

Green Marketing Or Green Washing, Facsimile Form Towards Driver Of Green Consumption: A Systematic Review

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Abstract

Significant improvement has been made in the literature to establish a link between the green products and products which are green washed featuring sustainability which has led to changes in the consumer decision making towards purchasing sustainable product of the companies adopting green marketing. Despite the enormous volume of research, conclusions are scattered and, at times, inconsistent. Environmental deterioration is rapidly capturing people's attention; yet this increase in ecological footprint has not been followed by an increase in green product demand. This article seeks to discover and categorize all the major drivers of green products in an effort to systematize prior research findings and identify the most significant factors. The study adopted systematic review for the analysis in which 42 papers were analyzed from different research databases. This article identifies from the different keywords related to green marketing such as green, green marketing, sustainability, ecological, purchase behavior, consumer behavior. The research identifies four types of sustainable consumption drivers: behavioral factors, socio-economic variables, individual' s psychological beliefs, dyadic values–non-environment.

Keywords: green marketing, sustainability, green washing, systematic review

1. INTRODUCTION

The first decades of this millennium saw an increase in research emphasis on sustainable consumerism. The 'triple bottom line' (TBL) that is concentration was made on 'people', 'profit' and 'planet' is commonly used to describe sustainable development. Specifically, it focuses on providing value in the financial, societal, and ecological domains (Elkington, 2018). Innovative and sustainable attributes have emerged as a crucial area in studies on sustainable products and their consumption by the consumers (Trudel, 2019). Products and services are those that have "favourable social and/or ecological features" (Luchs et al, 2010, Kronthal et al, 2019). Such traits can be displayed in a variety of ways at the time of the transaction, including sustainable labelling (as for e.g., organic labels, GMO) (Vasconcelos et al, 2020; Cillo et al, 2019, Sirieix et al, 2013); statement claims (Cho and Berry, 2019; Berry et al, 2021; Sirieix et al, 2013); Physical attributes (green packaging, biodegradable packaging); (Rokka&Uusitalo 2008; Rokka&Moisander, 2009; Herbes, Beuthner&Ramme, 2018:2020). All of these variables strive to provide customers with trust and insight about the sustainable development performance of their products (Brach, Walsh & Shaw, 2018; Potter et al, 2021).

1.1 Green Marketing: Concept

The concept of Green Marketing came into existence in the marketing terminology in the early 1990. The word has gained its popularity after the book named "Green Marketing" authored by John Grant. Consumers' fascination with environmental consciousness opens up potential for businesses to use green marketing and enhance revenues. Green marketing consequently becomes an alternative approach that not only benefits the image of an organization, but also makes a significant contribution to the company's performance; in fact, customers seek sustainable options and are prepared to pay higher costs for them (Jia et al, 2022; Dangelico&Vocalelli, 2017). Nevertheless, marketers are hesitant to enter the area of green marketing because they believe their potential demographic is not yet environmentally responsible. This is why the rise of eco sustainable items appears to be gradual (Chekima et al, 2016). Green marketing must be considered in a wider

context. Green marketing is more than simply selling environmentally sustainable items to customers; it also encompasses the manufacturing and distribution processes. Green product lines, understandably, are created using green manufacturing procedures. As a result, green marketing is required for enterprises that manufacture items utilising environmentally friendly materials and components (Eneizan et al, 2016).

Green Washing: Concept

There are several interpretations of greenwashing from diverse angles. This study will investigate the latest literature to discover the many concepts of greenwashing. Greenwashing was initially claimed by activist Jay Westerveld in 1986, when hotels began encouraging visitors to reuse towels, stating that it was a corporate water saving plan, even though there were no sustainability measures with greater environmental consequence problems (Pearson, 2010). According to Ogilvy and Mather, Greenwashing has reached alarming levels in past few decades. With the growth of marketplaces, accompanied by greenwashing, a trust issue has evolved, as buyers struggle to identify a legitimate green claim (Nyilasy, Gangadharbatla & Paladino, (2014). Green incredulity has risen in response to greenwashing, and it might impede marketing strategy. Customers would be sceptical of genuine green promises since it is difficult to distinguish the dependability of green marketing activities (Chen, Lin, & Chang, 2014).

1.2 Consumer decision making

Customer preferences have rapidly shifted in recent years: customers are nowadays less inclined to make buying decisions based upon brand loyalty or price, preferring products in accordance with their beliefs and articulating a predisposition for more sustainable materials from an environmental, socially responsible, and sociocultural standpoint (Gilg, Barr, & Ford. 2005; Griskevicius, Tybur., & Van den, 2010). To begin, purchase behaviours are a complicated phenomenon in which a variety of circumstances can have a good or negative impact (Stern, 2000). Furthermore, even if motivating theories of sustainable consumption research stressed the significance of values and ethical standards or were anchored in self-interest and conscious decision; behavioural forecasts derived from individual norms might deviate from actual actions owing to attitude-behaviour discrepancies.

1.3 The relationship between sustainability and consumer decision making process

Research have sought to investigate the importance of sustainable product qualities at each phase of the processes when addressing customer cognitive decision-making for sustainable products and alternatives. According to research, sustainability factors influence information-seeking behavior (Zander & Hamm, 2012), the establishment of a reference group (Irwin, & Naylor, 2009) and product related choices (Auger et al, 2010; De Marchi, Lucertini, & Tsoukiàs, 2016; Monteiro, Miller & Horvath, 2017). It has frequently been argued that when it comes to ethical items, people become more active and do more comprehensive information searches (Tirelli, & Martínez-Ruiz, 2014). Customers, on the contrary, do not prioritize sustainability qualities in various purchase settings and market segments (Boztepe, 2012; Polonsky et al, 2012; Van Loo et al, 2015).

2. METHODOLOGY

Relying on the Standard Methodological Guidelines for Systematic Reviews and Meta Analyses, this study followed the methodology of a systematic review of literature (PRISMA). PRISMA despite its potential to be beneficial for critical evaluation by reviewers and editors, it is not a performance evaluation tool. Its goal is to assist writers in improving the documentation of systematic reviews and meta-analyses. A framework has been designed to define the carefully planned processes and eligibility requirements, as well as to identify and recognize document data. A procedure is an important factor of a systematic review; it specifies the set minimum standards and methodological approach, which assures uniformity, governance, research ethics, and openness (Aromataris & Pearson, 2014).

2.1 Research Question

RQ1: The factors that draw consumer's attitudes and choices for environmentally friendly products

RQ2: Customer's decision-making variables affecting products with sustainability characteristics.

2.2 Search Approach

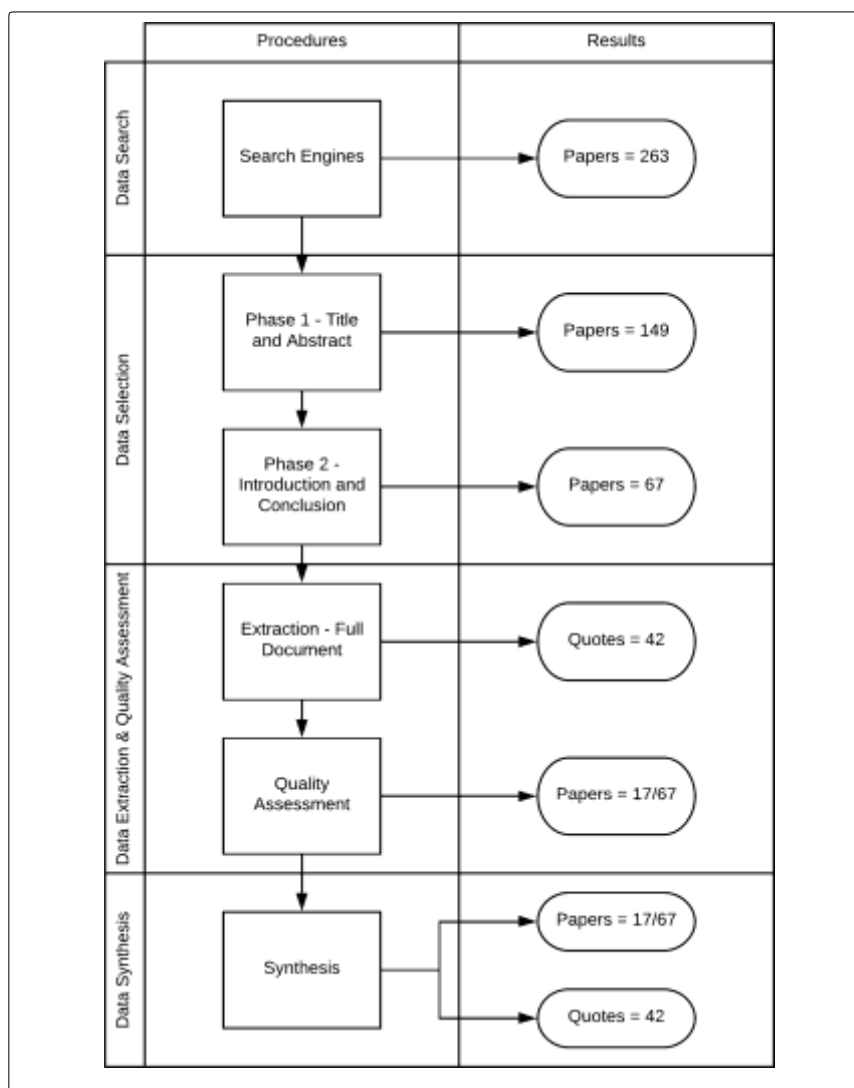
The research employs a search approach in order to find and extract the fewest number of articles feasible. To search articles different databases were searches such as Web of Science, Scopus, Researchgate etc. The keyword used for search database are “Green Marketing”, “Sustainability”, “eco-friendly”, “environmental”.

2.3 Data Selection Process

The dataset was chosen in two stages: the first included a Title and Abstract analysis, and the subsequent involved a Prelude and Conclusion analysis. In the preliminary stage, a preliminary selection was made relying on the titles and abstracts that adequately fulfilled the eligibility criteria. To eliminate any bias, the procedure was carried out in groups, and the researcher worked separately on the inclusion or deletion of the materials. In the second step, papers that fulfilled the selection criteria based on the examination of the introductions and conclusions were chosen. In the event of divergences outlined in the preliminary stage, the procedure was also controlled in groups using the same technique.

2.4 Data Extraction and Analysis

From the extracted 42 papers from the different databases. The research identifies four types of sustainable consumption drivers: Demographic of consumers, behavioral factors, socio-economic variables, individual’s psychological beliefs, dyadic values—non-environment. In the next section the different driver’s sustainable consumption were mentioned



3. Drivers to Green consumption

The examination of scholarly literature has permitted the recognition of a number of determinants that might influence green product purchase behavior.

3.1 Environmental Aspect

There are two types of intra - personal variables: those that are stringently linked to the environment and those that aspire to other principles that might influence the ultimate decision to purchase a sustainable goods but are not explicitly associated with the environment. According to Schwarz's taxonomy, persons motivated by self-transcendence or benevolence are more conscious of the environment since they see it as a shared good and are hence more likely to safeguard it (Sreen, Purbey & Sadarangani, 2018; Nguyen et al, 2019; Reimer et al, 2017; Testa et al, 2016). It is not surprising, then, that numerous of the research examined see ecosystem functions, compassion, egalitarianism, and social equity as key antecedents of a high level of environmental concern. Sustainable development has been extensively researched as one of the most significant predictors of green buying under the area of intra - personal environmental factors. This element is commonly examined as an environmental problem (Newton et al, 2015; Martenson, 2017), information related to environment (Maichum, Parichatnon, & Peng, 2017; Kanchanapibul et al, 2014; Ko & Jin, 2017), consumer attitude towards sustainability (Kang & Kim, 2017; Felix & Braunsberger, 2016). Another crucial variable is customers' satisfaction efficacy (PEC), which is a measure of how the customer believes his conduct may make a difference in terms of environmental preservation.

3.2 Non-Environment Aspect

Personal beliefs, tradition, and mindset toward certain activities, such as purchasing new items, are included under the category non-environment. Personal values are derived from a subject's lifestyle characteristics. First and foremost, prudence is inextricably linked to cost-consciousness and, as a result, might affect the choice for green products when they are more convenient (Taufique, Vocino & Polonsky, 2017; Cho and Berry, 2019; Nguyen et al, 2019; Sreen, Purbey, & Sadarangani, 2018). Cultural inclination can also impact people's attitudes toward green consumerism. Several research have looked at the impact of individualism vs socialistic culture: collectivist, in particular, has always been proven to be a precursor of sustainable consumption.

3.3 Behavioural Factor

Consumer behavior may be heavily influenced by habit, prior habits, and practice. We discovered three major categories of important behavioral characteristics in the examined studies: consumers' buying behavior, habit, and other green activities. Some elements of customer purchasing habits can anticipate their ultimate purchasing choice, although shopping delight can impact green product purchases in general. (Cervellon & Shammas, 2013). Habit and previous consuming experience can also influence buying behaviour: for example, it was shown that purchasing items with recycled packaging in the past enhances the desire to purchase others in the future (Cervellon & Shammas, 2013). Based on the TPB (Ajzen, I., & Fishbein, M. 2000), one significant driver of behavioural intention is the subject's impression of his capacity to really undertake a behaviour, in this case eco-friendly buy. In other circumstances, behavioural factor is separated into numerous components that, depending on the items studied, might influence the ultimate sustainable consumption choices in a variety of ways. Price, in particular, constitutes a behavioural factor indicator when applied to premium items since, in these circumstances, it becomes a barrier to the consumer's real buying capability (Ghazali et al, 2017; Onwezen, Reinders & Sijtsma, 2017; Reinders, Onwezen, & Meeusen, 2017; Sreen, Purbey, & Sadarangani, 2018).

3.4 Individual Psychological Beliefs

Individual Psychological Beliefs are divided into four categories: product access and store impulses, social standards, economic rewards, media and advertising. To begin with, successful product accessibility options may have a significant impact on customer preferences. This is directly related to the shop's accessibility: distance, parking availability, ease of position, i.e., on the route from home and workstation, and so on.

Even occasion can influence consumer purchase behavior: Robinot, Ertz & Durif (2017) for example, investigated how the Holiday environment unfavorably facilitates consumers' attitudes toward purchasing socially accountable products, demonstrating the method of guilt revocation and the right to intervene during extraordinary expenditure durations.

4. CONCLUSION

The study yielded a unique and distinct classification of determinants of green purchasing behavior. The four categories of driver of green consumption were identified from the systematic review of literature that are: environment, non-environment, behavioral and individual psychological beliefs. As per the study, the far most influential drivers, with clear outcomes, are those classified as "intrapersonal values connected to environment". However, because their impact on purchase habits might be hampered by a variety of factors, including those connected to sociocultural factors or goods, academics should study the moderating function of product attributes such as subjective norm or sustainability assertions.

A fresh focus on packing may also bring new and intriguing data for evaluating green purchasing behavior. Packaging has been examined as a component of green purchase intention in the research evaluated (i.e., the choice of recycled, recyclable or reduced packaging). Nevertheless, it may be useful to assess the relationship, in personal perception, between sustainable packaging and the green features of its composition, and how the congruence or disagreement between such factors might influence individual selections. Furthermore, marketing executives should avoid detaching green efforts from packaging and goods in order to prevent being accused of greenwashing.

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