

GREEN MARKETING STRATEGIES AND CONSUMER BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW

STRATEGI PEMASARAN HIJAU DAN PERILAKU KONSUMEN: TINJAUAN PUSTAKA SISTEMATIS

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ABSTRACT

This research examines the influence of green marketing strategies on consumer purchasing decisions and brand loyalty through a systematic review of existing literature. With increasing awareness of environmental issues, consumers are increasingly choosing products that demonstrate a commitment to sustainability. This research uses a Systematic Literature Review (SLR) approach with the PRISMA method to identify, filter and analyze relevant articles from various academic databases. The analysis results show that green product attributes, transparent marketing communications, and the company's commitment to social responsibility contribute significantly to increasing consumer trust and loyalty. However, greenwashing practices can undermine that trust. These findings provide important insights for companies in designing effective and authentic green marketing strategies to increase competitiveness in an increasingly sustainability-oriented market.

Keywords: Green Marketing, Purchasing Decisions, Brand Loyalty, Greenwashing, Corporate Social Responsibility, Systematic Literature Review.

ABSTRAK

Penelitian ini mengkaji pengaruh strategi pemasaran hijau terhadap keputusan pembelian konsumen dan loyalitas merek melalui tinjauan sistematis terhadap literatur yang ada. Dengan meningkatnya kesadaran akan isu lingkungan, konsumen semakin memilih produk yang menunjukkan komitmen terhadap keberlanjutan. Penelitian ini menggunakan pendekatan Systematic Literature Review (SLR) dengan metode PRISMA untuk mengidentifikasi, menyaring, dan menganalisis artikel-artikel yang relevan dari berbagai database akademik. Hasil analisis menunjukkan bahwa atribut produk hijau, komunikasi pemasaran yang transparan, dan komitmen perusahaan terhadap tanggung jawab sosial berkontribusi signifikan terhadap peningkatan kepercayaan dan loyalitas konsumen. Namun, praktik greenwashing dapat merusak kepercayaan tersebut. Temuan ini memberikan wawasan penting bagi perusahaan dalam merancang strategi pemasaran hijau yang efektif dan autentik untuk meningkatkan daya saing di pasar yang semakin berorientasi pada keberlanjutan.

Kata Kunci: Pemasaran Hijau, Keputusan Pembelian, Loyalitas Merek, Greenwashing, Tanggung Jawab Sosial Perusahaan, Sistematis Tinjauan Literatur.

1. INTRODUCTION

In recent decades, the growing awareness of environmental issues has significantly influenced consumer behavior and business strategies, leading to the emergence of green marketing as a critical component of corporate practices. Green marketing encompasses various strategies aimed at minimizing a company's environmental impact, including the use of eco-friendly materials, sustainable production processes, and marketing communications that

highlight corporate social responsibility towards the environment. The increasing consumer demand for sustainable products has made the adoption of green marketing strategies essential for companies seeking to maintain a competitive advantage in the marketplace (Pancić et al., 2023; Solanki, 2023).

The shift towards green marketing is not merely a trend but a necessity driven by consumer preferences and regulatory pressures. Research indicates that consumers are increasingly inclined to choose brands that demonstrate a commitment to sustainability, which is reflected in their purchasing decisions and brand loyalty (Mendrofa, 2024; Chen et al., 2020). For instance, studies have shown that perceived sustainability positively influences customer engagement, loyalty, and trust, thereby fostering brand attachment and enhancing brand equity (Mendrofa, 2024; Khandai et al., 2022). Furthermore, as governments worldwide tighten regulations on carbon emissions, businesses are compelled to adopt more environmentally friendly practices not only to comply with these regulations but also to enhance their corporate image and build trust with consumers (Martínez, 2015; Solanki, 2023).

Moreover, green marketing strategies significantly impact consumer purchasing behavior and brand loyalty. Consumers who perceive a brand as environmentally responsible are more likely to develop a sense of loyalty towards it. This emotional connection, often referred to as "brand love," plays a crucial role in fostering long-term relationships between consumers and brands (Bashir et al., 2020; Burhanudin & Febryanti, 2023). Research has demonstrated that effective green marketing communication can influence consumer behavior, leading to increased purchase intentions for environmentally friendly products (Patil et al., 2024; Rahbar & Wahid, 2011). Additionally, the integration of green marketing into a company's overall strategy can enhance brand image and consumer trust, which are vital for establishing a competitive edge in the market (Hai-ying et al., 2024; Liao et al., 2020). In conclusion, the interplay between green marketing strategies and consumer behavior is a critical area of study, particularly regarding purchasing decisions and brand loyalty. Understanding how these strategies influence consumer perceptions and behaviors is essential for businesses aiming to thrive in an increasingly eco-conscious marketplace. The evidence suggests that companies that embrace green marketing not only contribute positively to environmental sustainability but also reap significant benefits in terms of consumer loyalty and brand equity.

Although many studies have discussed green marketing strategies, studies that specifically link the influence of green marketing strategies on purchasing decisions and brand loyalty are still limited. Most previous research has focused on individual aspects of green marketing, such as the impact of eco-labeling, green advertising, or corporate social responsibility (CSR) on consumer perceptions. However, there is little research that attempts to understand how these strategies work holistically in influencing consumer purchasing behavior and brand engagement. Additionally, there is still a gap in research regarding the effectiveness of green marketing strategies in increasing customer engagement. Many brands use green marketing elements in their campaigns, but not all of them succeed in building strong relationships with their consumers. This raises the question of what factors make green marketing strategies more effective in driving purchasing decisions and building brand loyalty. Furthermore, the current literature is still limited in conducting a systematic synthesis of the various studies that have been conducted regarding green marketing strategies and consumer behavior. Existing studies focus more on quantitative methods or case studies of certain companies, but there has been no systematic review that integrates findings from various previous studies. Therefore, this research aims to fill this gap by conducting a systematic literature review (SLR) which analyzes various previous studies to understand the relationship between green marketing, purchasing decisions and brand loyalty more thoroughly.

Based on the background and research gaps that have been identified, this research aims to analyze how green marketing strategies influence consumer purchasing decisions. This

research will examine various elements in green marketing strategies, including green products, green advertising, eco-labeling, and CSR, and how these factors influence consumer purchasing decisions in various industries. Apart from that, this research also aims to identify how green marketing strategies shape brand loyalty. This research will explore how green marketing elements contribute to brand trust, brand engagement, and customer retention, thereby encouraging long-term loyalty to a brand. Furthermore, this research seeks to provide a systematic synthesis of the literature regarding the relationship between green marketing strategies and consumer behavior, as well as providing insights for academics and practitioners regarding key factors that can increase the effectiveness of green marketing strategies.

Based on the research objectives that have been formulated, this research will answer the following questions: **“How do green marketing strategies influence consumer purchasing decisions and brand loyalty?”**. This research will outline various green marketing strategies and evaluate their impact on consumer purchasing decisions and brand loyalty through a systematic review of existing literature. Thus, it is hoped that the results of this research will provide new insights in the field of sustainable marketing and provide guidance for companies in adopting more effective green marketing strategies.

2. METHODS

2.1 Research Design

This research uses a Systematic Literature Review (SLR) approach to examine the relationship between green marketing strategies, consumer purchasing decisions, and brand loyalty. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method is used as a guide in the process of identifying, screening and selecting relevant literature. SLR was chosen because it allows a systematic synthesis of results from various previous studies, thereby providing a more comprehensive understanding of the influence of green marketing strategies on consumer behavior. By using the PRISMA method, this research can ensure transparency and replication in the literature selection and analysis process.

2.2 Data Collection

The data collection process was carried out through literature searches in several major academic databases that have broad and credible coverage in the field of marketing and consumer behavior, namely:

- Scopus
- Web of Science
- Google Scholar
- ScienceDirect

To find articles relevant to this research, a combination of specific keywords was used in the search process:

- “Green marketing strategies”
- “Consumer behavior”
- “Brand loyalty”
- “Sustainable consumption”
- “Eco-friendly products”

The search strategy includes the use of Boolean operators (AND, OR) to narrow or expand the scope of search results. Apart from that, the snowballing technique was also applied, namely searching the references of the articles that had been found to look for additional relevant research.

Inclusion and exclusion criteria were set to ensure only relevant and high-quality studies were included in the analysis:

Inclusion Criteria:

- Articles published in peer-reviewed journals in the last five years to keep relevant with the latest trends in green marketing.
- Studies that explicitly address the relationship between green marketing strategies, consumer purchasing decisions, and brand loyalty.
- Articles that use a valid methodology in studying consumer behavior regarding green marketing.
- Articles written in English to ensure readability and accessibility of the data.

Exclusion Criteria:

- Articles that only discuss environmental regulatory or policy aspects, without focusing on marketing strategies or consumer behavior.
- Studies that do not provide empirical analysis or do not present data that can be interpreted in a green marketing context.
- Articles that only discuss sustainable consumption behavior in general without linking it to green marketing strategies or brand loyalty.

After the initial search process, all results were filtered based on abstract and main keywords. Articles that meet the inclusion criteria will be further studied through full-text screening before being included in the final analysis.

2.3 Data Analysis

Data analysis was carried out using a Thematic Analysis approach, which aims to identify main patterns in the research results collected. Articles that have passed the selection process are analyzed in the following way:

1. Coding and Identifying Main Themes
 - Identify green marketing strategies that are frequently used in previous research.
 - Group the results based on the strategy's impact on purchasing decisions and brand loyalty.
 - Determine moderating factors that can influence the effectiveness of green marketing strategies.
2. Framework-based Categorization
 - The research results are categorized based on four elements in green marketing strategy:
 - Product: Environmentally friendly products, eco-labeling, and green certification.
 - Price: Premium price strategy for green products and willingness to pay from consumers.
 - Place: Distribution and affordability of environmentally friendly products.
 - Promotion: Green advertising, brand communication, and the role of social media in increasing environmental awareness.
3. Synthesis and Interpretation of Results
 - Establish a relationship between green marketing strategies and consumer behavior based on patterns found in the literature.
 - Compare findings from different studies to see consistencies and differences in study results.
 - Identify research gaps that can serve as a basis for future studies.

The results of this analysis will be used to answer the main research question, namely how green marketing strategies influence purchasing decisions and brand loyalty, as well as

providing broader insight for academics and marketing practitioners in designing more effective green marketing strategies.

3. RESULTS

3.1 Descriptive Findings

This section presents descriptive findings related to the number and distribution of articles that meet the inclusion criteria in the systematic literature review. Of the total articles obtained through the initial search, only a certain number met the criteria after going through the abstract and full-text screening stages. Analysis of the distribution of articles based on year of publication shows an increasing trend of studies related to green marketing in the last five years, which reflects the increasing attention of academics and practitioners to green marketing strategies. Most of the research analyzed comes from highly reputable journals in the field of sustainable marketing and management, such as the Journal of Business Ethics, Journal of Consumer Marketing, and Sustainability.

In terms of research methods, the majority of studies use a survey-based quantitative approach to analyze consumer perceptions and attitudes towards green marketing strategies. Some studies also adopt experimental methods to test the effectiveness of green marketing campaigns in influencing consumer purchase intentions. Qualitative studies that use in-depth interviews and case studies are fewer in number, but still provide in-depth insight into the strategies used by companies in building sustainability-based brand loyalty.

In addition, this research groups the various green marketing strategies that are most dominant in the literature into four main categories based on the 4P (Product, Price, Place, Promotion) approach:

1. Green Product: Environmentally friendly products with sustainable material innovation and energy saving technology.
2. Green Price: Premium pricing strategy and consumers' willingness to pay for green products.
3. Green Place: Distribution and accessibility of green products, including presence in green retail and e-commerce.
4. Green Promotion: Sustainability-based marketing campaigns, including eco-labeling and green advertising.

3.2 Key Themes Identified

Through thematic analysis, this research identified four main themes that consistently emerge in the literature regarding the impact of green marketing strategies on purchasing decisions and brand loyalty.

1. Green Product Attributes & Consumer Preferences

The analyzed studies show that green product characteristics, such as environmentally friendly materials, energy efficiency, and biodegradable packaging, have a significant impact on consumer preferences. Consumers are more likely to choose products they perceive to have real environmental benefits. However, the main challenge in this category is the perception of the quality of green products, where some consumers are still skeptical about the product's performance compared to conventional products.

2. Green Advertising & Perceived Trustworthiness

Marketing communications strategies that emphasize sustainability, such as green advertising, play an important role in shaping consumer trust in brands. The study found that marketing messages highlighting a company's green initiatives can increase positive perceptions of the brand, but only if the information conveyed is transparent and verifiable. Conversely, greenwashing practices (misleading sustainability claims) can undermine consumer trust and have a negative impact on brand loyalty.

3. Eco-labeling & Purchase Intention

Environmental certification labels, such as Energy Star, Fair Trade, and EU Ecolabel, have a significant influence on consumer purchasing intentions. Studies show that the presence of an eco-label increases the perceived credibility of a product and helps consumers make more responsible purchasing decisions. However, the effectiveness of eco-labels depends on the level of consumer understanding of the labels, so education and outreach are still needed to increase awareness.

4. Corporate Sustainability Commitment & Brand Loyalty

Company involvement in long-term sustainability programs contributes to customer loyalty. Consumers tend to be more loyal to brands that have a strong commitment to sustainable business practices, such as using environmentally friendly raw materials, reducing carbon emissions, and involvement in environmentally oriented social programs. The study also found that consistent communication regarding a company's environmental responsibilities can strengthen brand loyalty, especially among consumers who have high ecological awareness.

These findings provide important insights into how green marketing strategies can influence purchasing decisions and brand loyalty, which will be discussed further in the Discussion section to understand the implications and challenges of each strategy.

4. DISCUSSIONS

This section takes an in-depth look at how green marketing strategies influence purchasing decisions and brand loyalty. In addition, managerial implications are also explained to help companies adopt more effective strategies in attracting and retaining customers who care about sustainability.

4.1 How Green Marketing Influences Consumer Purchasing Decisions

Green marketing has emerged as a significant influence on consumer purchasing decisions, particularly through the promotion of environmentally friendly products and the use of eco-labels. These eco-labels, such as USDA Organic, Fair Trade, and Energy Star, serve as indicators of a product's adherence to sustainability standards, thereby enhancing consumer confidence and willingness to purchase green products (Majeed et al., 2022; Testa et al., 2013). The effectiveness of eco-labels in shaping consumer behavior is underscored by their ability to convey essential information regarding the environmental benefits and quality of products, which can directly impact purchase intentions (Majeed et al., 2022; Qing et al., 2017).

One of the primary factors influencing consumer purchasing decisions in the context of green marketing is perceived quality. Research indicates that consumers often compare the perceived quality of green products with that of conventional alternatives. If green products are perceived as inferior in quality, consumers may be deterred from making a purchase (Suhaily et al., 2020; Thøgersen et al., 2012). This perception is critical, as it can significantly affect the overall acceptance of green products in the market. Furthermore, the concept of green perceived quality is essential; consumers who recognize the quality of green products are more likely to exhibit a positive purchase intention (Chen & Chang, 2013; Simanjuntak et al., 2023).

Price sensitivity also plays a crucial role in consumer decisions regarding green products. Many green products are priced higher than their non-green counterparts, which can deter price-sensitive consumers from purchasing them (Limbu & Ahamed, 2023; Juwaheer et al., 2012). However, studies have shown that environmentally conscious consumers are often willing to pay a premium for products that align with their values, indicating a complex relationship between price and consumer willingness to engage in sustainable purchasing (-, 2023). This willingness to pay more is often contingent on the perceived effectiveness of the green products, particularly their demonstrated environmental benefits, such as reduced

carbon emissions or the use of recycled materials (Rahbar & Wahid, 2011; Mažar & Zhong, 2010).

Moreover, the influence of green marketing strategies extends beyond just eco-labels and pricing. Effective communication of the environmental benefits of products through advertising and marketing campaigns can significantly enhance consumer awareness and intention to purchase (Yusiana et al., 2021). However, the credibility of these marketing messages is paramount; misleading claims or greenwashing can lead to skepticism among consumers, ultimately undermining their trust in green products (Kahraman & Kazançoğlu, 2019; Rizqiyana & Wahyono, 2020). Therefore, companies must ensure that their green marketing strategies are transparent and backed by genuine environmental practices to foster consumer trust and loyalty (Rahbar & Wahid, 2011; Bielawska & Grębosz, 2021). In conclusion, green marketing significantly influences consumer purchasing decisions through various interrelated factors, including perceived quality, price sensitivity, and the effectiveness of eco-labels. As consumers become increasingly aware of environmental issues, their purchasing behaviors are likely to reflect their values, making it essential for companies to adopt authentic and effective green marketing strategies.

Promotion Strategy (Green Advertising & Brand Trust)

Promotion strategies in green marketing are essential for fostering brand trust among consumers. A key element in these strategies is the transparency of marketing communications, which significantly influences consumer perceptions of a brand's sustainability claims. Research indicates that consumers are more inclined to trust companies that provide verifiable evidence of their sustainability efforts, such as environmental impact reports or independent certifications (Rahman & Nguyen-Viet, 2022; , Bouriche et al., 2024). This transparency not only enhances brand credibility but also plays a crucial role in mitigating the risks associated with greenwashing, where companies may make misleading claims about their environmental practices (Rahman & Nguyen-Viet, 2022; , Bouriche et al., 2024).

Moreover, the effectiveness of green promotions is closely tied to the nature of the sustainability-driven messages conveyed. Campaigns that emphasize the tangible benefits of sustainability and social responsibility tend to resonate more with consumers than vague or unsupported green claims. For instance, studies have shown that marketing communications that effectively highlight environmental benefits lead to stronger consumer engagement and purchasing intentions (Correia et al., 2023; , Patil et al., 2024). This is particularly relevant in a marketplace where consumers are increasingly discerning about the authenticity of green claims, as demonstrated by the negative impact on consumer trust when companies are found to engage in greenwashing (Rahman & Nguyen-Viet, 2022; , Bouriche et al., 2024).

Additionally, the role of gender differences in consumer responses to green marketing communications cannot be overlooked. Research suggests that women generally exhibit more environmentally friendly behaviors and are more responsive to green marketing efforts compared to men (Correia et al., 2023). Therefore, tailoring communication strategies to address these demographic nuances can enhance the effectiveness of green marketing initiatives (Correia et al., 2023; , Patil et al., 2024). In summary, a successful promotion strategy in green marketing hinges on transparent communication, the delivery of sustainability-driven messages, and an understanding of consumer demographics. Companies that prioritize these elements are more likely to build trust and loyalty among consumers, ultimately leading to increased sales of environmentally friendly products (Rahman & Nguyen-Viet, 2022; , Bouriche et al., 2024).

Price Strategy (Willingness to Pay for Sustainability)

The willingness to pay (WTP) for sustainable products is a multifaceted issue influenced by various factors, including consumer awareness, social values, and price justification.

Research indicates that environmentally conscious consumers often exhibit a higher WTP for green products; however, this willingness is moderated by individual characteristics such as income level and personal values (Firdaus, 2023; Ikram & Shoukat, 2021; Pratama et al., 2023).

Consumer awareness and education play a critical role in shaping WTP. Studies suggest that individuals who are more informed about environmental issues tend to be more inclined to pay a premium for sustainable products. For instance, Firdaus highlights that knowledge, attitude, and behavior significantly influence purchasing decisions related to green products (Firdaus, 2023). Similarly, Sari et al. emphasize that environmental concern is a key determinant of purchasing behaviors, suggesting that increased awareness can enhance consumers' intentions to buy sustainable goods (Sari et al., 2023). This is further supported by Ikram and Shoukat, who found that environmental concerns directly impact WTP for green products, indicating that education can lead to more environmentally responsible purchasing behaviors (Ikram & Shoukat, 2021).

Social values also significantly affect WTP. When consumers perceive that their community supports green consumption, their willingness to pay increases. This phenomenon is observed in the hospitality sector, where Kang et al. found that customers of luxury hotels are more willing to pay a premium for green initiatives compared to those at economy hotels, suggesting that social norms and peer influences can enhance WTP (Kang et al., 2012). Additionally, Amin and Tarun's research indicates that social values, alongside consumption values, play a mediating role in determining green purchase intentions, further illustrating the importance of social context in shaping consumer behavior (Amin & Tarun, 2020).

Price justification is another crucial factor influencing WTP. Companies must effectively communicate the reasons behind the higher costs associated with green products. Moser suggests that providing clear explanations about the benefits and costs of sustainable products can help consumers justify their higher prices (Moser, 2015). Furthermore, Rompas et al. argue that a comprehensive marketing strategy that includes education about the environmental benefits of products can enhance consumer acceptance of higher prices (Rompas et al., 2023). This aligns with findings from Pratiwi and Pratomo, who emphasize that consumers' willingness to pay is influenced by their understanding of the environmental benefits associated with green products (Pratiwi & Pratomo, 2018). In conclusion, the willingness to pay for sustainable products is influenced by a combination of consumer awareness, social values, and the justification of prices. Companies aiming to enhance WTP for green products should focus on educating consumers about environmental issues, leveraging social influences, and effectively communicating the rationale behind pricing strategies.

4.2 How Green Marketing Enhances Brand Loyalty

Perceived Corporate Social Responsibility (CSR) & Brand Loyalty

Green marketing has emerged as a pivotal strategy for enhancing brand loyalty, particularly through the lens of perceived corporate social responsibility (CSR). A company's commitment to sustainability significantly influences consumer purchasing decisions and fosters customer loyalty. Research indicates that consumers are more inclined to remain loyal to brands that exhibit a genuine commitment to social and environmental responsibility (Amoako et al., 2021; Lu et al., 2020). This loyalty is often reflected in higher customer retention rates for companies that actively implement green marketing strategies, as these practices resonate positively with consumers' values and expectations (Ali et al., 2023; Chikazhe et al., 2020).

The authenticity and consistency of a brand's commitment to sustainability are crucial factors in building this loyalty. Long-term engagement in CSR activities is more effective than sporadic campaigns aimed solely at improving brand image (Amoako et al., 2021; Lu et al., 2020). For instance, studies have shown that perceived CSR authenticity plays a significant role in enhancing brand loyalty, as consumers are increasingly discerning about the sincerity of a

brand's environmental claims (Safeer & Liu, 2022; Wang et al., 2021). This authenticity not only fosters trust but also encourages positive word-of-mouth, further solidifying customer loyalty (Safeer & Liu, 2022; Wang et al., 2021).

Moreover, the phenomenon of greenwashing—where brands falsely claim environmental benefits—can severely undermine consumer trust and loyalty. Consumers are now more aware and skeptical of brands that do not align their marketing messages with genuine sustainable practices (Ali et al., 2023; Li et al., 2019). Therefore, brands that successfully communicate their authentic commitment to sustainability are likely to experience enhanced brand equity and loyalty (Chikazhe et al., 2020; Lai et al., 2010). This is supported by findings that highlight the importance of perceived authenticity in the relationship between green marketing strategies and consumer loyalty (Song, 2024; Krishnan et al., 2024). In conclusion, green marketing enhances brand loyalty through a well-established relationship with perceived CSR. Brands that demonstrate a consistent and authentic commitment to sustainability not only improve customer retention but also cultivate a loyal customer base that values ethical business practices. As consumer awareness of environmental issues continues to grow, the importance of authenticity in green marketing will only increase, making it essential for brands to align their practices with their marketing messages to maintain consumer trust and loyalty (Song, 2024; Krishnan et al., 2024; Safeer & Liu, 2022).

Consumer Engagement through Green Branding

Consumer engagement through green branding is increasingly recognized as a vital strategy for companies aiming to foster emotional connections with their customers. A robust green marketing strategy not only enhances brand loyalty but also aligns with the growing consumer preference for sustainability. This engagement is significantly amplified through social media platforms, where brands can effectively communicate their sustainability messages and invite consumer participation in environmental initiatives.

Social media engagement plays a crucial role in this context. Research indicates that social media brand engagement positively influences brand loyalty, suggesting that increased interaction on platforms like Instagram and Twitter can lead to stronger consumer relationships with brands (Cahyadi & Tunjungsari, 2023). Furthermore, community engagement within social media settings has been identified as a strong predictor of brand engagement, highlighting the importance of fostering a sense of community around sustainability efforts (Dessart, 2017). Brands that actively involve consumers in their sustainability narratives through social media not only enhance engagement but also create a more profound emotional connection with their audience (Gómez et al., 2019).

Storytelling is another critical component of effective green branding. Brands that can articulate their sustainability journey through compelling narratives are more likely to resonate with consumers (Huang et al., 2022). This approach aligns with Aristotle's rhetorical theory, which emphasizes the importance of sincerity in brand storytelling. By sharing authentic stories about their environmental initiatives, brands can cultivate trust and emotional bonds with consumers (Huang et al., 2022). The integration of storytelling in branding not only enhances consumer engagement but also reinforces the brand's commitment to sustainability, making it more relatable and appealing to environmentally conscious consumers (Mercadé-Melé et al., 2019).

Corporate activism further strengthens consumer engagement in the realm of green branding. Companies that actively participate in environmental causes, such as reducing plastic waste or implementing recycling programs, tend to garner greater appreciation from consumers (Hu et al., 2024). This engagement not only boosts brand loyalty but also aligns with the values of consumers who prioritize sustainability in their purchasing decisions. Research shows that effective social media marketing can enhance consumer loyalty and increase repurchase intentions for green products, indicating that consumers are more likely to support

brands that demonstrate a commitment to environmental activism (Hu et al., 2024). In summary, consumer engagement through green branding is significantly influenced by social media interactions, compelling storytelling, and corporate activism. Brands that effectively leverage these elements can create strong emotional connections with their consumers, ultimately leading to enhanced loyalty and support for sustainable practices.

Impact of Greenwashing on Consumer Trust

Greenwashing poses a significant threat to consumer trust in green marketing, as it involves companies making misleading or exaggerated claims about their environmental practices. This practice can lead to a cascade of negative consequences for brands, primarily manifested in decreased brand credibility, consumer reluctance to invest in the brand, and increased skepticism towards green marketing as a whole.

Firstly, the credibility of a brand is severely compromised once it is exposed for greenwashing. Research indicates that consumers who perceive a brand as engaging in unethical practices, such as greenwashing, develop a sense of distrust that can be difficult to reverse. Leonidou et al. highlight that distrust stemming from unethical business practices creates a perception of inequity among consumers, which diminishes their likelihood of repeat purchases (Leonidou et al., 2012). Similarly, studies have shown that when electric car companies engage in greenwashing, consumer trust in these products declines significantly, leading to adverse purchasing behaviors (Li et al., 2025). Furthermore, Ha et al. assert that greenwashing negatively impacts green brand image, satisfaction, and trust, which are crucial mediators connecting greenwashing to brand equity (Ha et al., 2022). Thus, once a brand is caught greenwashing, regaining consumer trust becomes a formidable challenge.

Secondly, consumer reluctance to invest in a brand is a direct consequence of perceived deception. When consumers feel misled, they become more cautious about future purchases from the same company. This sentiment is echoed in the findings of Amer and Ezz, who demonstrate that greenwashing adversely affects brand reputation and credibility, ultimately leading to diminished consumer loyalty (Amer & Ezz, 2023). Additionally, the work of Wang and Walker reveals that greenwashing can lead to a significant reduction in consumers' intentions to buy green products, as it fosters skepticism and distrust (Wang & Walker, 2023). This reluctance is compounded by the notion that consumers may actively seek alternatives, as they become wary of brands that have previously engaged in deceptive practices.

Lastly, greenwashing not only harms individual brands but also contributes to a broader skepticism regarding green marketing strategies. The negative perception of greenwashing can lead to a generalized distrust in green claims across the market. For instance, Qayyum et al. found that the detrimental effects of greenwashing on green brand equity are exacerbated by a lack of brand credibility, which diminishes overall consumer confidence in green marketing (Qayyum et al., 2022). Furthermore, the study by Xiao et al. emphasizes that greenwashing can lead to brand avoidance, as consumers become disillusioned with brands that fail to deliver on their environmental promises (Xiao et al., 2022). This skepticism can extend beyond individual brands, affecting consumer attitudes toward green marketing as a whole, as evidenced by the findings of Klieštiková and Nadányiová, who discuss the impact of greenwashing on consumer confidence (Klieštiková & Nadányiová, 2017). In conclusion, the practice of greenwashing has profound implications for consumer trust, brand credibility, and the overall perception of green marketing. Brands that engage in such deceptive practices risk not only losing individual customers but also contributing to a broader skepticism that can undermine the entire green marketing sector.

4.3 Managerial Implications

Based on the findings in this research, there are several managerial implications for companies that want to adopt green marketing strategies effectively:

1. **Adopt an Authentic and Transparent Green Marketing Strategy**
Companies must ensure that all their sustainability claims are supported by valid data and certifications. Transparency in sustainability reports and openness in communication with customers will increase brand credibility.
2. **The Importance of Eco-labeling and Green Branding**
The use of credible environmental certification can increase consumer confidence in green products. Plus, build *green branding* through storytelling and social media can create an emotional attachment with customers.
3. **Avoiding Greenwashing Practices**
Companies must be careful in making sustainability claims. Every green initiative must have a real, verifiable impact to avoid blame *greenwashing*, which can damage brand reputation and loyalty in the long run.
4. **Adjusting Pricing Strategy to Target Consumers**
Companies can offer various price levels for green products, including more affordable options to reach a wider consumer segment. Apart from that, education about the benefits of green products can help increase consumers' willingness to pay.

By implementing effective green marketing strategies, companies can increase their competitiveness in an industry that is increasingly oriented towards sustainability. Brand loyalty built through transparency, consumer engagement and social responsibility will be a long-term asset for business sustainability.

5. CONCLUSION

This research highlights that green marketing strategies have a significant positive impact on consumer purchasing decisions as well as brand loyalty. The results of the study show that elements such as eco-labeling, corporate social responsibility (corporate social responsibility or CSR), as well as transparency in green advertising plays an important role in building consumer trust in the brand. Consumers tend to be more interested in products that have credible environmental certifications, as well as companies that demonstrate a real commitment to sustainable business practices. Instead, practice greenwashing, or misleading marketing strategies regarding sustainability claims, actually have a negative impact on brand image and can significantly reduce customer loyalty.

Theoretically, this research contributes by providing an evidence-based framework that explains the link between green marketing strategies and consumer behavior. This study fills the gap in previous research by synthesizing various empirical findings from different scientific disciplines, thereby providing a more comprehensive understanding of the factors that contribute to the effectiveness of green marketing. Thus, this research not only enriches the academic literature on green marketing, but also provides a basis for further research in this area.

From a practical perspective, the implications of this research indicate that companies need to systematically integrate green marketing strategies in their marketing mix. Transparent, fact-based communication regarding sustainability is more effective in building trust and increasing customer loyalty compared to environmental claims that lack concrete evidence. Therefore, companies must ensure that the green strategy they adopt truly reflects a commitment to sustainability, and is not just a marketing strategy to temporarily attract consumer attention.

Although this study provides valuable insights, there are several limitations that need to be noted. One of them is geographical limitations, where this study relies on international literature which may not fully reflect the local market context in various countries. Therefore, future research could focus more on specific analyzes of particular markets to understand how local cultural and regulatory factors influence the effectiveness of green marketing strategies.

In addition, future research can also explore more deeply the role of social media in green marketing or use a quantitative experimental approach to measure the direct impact of green marketing strategies on customer loyalty.

With a deeper understanding of how green marketing strategies influence consumer behavior, companies can develop more effective and sustainable approaches. Implementing authentic green strategies not only provides long-term business benefits but also contributes to global efforts to create a more sustainable environment.

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