

Effectiveness of Green Marketing Strategies in Building Consumer Trust and Influencing Behavior: A Systematic Review

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Abstract

Increasing environmental issues have made concepts like sustainable development and green marketing more familiar to the public, thereby leading people to expect sustainability from businesses. A systematic review of qualitative, quantitative, and mixed-method studies based on PRISMA guidelines has been conducted. The review included 7 studies conducted in five different countries. It is the green marketing that makes people concerned about their environment and conscious of their consumption to keep the environment sustainable. It is found that people positively perceive green marketing approaches of companies, and they believe in the eco-friendliness of the products the companies offer. While addressing environmentally conscious consumers, companies need to be honest in their offerings. Price is to be treated as that element of green marketing that influences the purchase intention and trust of every consumer, including both environmentally conscious and environmentally unconscious consumers.

Keywords: Green Marketing, Consumer Trust, Influencing Behaviour

1. INTRODUCTION

Green marketing refers to the use of marketing tools to both promote business and preserve environment. Green advertising, green brand image, green awareness and green purchase intentions are the major green marketing concepts that a business has to incorporate into its marketing perspectives to exhibit its commitment to sustainability (Muchenje et al, 2023). People today are more aware and concerned about the environmental impacts of the products they consume, and as a result, green consumerism is widespread (Naidoo and Verma, 2019). Increasing environmental issues have made concepts like sustainable development and green marketing more familiar to the public, thereby leading people to expect sustainability from businesses (Seth and Khan, 2015). The biggest challenge business organizations are facing nowadays is their struggle to sustain in a market where consumers are environmentally conscious (Kumari, 2024). Only those businesses which adopt sustainable marketing practices in support of green marketing strategies can effectively meet these challenges and continue making profits (Muchenje et al, 2023). This indicates that by adopting green marketing strategies, businesses are able to analyse the needs and preferences of the consumers, foster customers' loyalty, and develop products according to the needs and preferences of the consumers (MacInnis and Folkes, 2010). Carrete et al (2012), in their research, found that to positively influence green consumer behavior, three major themes of uncertainty-consumer confusion, trust and credibility, and compatibility must be effectively managed. People must be convinced of the eco-friendliness and genuineness of the products. Moreover, they should be made to feel that products are adaptable to their existing lifestyle behaviors. In the present research, the researcher aims to analyse the effectiveness of green marketing strategies in gaining consumer trust and influencing their buying behaviour. The study is expected to serve as a source of evidence that the business organisations can make use to fine tune their existing marketing strategies and positively influence the behaviour of environmentally conscious consumers.

2. MATERIAL AND METHODS

2.1 Study Design

A systematic review of qualitative, quantitative, and mixed-method studies based on PRISMA guidelines has been conducted.

2.2 Search Strategy

Online research databases to search and collected literature on green marketing and its impacts on consumer behaviour were selected. They include Web of Science, Scopus, Emerald Insight and

EBSCOhost. To determine the keywords for the search, the researcher utilised SPIDER (Sample, Phenomenon of Interest, Design, Evaluation and Research type) search strategy tool (Refer table 1).

Table: 1 SPIDER search tool

Sample (S)	Consumers from different markets
Phenomenon of Interest (PI)	Green marketing
Design (D)	Interview, Focus Group Discussions (FGDs), questionnaire, survey
Evaluation (E)	Increased consumer trust, positive influence on consumer behavior
Research type (R)	Qualitative, quantitative, and mixed methods

To attain a precise search result, the researcher used Boolean operators including AND, OR and NOT. The keywords that were used to search online and in combination are "effectiveness" or " impacts" or "efficiency" or "usefulness" and 1) " green marketing" or "sustainable marketing" or "eco- friendly marketing" or "environmental marketing" and 2) "consumer trust" or "consumer loyalty" or "customer belief" or " consumer faith" and 3) "consumer behaviour" or "buyer behaviour" or " purchasing patterns" or "customer habits".

2.3 Study Selection

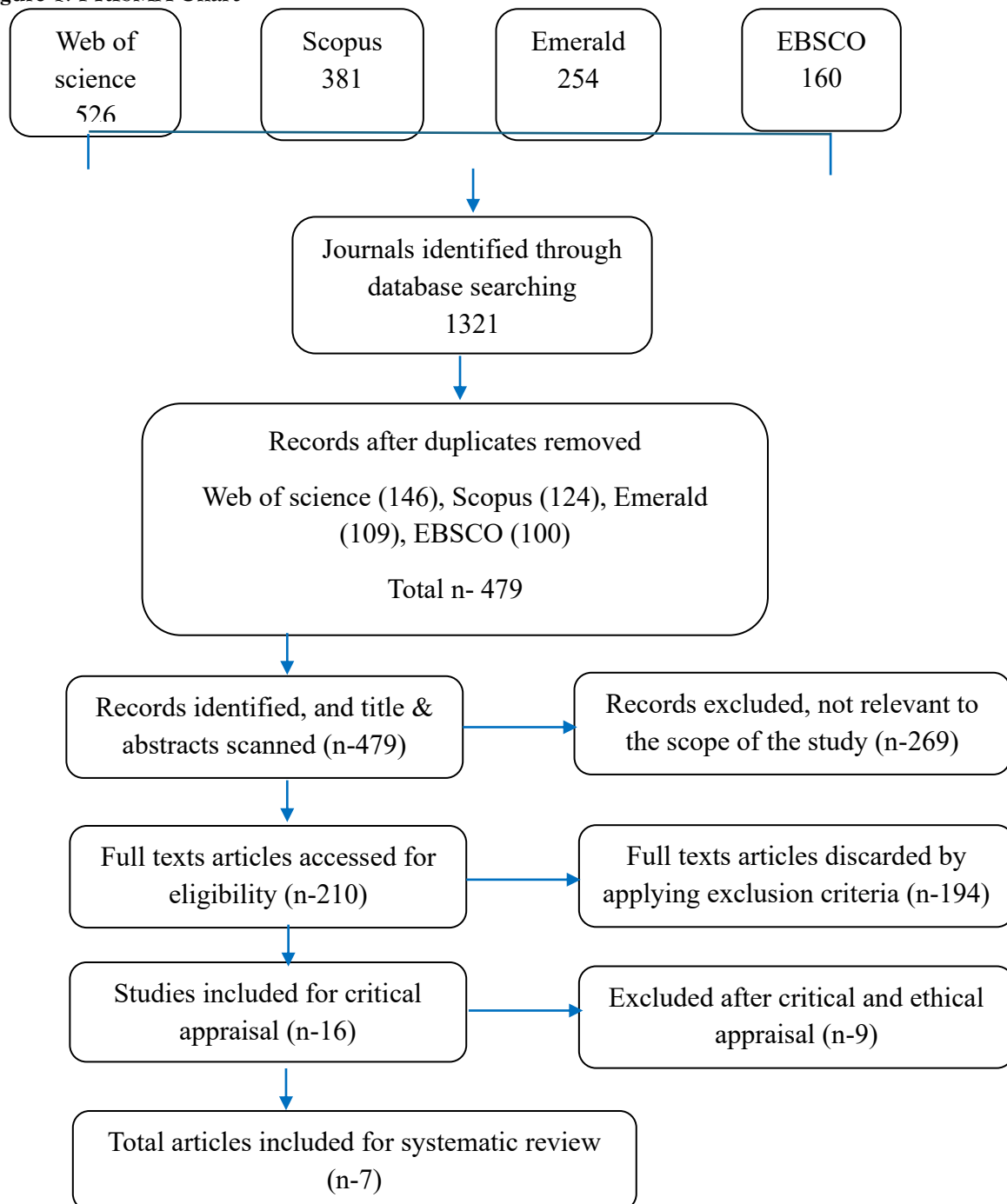
The inclusion and exclusion criteria are mentioned in Table 2:

Table: 2 Inclusion and Exclusion criteria

	Inclusion	Exclusion
Sample (S)	Consumers of any age including both females and males. Businesses that adopt green marketing strategies	Non-consumers including individuals, businesses, manufacturers and service providers. Business that do not adopt green marketing strategies.
Phenomenon of Interest (PI)	Studies that are specifically about green marketing.	Studies on marketing strategies other than green marketing strategies.
Design (D)	Survey, questionnaire, focus group, interview	Case studies, intervention research
Evaluation (E)	Studies addressing effectiveness of green marketing strategies in attaining consumer trust and influencing	Studies addressing the effectiveness of green marketing strategies in areas other than consumer trust and consumer behavior.
Research type (R)	Primary research, Qualitative studies, Quantitative studies Mixed-method studies Studies conducted between 2014 and 2024 Studies published in the English language	Secondary research Studied published in languages other than English Studies published before 2014

For screening and selecting articles to be included in the review, the researcher followed PRISMA (Preferred Reporting Items for Systematic review and Meta-Analysis) guidelines. The PRISMA chart (refer figure 1) below illustrates the process of study screening and selection. A total of 1321 articles were collected by the researcher, of which 526 were from Web of Science, 381 were from Scopus, 254 were from Emerald Insight and 160 were from EBSCOhost. The records identified and screened included 479 articles after eliminating duplicate articles. 269 irrelevant articles were also removed. Eligibility criteria were applied to 210 articles, and retrieved 16 articles to make a critical and ethical appraisal. Finally, 7 articles were chosen and included in the final review.

Figure 1: PRISMA Chart



2.4 Data Abstraction

The researcher used Microsoft Excel for data abstraction. The in-text citation of the article, study design, sample size, aim of the research, and source of information, study results and limitation of the study were included in the data abstracted.

2.5 Data Analysis

A textual qualitative synthesis method is adopted for data analysis since the review included both qualitative and quantitative findings.

2.6 Critical Appraisal

16 studies were critically appraised for their quality and validity in terms of research methodology, research aims, and reliability and trustworthiness of the findings. Critical Appraisal Skills Programme (CASP) tool was used by the researcher to conduct the quality assessment of quantitative, qualitative and mixed-method studies included for critical appraisal. In addition to it, the ethical soundness of these studies was also examined. It was examined that whether the researchers obtained informed consent from study participants and adhered to the principles of confidentiality and privacy and anonymity. The outcome of

the critical appraisal is provided in table 3 and 4. Nine studies were excluded due to low quality and seven quality and relevant articles were chosen for final review.

2.7 Ethical Statement

The systematic literature review was conducted in line with the ethical guidelines and principles of research. The studies were selected from authentic and credible sources, ensuring accuracy and reliability of the findings. There were no elements of bias in the conduct of the research.

Table: 3 CASP tool for critical and ethical appraisal of quantitative studies

References	Was there a clear statement of aims & objectives?	Methodology appropriate?	Was the Design appropriate?	Was the Data collected in a way that addressed the research issue?	Relationship between Researcher and Participants Been Adequately Considered?	Have Ethical Issues been Taken into Consideration?	Was the Data Analysis Scientifically Rigorous?	Is There a Clear Statement of Findings?	How Valuable Is Research?
Shabbir et al, 2020	+	+	+/-	+	+	+	+	+	+
Majeed et al, 2022	+	+	+	+	+	+	+	+	+
Shafiee et al, 2021	+	+	+/-	+	+	+	+	+	+
Alamsyah et al, 2021	+	+	+/-	+	+	+	+	+	+
Sun et al, 2021	+	+	+/-	+	+	+	+	+	+
Maheshwari et al, 2014	+	+	-	+	+/-	+/-	+	+	+/-
Tan et al, 2022	-	-	+/-	-	+	-	+	-	-
Mercade Mele et al, 2019	-	-	+/-	-	+	-	+	-	-
Delafrooz et al, 2014	-	-	+/-	-	+	-	+	-	-
Tahir et al, 2021	-	-	+/-	-	+	-	+	-	-
Machová et al, 2022	-	-	+	-	-	-	+	-	-

Criteria: (+) refers to item adequately addressed, (-) refers to item not adequately addressed, (+/-) refers to item partially addressed

Table: 4 CASP tool for critical and ethical appraisal of qualitative studies

References	Was there a clear statement of aims & objectives?	Methodology appropriate?	Was the res. Design appropriate?	Was the Data Collection in a way that addressed the research Issue?	Relationship between Researcher and Participants Been Adequately Considered?	Have Ethical Issues been Taken into Consideration?	Was the Data Analysis Scientifically Rigorous?	Is There a Clear Statement of Findings?	How Valuable Is Research?
Durgude et al, 2022	+	+	+	+	+	+	+	+	+
Sharma, N. K., & Kushwaha	+	-	+/-	-	+	-	+	-	-
Townsend, 2017	-	-	+/-	-	+	-	+	-	-
Devi Juwaheer et al, 2018	+	-	-	+/-	+/-	+	+	+/-	-
Yan et al, 2014	+	-	-	-	+/-	+/-	+	+/-	-

Criteria: (+) refers to item adequately addressed, (-) refers to item not adequately addressed, (+/-) refers to item partially addressed

3. RESULTS

3.1 Characteristics of the included studies

The review included 7 studies conducted in five different countries. Of these seven studies, two were conducted in UAE; two were in India, one in Pakistan, one in Indonesia and the other one in China. These 7 studies chosen for final review aimed to analyse the impact of green marketing strategies on consumer trust and consumer behaviour.

3.2 The design of included studies

Of the seven studies selected for final review, 6 were quantitative designs (Shabbir et al, 2020; Majeed et al, 2022; Shafiee et al, 2021; Alamsyah et al, 2021; Sun et al, 2021; Maheshwari et al, 2014), 1 was qualitative design (Durgude et al, 2022).

3.3 Source of information

The data extracted from the studies were self-reported by the participants of the survey conducted. The data abstraction table (table: 5) showing the characteristics of the included studies is given below.

Table 5: Table for data extraction for the review of 7 articles with summary details

References	Study Design & Method	Sample size	Aims/objectives clearly specified	Aim of the study	study specific to green marketing, consumer trust and	Sources of information	Key findings	Limitations

					behaviour			
Shabbir et al, 2020	Quantitative research study-questionnaire based approach	359 consumers.	yes	To examine different green marketing approaches and their effect on consumer behaviour towards environmental sustainability.	Yes	Survey participants	Eco-labelling and premium priced green products, in the major green marketing factors, positively influence consumers' beliefs and perceptions of environment and sustainable practices.	Focused on a limited number of samples, which resulted in limited generalisation of findings.
Majeed et al, 2022	Quantitative design-survey study	450 participants	Yes	To evaluate how green marketing techniques impact peoples' purchase intentions.	Yes	Survey participants	Green marketing techniques have been found to positively impact peoples' purchase intentions of green products.	The study failed to emphasize on a specific green product, instead delivered a general trend.
Shafiee et al, 2021	Quantitative research study-questionnaire based approach	125 automobile customer-s	Yes	To explore impact of Green marketing on building customer trust in the automobile industry.	Yes	Survey participants	The green marketing elements have positive influence on customers' trust and green buying intention. Of these elements, price has the most powerful impact on customer trust and green	The study failed to focus on a specific region even though it emphasized on a particular industry.

							buying intention.	
Alamsyah et al, 2021	Descriptive survey	100 consumers of eco-friendly products.	Yes	To analyse the green trust model and its effectiveness as an environmental strategy for influencing consumer behaviour.	Yes	Survey participants.	Consumer perceived quality and eco-label are the important green marketing factors that build and enhance consumer trust.	Requires more in-depth analysis.
Sun et al, 2021	Survey method-questionnaire based approach	671 consumers.	Yes	To evaluate how green advertising influence people's buying intention of eco-labelled products.	Yes	Survey participants	Green advertising positively influences people's buying intention of green labelled products.	The study did not take into account the time frames.
Maheshwari et al, 2014	Survey method-questionnaire based approach	120 women consumers	Yes	To analyse consumer' beliefs and consumer' behaviour towards eco-friendly products.	Yes	Survey participants	Green product marketing plays a crucial role in generating positive attitude and beliefs among people towards green products.	The study was limited to women consumers only.
Durgude et al, 2022	Qualitative research technique – Structured questionnaire	242 consumers	Yes	To evaluate the association between green marketing strategies and consumer behaviour.	Yes	Survey participants	Green or environmental marketing strategies can significantly influence consumer behaviour towards eco-friendly purchase patterns.	Sample size seems inadequate.

3.4 Effectiveness of green marketing strategies in gaining consumer trust and influencing consumer behaviour

It is the green marketing that makes people concerned about their environment and conscious of their consumption to keep the environment sustainable. It is found that people positively perceive green marketing approaches of companies, and they believe in the eco-friendliness of the products the companies offer. Green marketing factors often makes the people think about the significance of sustainable practices, and a sense of trust is built in companies since they remind people of their valuable obligations to the environment and future generation (Shabbir et al, 2020). The green marketing techniques can change the purchase intentions of people. That is, they can make people intent to purchase green products, and there by promote green consumerism among them. A green brand image, which can influence consumers' attitude to green purchasing, is found to be necessary. Green marketing strategies boost environmental awareness of people and make them choose green products (Majeed et al, 2022). It is understood that green marketing approaches are positively associated with consumer trust and their buying decisions. That is, green marketing techniques effectively enhance customer trust when their contents are honest. The positive effect that green marketing creates on purchase intention is tremendous and leads to actual buying behavior (Shafiee et al, 2021).

Of the different green marketing elements, eco-labeling plays a vital role in influencing consumers and building trust. Not only is eco-labeling, but also an eco-friendly packaging an important factor in creating consumers' trust (Shabbir et al, 2020; Shafiee et al, 2021). Apart from these two, affordable price is the other green marketing element that positively influence consumers' attitude towards green products. Green marketing strategies are found to be effective when they focus on the quality of products they offer and the probable benefits the products provide to consumers. It is nothing but the trust marketing strategies build among the consumers that induce them to decide to buy green products. It is analysed that green marketing strategies can change consumers' perspectives on green consumerism positively. This positive perception leads consumers to trust the companies, which in turn affects their purchase intention favorably and ultimately makes them buy the green products (Alamsyah et al, 2021).

Through green marketing, companies can foster a positive attitude towards green products in society. Those which effectively utilise green marketing techniques can improve their sales and achieve business growth. Moreover, it will provide such companies with an image of being socially and environmentally responsible corporates (Durgude et al, 2022). The studies recommend companies to prioritize green marketing and thereby gain customer trust. In addition, studies suggest that companies, while formulating and implementing green marketing strategies, should be conscious of including key attributes such as eco-labeling, price, and environmental friendly packaging, which have strongest influence on consumers' trust and buying behavior (Maheshwari et al, 2014). Honest advertising must be made by the companies to gain consumers' trust and enhance the sales of green products. Most importantly, the companies are required to make people aware of green marketing. It is essential to understand the environmental values people possess and to disseminate companies' sustainable practices through marketing (Sun et al, 2021; Alamsyah et al, 2021).

4. DISCUSSION

Green consumerism is when people choose products with fewer environmental impacts. Consumer trust is an essential factor for creating a market for green products. It is through green marketing strategies that companies gain consumer trust (Machová et al, 2022). Eco-label is the primary factor that makes people trusts a particular green product. Green marketing that emphasizes on eco-labeling is found to be more effective in building consumer trust (Tahir et al, 2021). Recognized labels are a form of quality assurance, which results in people viewing the product as trustworthy (Majeed et al, 2022). According to Mercade Mele et al (2019) consumers always expect high quality products. Through eco-labeling, companies guarantee quality, and people become attracted to the product and start to trust them. In this way, a strong brand image is created among people, which then positively influence their purchase intention (Tan et al, 2022). While addressing environmentally conscious consumers, companies need to be honest in their offerings. Price is to be treated as that element of green marketing that influences the purchase intention and trust of every consumer, including both environmentally conscious and environmentally unconscious consumers (Durgude et al, 2022; Delafrooz et al, 2014).

Today, sustainability plays a pivotal role in determining the success of business organisations. Therefore, marketing that highlights the element of sustainability in the products they promote must be implemented by companies. It is evaluated that eco-friendly practices of organisations keep people attracting to the

business, making them more likely to trust the company (Seth and Khan, 2015). People today investigate the environmental impacts of brands and they are found to be more loyal to brands with fewer environmental impacts. Green marketing is a good way for companies to build brand image, brand trust and brand loyalty. Furthermore, green marketing opens up opportunities for companies to create positive impacts on society and build a sustainable future (Naidoo and Verma, 2019).

5. CONCLUSION

Green marketing strategies found effective in positively influencing consumers' trust, purchase intention and buying behavior. Eco-labeling is the most important element of green marketing for positively impacting consumers' trust, perceptions of green consumerism and consumer behavior. Honesty is the core aspect of building consumer trust through green marketing. Green marketing also appears to be an effective means for companies to gain people's trust. Companies should properly research green marketing approaches and strategies and make use of them to improve their business.

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