has given rise to the concept of green marketing, which emphasizes promoting products and services based on their environmental benefits (Kotler & Keller, 2016).

Green marketing refers to the development and promotion of products designed to minimize negative environmental impacts while satisfying consumer needs. It encompasses various activities such as eco-labeling, sustainable packaging, green advertising, and corporate social responsibility initiatives (Peattie & Crane, 2005). The emergence of green marketing is closely linked to the broader concept of sustainable development, which aims to balance economic growth, environmental protection, and social well-being (Brundtland Commission, 1987). Consequently, companies are

increasingly integrating sustainability into their core business strategies to enhance competitiveness and meet stakeholder expectations.

Despite the growing adoption of green marketing strategies, understanding consumer purchase behavior toward sustainable products remains a complex issue. Consumer behavior is influenced by a multitude of factors, including environmental awareness, personal values, social norms, perceived product quality, and price sensitivity (Schiffman & Wisenblit, 2019). While many consumers express concern for the environment, this concern does not always translate into actual purchasing behavior, a phenomenon commonly referred to as the “attitude-behavior gap” (Auger & Devinney, 2007).

One of the key challenges in green marketing is bridging this gap between consumers’ environmental attitudes and their purchasing decisions. Although consumers may support sustainability in principle, they often prioritize factors such as price, convenience, and brand familiarity when making purchase decisions (Joshi & Rahman, 2015). Sustainable products are frequently perceived as more expensive or less accessible compared to conventional alternatives, which can discourage consumers from adopting them. This

indicates that positive environmental attitudes alone are insufficient to drive consistent green purchasing behavior.

Moreover, the effectiveness of green marketing strategies is highly dependent on how they are perceived by consumers. Issues such as greenwashing—where companies falsely or misleadingly claim environmental benefits—have undermined consumer trust (Delmas & Burbano, 2011). When consumers perceive green marketing messages as deceptive or exaggerated, their skepticism increases, reducing the likelihood of purchasing sustainable products. Therefore, transparency, credibility, and authenticity are critical elements in the successful implementation of green marketing strategies.

Another important factor influencing consumer behavior is environmental knowledge. Studies have shown that consumers with higher levels of environmental awareness are more likely to engage in pro-environmental behaviors, including purchasing sustainable products (Chen & Chai, 2010). Education and information dissemination play a crucial role in shaping consumers' perceptions and attitudes toward green products. However, in many developing regions, limited access to information and low levels of environmental literacy remain significant barriers.

Cultural and social influences also play a vital role in shaping consumer behavior. Social norms, peer influence, and cultural values can either encourage or discourage sustainable consumption practices (White et al., 2019). For instance, in collectivist societies, individuals may be more inclined to adopt environmentally friendly behaviors if they perceive such actions as socially desirable. Conversely, in

contexts where environmental concerns are not prioritized, green purchasing behavior may be less prevalent.

In addition, technological advancements and digitalization have transformed the landscape of green marketing. Social media platforms and online marketplaces provide new opportunities for companies to communicate their sustainability initiatives and engage with environmentally conscious consumers. Digital marketing tools enable targeted communication, allowing firms to tailor their messages based on consumer preferences and behaviors (Tiago & Veríssimo, 2014). However, the vast amount of information available online also increases the risk of misinformation, making it more challenging for consumers to distinguish between genuinely sustainable products and those that merely claim to be green.

From a managerial perspective, understanding the relationship between green marketing strategies and consumer purchase behavior is essential for designing effective marketing campaigns. Companies need to identify which elements of green marketing—such as eco-labels, pricing strategies, product design, or promotional messages—have the most significant impact on consumer decision-making. This requires a comprehensive analysis of both internal and external factors influencing consumer behavior.

Furthermore, government regulations and policies play a crucial role in promoting sustainable consumption. Environmental regulations, incentives for green production, and public awareness campaigns can encourage both businesses and consumers to adopt more sustainable practices (Testa et al., 2021). In many countries, governments have introduced eco-labeling standards and

certification schemes to ensure product transparency and build consumer trust. However, the effectiveness of these measures varies depending on the level of enforcement and public awareness.

In the context of developing economies, including regions in Indonesia, the adoption of green marketing and sustainable consumption practices is still evolving. While there is increasing awareness of environmental issues, economic constraints and limited infrastructure often hinder the widespread adoption of sustainable products. Consumers in these regions may prioritize affordability and availability over environmental considerations, highlighting the need for context-specific strategies.

Given these complexities, there is a clear need for empirical research that examines how green marketing strategies influence consumer purchase behavior toward sustainable products. Such research is essential for identifying the key determinants of green purchasing behavior and understanding how businesses can effectively promote sustainable products in different market contexts.

This study aims to contribute to the existing body of knowledge by analyzing the relationship between green marketing strategies and consumer purchase behavior. Specifically, it seeks to explore how factors such as environmental awareness, perceived value, trust, and marketing communication influence consumers' decisions to purchase sustainable products. The findings of this study are expected to provide valuable insights for marketers, policymakers, and researchers in developing effective strategies to promote sustainable consumption.

In conclusion, while green marketing has emerged as a critical tool

for promoting sustainability, its success largely depends on consumer response. Understanding the factors that influence consumer purchase behavior is essential for bridging the gap between environmental awareness and actual purchasing decisions. By addressing the challenges associated with green marketing and enhancing consumer engagement, businesses can play a significant role in advancing sustainable development.

METHODOLOGY

This study employs a literature review methodology to systematically analyze and synthesize existing scholarly works related to green marketing strategies and consumer purchase behavior toward sustainable products. A literature review is a structured approach used to identify, evaluate, and interpret relevant research findings in a particular field, allowing researchers to build a comprehensive understanding of the topic and identify research gaps (John W. Creswell, 2014). By relying on secondary data sources, this method enables the integration of theoretical perspectives and empirical findings to develop a coherent conceptual framework.

The data collection process was conducted through a systematic search of academic databases, including Google Scholar, Scopus, and Web of Science. Keywords such as "green marketing," "sustainable products," "consumer behavior," and "environmentally responsible consumption" were used to retrieve relevant publications. The inclusion criteria for selecting literature consisted of peer-reviewed journal articles, books, and reputable institutional reports published between 2010 and 2024 to ensure both foundational and up-to-date insights. Studies that were not directly related to

the research topic or lacked academic rigor were excluded to maintain the quality and relevance of the review (Hannah Snyder, 2019).

To ensure methodological rigor, this study adopts a systematic literature review (SLR) approach. The SLR process involves several stages, including identification, screening, eligibility assessment, and inclusion of relevant studies. This structured procedure helps minimize bias and enhances the transparency and replicability of the research (Denyer David & David Tranfield, 2009). Each selected study was carefully examined to extract key information such as research objectives, methodologies, variables, and findings. The extracted data were then organized and categorized to identify patterns, relationships, and inconsistencies across studies.

The data analysis technique used in this research is qualitative content analysis. This method involves coding and interpreting textual data to identify recurring themes and concepts related to green marketing strategies and consumer purchase behavior. Through this approach, the study explores how different variables—such as environmental awareness, perceived value, trust, and social influence—affect consumers' decisions to purchase sustainable products. The analysis also highlights the effectiveness of various green marketing tools, including eco-labeling, green advertising, and sustainable packaging (Klaus Krippendorff, 2018). By synthesizing findings from multiple sources, the study provides a comprehensive overview of current trends and theoretical developments in the field.

Finally, to ensure the validity and reliability of the findings, this study emphasizes the use of credible and high-quality sources. Triangulation was

applied by comparing results from different studies to confirm consistency and identify divergent perspectives. Additionally, the review process followed ethical academic standards, including proper citation and avoidance of plagiarism. By employing a systematic and rigorous literature review methodology, this study aims to generate reliable insights and contribute to the advancement of knowledge on green marketing and sustainable consumer behavior.

RESULTS AND DISCUSSION

Overview of Reviewed Studies

This study analyzed a total of 30 scholarly sources consisting of peer-reviewed journal articles, books, and institutional reports published between 2010 and 2024. The selected literature focuses on green marketing strategies, consumer purchase behavior, and sustainable consumption patterns across various geographic and socio-economic contexts. The synthesis of these studies reveals consistent patterns regarding the determinants of consumer behavior, the effectiveness of green marketing tools, and the challenges faced by firms in promoting sustainable products.

The findings indicate that green marketing strategies significantly influence consumer purchase behavior, but their effectiveness depends on several mediating variables, including environmental awareness, perceived value, trust, and social influence (Yogesh Joshi & Zillur Rahman, 2015). These variables interact dynamically, shaping consumer attitudes and ultimately determining purchasing decisions. Furthermore, the literature highlights the persistent gap between consumers' positive environmental attitudes and their actual buying behavior, reinforcing the complexity of sustainable consumption.

Summary of Key Findings

The main findings from the literature review are summarized in the table below:

Variable	Description	Impact on Purchase Behavior	Key References
Environmental Awareness	Consumers' knowledge and concern about environmental issues	Positive and significant	Chen & Chai (2010)
Perceived Value	Balance between benefits and costs of sustainable products	Strong positive influence	Zeithaml (1988)
Trust	Consumer confidence in green claims and eco-labels	Critical determinant	Delmas & Burbano (2011)
Social Influence	Influence of peers, culture, and social norms	Moderate to strong	White et al. (2019)
Price Sensitivity	Consumer sensitivity to higher prices of green products	Negative influence	Joshi & Rahman (2015)
Green Marketing Strategies	Use of eco-labels, advertising, packaging, and CSR	Indirect but significant	Peattie & Crane (2005)

The table demonstrates that while multiple factors influence consumer purchase behavior, environmental awareness, perceived value, and trust emerge as the most dominant determinants. However, price sensitivity remains a major barrier, particularly in developing markets.

Environmental Awareness and Consumer Behavior

One of the most consistently supported findings in the literature is the positive relationship between environmental awareness and sustainable purchasing behavior. Consumers who are more informed about environmental issues tend to exhibit stronger pro-environmental attitudes and are more likely to purchase eco-friendly products (Chen & Chai, 2010). Environmental awareness enhances consumers' ability to evaluate

green claims and differentiate between genuinely sustainable products and conventional alternatives.

However, awareness alone does not guarantee actual purchasing behavior. Many studies highlight that while consumers may express concern for the environment, they do not always translate this concern into action. This phenomenon, often referred to as the attitude-behavior gap, suggests that additional factors such as convenience, price, and product availability play a crucial role (Auger & Devinney, 2007). Therefore, companies must complement awareness-building efforts with strategies that address practical barriers to green consumption.

Perceived Value and Price Sensitivity

Perceived value is another critical determinant of consumer purchase behavior. According to Zeithaml (1988),

perceived value is defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. In the context of sustainable products, consumers evaluate not only functional benefits but also emotional and social benefits, such as contributing to environmental protection.

The literature suggests that when consumers perceive sustainable products as offering superior value, they are more likely to purchase them. However, price sensitivity remains a significant challenge. Green products are often priced higher due to sustainable production processes and certifications, which can deter price-conscious consumers (Joshi & Rahman, 2015). This is particularly evident in developing countries, where consumers may prioritize affordability over environmental considerations.

To overcome this barrier, companies need to communicate the long-term benefits and cost-effectiveness of sustainable products. Additionally, government incentives and subsidies can play a role in reducing the price gap between green and conventional products.

Trust and Greenwashing Issues

Trust plays a pivotal role in influencing consumer purchase behavior toward sustainable products. Consumers must विश्वास that the environmental claims made by companies are accurate and credible. However, the prevalence of greenwashing has significantly undermined consumer trust (Delmas & Burbano, 2011). Greenwashing refers to the practice of misleading consumers regarding the environmental benefits of a product or company practices.

When consumers perceive green marketing messages as deceptive, their skepticism increases, leading to reduced

purchase intentions. Therefore, transparency, authenticity, and third-party certifications (such as eco-labels) are essential for building trust. Companies that provide clear and verifiable information about their sustainability practices are more likely to gain consumer confidence and loyalty.

Social Influence and Cultural Factors

Social influence is another important factor shaping consumer behavior. Cultural norms, peer pressure, and societal expectations can significantly affect individuals' decisions to engage in sustainable consumption (White et al., 2019). In collectivist cultures, for example, individuals may be more likely to adopt environmentally friendly behaviors if such actions are socially encouraged or perceived as morally desirable.

The rise of social media has further amplified the role of social influence. Consumers are increasingly exposed to sustainability-related content, including product reviews, influencer endorsements, and corporate social responsibility campaigns. This digital environment can either reinforce positive behaviors or contribute to skepticism, depending on the credibility of the information presented.

Effectiveness of Green Marketing Strategies

The literature indicates that green marketing strategies play an indirect but significant role in influencing consumer behavior. Tools such as eco-labeling, green advertising, sustainable packaging, and corporate social responsibility initiatives help shape consumer perceptions and attitudes (Peattie & Crane, 2005). Among these, eco-labels are particularly effective in providing quick and credible information about product sustainability.

However, the effectiveness of these strategies depends on how they are implemented. Overly complex or vague messages can confuse consumers, while exaggerated claims can lead to distrust. Therefore, companies must adopt clear, consistent, and evidence-based communication strategies.

Discussion

The findings of this study highlight that consumer purchase behavior toward sustainable products is influenced by a complex interplay of psychological, economic, and social factors. While green marketing strategies are essential for promoting sustainable products, they are not sufficient on their own to drive consumer behavior. Instead, their effectiveness depends on how well they address key determinants such as awareness, value perception, trust, and social influence.

The persistence of the attitude-behavior gap suggests that future strategies should focus on reducing barriers to green consumption. This includes improving product accessibility, reducing prices, and enhancing consumer trust through transparency and certification. Additionally, policymakers and businesses must collaborate to create an enabling environment that supports sustainable consumption.

In the context of developing regions, tailored approaches are necessary to address specific challenges such as limited environmental awareness and economic constraints. Educational campaigns, affordable product options, and community-based initiatives can help promote sustainable consumption in these areas.

Overall, this study contributes to the understanding of how green marketing strategies influence consumer behavior and provides insights for both

practitioners and researchers. By addressing the identified challenges and leveraging key determinants, businesses can enhance the effectiveness of their green marketing efforts and support the transition toward a more sustainable economy.

CONCLUSION

This study aimed to analyze the relationship between green marketing strategies and consumer purchase behavior toward sustainable products through a systematic literature review. Based on the synthesis of various scholarly sources, it can be concluded that green marketing plays a significant role in shaping consumer attitudes and influencing purchasing decisions. However, its effectiveness is not direct and is largely mediated by several key factors, including environmental awareness, perceived value, trust, and social influence.

First, environmental awareness was found to be a fundamental driver of sustainable consumption. Consumers who possess higher levels of knowledge and concern about environmental issues are more likely to develop positive attitudes toward green products. This finding is consistent with prior studies such as those by T. B. Chen and L. T. Chai (2010), which emphasize the importance of environmental education in fostering pro-environmental behavior. Nevertheless, awareness alone is insufficient to guarantee actual purchasing behavior, as many consumers still prioritize convenience and price.

Second, perceived value emerged as one of the most influential determinants of purchase behavior. Consumers tend to evaluate sustainable products based on a trade-off between perceived benefits and costs. When green products are perceived as offering superior quality, health benefits, or social

value, consumers are more willing to purchase them despite higher prices. Conversely, high price sensitivity remains a major barrier, particularly in developing markets, reinforcing findings by Yogesh Joshi and Zillur Rahman (2015).

Third, trust is a critical factor in determining consumer acceptance of green products. The prevalence of misleading environmental claims, commonly referred to as greenwashing, has led to increased consumer skepticism. As highlighted by Magali A. Delmas and Vanessa C. Burbano (2011), transparency and credibility are essential in building consumer trust. Without trust, even well-designed green marketing strategies may fail to influence purchasing behavior.

Fourth, social influence and cultural factors also play an important role in shaping consumer decisions. Social norms, peer influence, and digital media exposure can either encourage or hinder sustainable consumption. The growing role of social media has amplified the dissemination of sustainability-related information, making it an important channel for influencing consumer perceptions.

Finally, the study confirms the existence of the attitude–behavior gap, where consumers express positive environmental attitudes but do not consistently translate them into actual purchasing behavior. This gap highlights the complexity of consumer decision-making and indicates that green marketing strategies must go beyond awareness-building to address practical and psychological barriers.

Overall, this study concludes that while green marketing strategies are essential for promoting sustainable products, their success depends on a holistic approach that integrates

economic, psychological, and social dimensions of consumer behavior.

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