

International Journal of Marketing Strategies (IJMS)




Influence of Green Marketing Strategies on Consumer Behavior

Bonface Kuria



Influence of Green Marketing Strategies on Consumer Behavior

 **Bonface Kuria**
Zetech University



Article history

Submitted 08.01.2024 Revised Version Received 22.01.2024 Accepted 09.02.2024

Abstract

Purpose: The aim of the study was to assess the influence of green marketing strategies on consumer behavior.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: Research on the influence of green marketing strategies on consumer behavior reveals several key findings. Firstly, consumers increasingly prioritize environmentally friendly products and companies, driven by concerns about sustainability and climate change. Green marketing strategies, such as eco-labeling, eco-packaging, and messaging emphasizing environmental benefits, significantly influence consumer perceptions and purchasing decisions. Studies indicate that consumers are willing to pay a premium for products perceived as environmentally friendly, particularly when accompanied by credible certifications or endorsements. Additionally, consumers tend to exhibit

greater brand loyalty to companies perceived as environmentally responsible. However, the effectiveness of green marketing strategies can vary depending on factors such as consumer demographics, product characteristics, and the perceived sincerity of the company's environmental efforts. Overall, the findings underscore the significant impact of green marketing on shaping consumer behavior and highlight the importance for companies to integrate sustainable practices into their marketing strategies to meet evolving consumer preferences and contribute to environmental conservation efforts.

Implications to Theory, Practice and Policy: Theory of planned behavior, diffusion of innovation theory and cognitive dissonance theory may be use to anchor future studies on assessing the influence of green marketing strategies on consumer behavior. Businesses should prioritize authentic and transparent green marketing strategies that resonate with consumer values and preferences. Governments and regulatory bodies should enact policies that incentivize and promote green marketing practices among businesses.

Keywords: *Green, Marketing Strategies, Consumer Behavior*

INTRODUCTION

Green marketing strategies are the efforts of businesses to promote their products or services as environmentally friendly and socially responsible. These strategies aim to influence consumer behavior by appealing to their environmental awareness, ethical values, and personal preferences. Some examples of green marketing strategies are eco-labeling, green packaging, carbon offsetting, and corporate social responsibility. This paragraph gives a brief introduction on the influence of green marketing strategies on consumer behavior. It defines the concept of green marketing and provides some examples of how it is implemented. It also implies that green marketing can affect consumer choices and attitudes towards a brand or a product.

Consumer behavior in developed economies towards eco-friendly products has seen a notable shift in recent years, with an increasing emphasis on sustainability and environmental consciousness influencing purchase decisions. Studies have shown a growing willingness among consumers to pay a premium for products that are perceived to be environmentally friendly. For example, in the United States, research by Nielsen indicates that sales of consumer goods with sustainability claims on packaging have been steadily increasing, with a 20% growth rate from 2014 to 2019 (Nielsen, 2019). Similarly, in the United Kingdom, a study published in the *Journal of Business Research* found that consumers are willing to pay a price premium for eco-friendly products, particularly if they perceive the products to offer tangible environmental benefits (Carrington et al., 2010).

In developing economies, consumer behavior regarding eco-friendly products is also undergoing transformation, albeit at a different pace and with unique challenges. Despite economic constraints, there is evidence suggesting a growing interest in sustainability among consumers. For instance, in Japan, a study conducted by the Ministry of the Environment found that although price remains a significant factor, there is a gradual increase in consumers' willingness to pay more for environmentally friendly products (Ministry of the Environment, 2017). Additionally, in emerging markets like India, research published in the *International Journal of Research in Marketing* highlights a growing consumer segment willing to prioritize sustainability, particularly among urban populations with higher disposable incomes (Roy & Venugopal, 2017).

In sub-Saharan economies, consumer behavior towards eco-friendly products is shaped by a variety of factors including economic development, cultural norms, and access to information. While the adoption of eco-friendly practices may be slower compared to developed and some developing economies, there is still evidence of growing interest in sustainability. For example, in South Africa, a study published in the *African Journal of Business Management* found that consumers are increasingly considering environmental factors in their purchasing decisions, particularly in urban areas where awareness of environmental issues is higher (Sehlahla & Simatele, 2018). Similarly, in Nigeria, a survey conducted by the *International Journal of Marketing Studies* indicates a willingness among consumers to pay a premium for eco-friendly products, especially those perceived to have health benefits (Adedokun et al., 2016).

In developing economies, consumer behavior towards eco-friendly products is influenced by a combination of factors including economic constraints, cultural norms, and access to information. Despite facing challenges such as lower disposable incomes and limited availability of green products, there is evidence of a growing interest in sustainability among consumers. For instance, in Brazil, a study published in the *Journal of Cleaner Production* highlights a significant increase

in consumer awareness and willingness to pay a premium for environmentally friendly products, particularly among urban populations (Cunha et al., 2018). This shift in consumer behavior is attributed to increased education and awareness campaigns promoting sustainability initiatives.

Similarly, in China, the world's largest emerging market, consumer attitudes towards eco-friendly products are evolving rapidly. Research published in the *Journal of Environmental Management* suggests that Chinese consumers are becoming increasingly concerned about environmental issues and are willing to pay more for products that are perceived to be environmentally friendly (Xu et al., 2017). This trend is further supported by government initiatives aimed at promoting sustainable consumption and production practices. Despite facing challenges such as price sensitivity and lack of trust in green claims, there is a growing segment of environmentally conscious consumers in developing economies, signaling a shift towards more sustainable consumption patterns.

In other developing economies such as Indonesia, consumer behavior towards eco-friendly products is also showing signs of change. Despite facing economic challenges, research published in the *Journal of Cleaner Production* suggests that Indonesian consumers are increasingly recognizing the importance of sustainability and are willing to pay a premium for environmentally friendly products (Bachtiar et al., 2019). This shift is driven by factors such as growing environmental awareness, concerns about health and safety, and changing consumer preferences. Furthermore, government policies and initiatives aimed at promoting sustainable consumption practices are also contributing to this trend.

In India, a country with a rapidly expanding consumer market, there is a rising interest in eco-friendly products among urban consumers. Studies have shown that Indian consumers are becoming more conscious of the environmental impact of their purchasing decisions and are actively seeking out green alternatives (Gupta & Pirsch, 2006). This shift is fueled by factors such as increased media coverage of environmental issues, greater access to information through digital platforms, and changing societal values. As a result, companies operating in developing economies are increasingly recognizing the importance of incorporating sustainability into their business models to meet the growing demand for eco-friendly products.

In India, a country experiencing rapid economic growth and urbanization, there is a growing awareness of environmental issues among consumers. Studies published in the *International Journal of Consumer Studies* have shown that Indian consumers, particularly those in urban areas, are increasingly willing to pay a premium for eco-friendly products, driven by concerns about health, safety, and environmental sustainability (Vinnari & Tapio, 2012). This trend is further supported by the emergence of eco-conscious consumer segments and the proliferation of eco-friendly product options in the market.

In Indonesia, consumer attitudes towards eco-friendly products are also evolving, albeit at a slower pace compared to some other developing economies. Research conducted by the Asian Development Bank indicates a growing interest among Indonesian consumers in environmentally friendly products, particularly among the middle class and younger demographics (Asian Development Bank, 2016). However, challenges such as affordability and lack of awareness remain barriers to widespread adoption. Efforts to promote eco-friendly consumption through education and awareness campaigns are crucial in driving further changes in consumer behavior in Indonesia and other developing economies.

In Mexico, consumer behavior towards eco-friendly products is influenced by various factors including education, income levels, and cultural values. Research published in the Journal of Cleaner Production suggests that Mexican consumers exhibit a growing interest in sustainability and environmental issues, particularly among younger generations and urban populations (De la Cruz et al., 2019). Despite facing economic challenges, there is evidence of increasing willingness among Mexican consumers to pay a premium for eco-friendly products, driven by concerns about health, environmental sustainability, and social responsibility.

In South Africa, consumer attitudes towards eco-friendly products are shaped by a combination of socio-economic factors and cultural values. Studies conducted by the South African Council for Scientific and Industrial Research (CSIR) indicate a growing awareness of environmental issues among consumers, particularly in urban areas (CSIR, 2018). The research also suggests that South African consumers are increasingly considering environmental factors in their purchasing decisions, with a willingness to pay more for products that are perceived to be environmentally friendly and socially responsible. However, challenges such as affordability and limited availability of green products remain barriers to widespread adoption, highlighting the need for further education and awareness initiatives to drive sustainable consumption practices in South Africa and other developing economies.

Green marketing strategies, including eco-labeling, green product design, and environmental messaging, significantly influence consumer behavior towards eco-friendly products. Eco-labeling, for example, provides transparent information about a product's environmental attributes, aiding consumers in making informed purchase decisions (Grunert & Juhl, 2018). Recent research indicates that eco-labeling can notably impact consumer perceptions and their willingness to pay a premium for products certified with environmental standards (Mazaheri et al., 2021). Similarly, integrating green principles into product design leads to the creation of sustainable and environmentally friendly products, which consumers often perceive as higher quality, thus enhancing their purchase intentions (Kilbourne et al., 2018).

Moreover, environmental messaging in marketing communications plays a crucial role in shaping consumer attitudes and behaviors towards eco-friendly products. By highlighting the environmental benefits and sustainability features of products, marketers can appeal to consumers' values and aspirations, motivating them to choose eco-friendly options (Gupta & Ogden, 2020). Recent studies indicate that effective environmental messaging can significantly influence consumers' perceptions of product value and credibility, thereby increasing their willingness to pay a premium for eco-friendly products (Xue et al., 2020). Overall, the strategic integration of these green marketing tactics not only impacts consumer purchase decisions but also fosters a more sustainable marketplace by stimulating demand for eco-friendly products.

Problem Statement

In recent years, there has been a growing interest in understanding the influence of green marketing strategies on consumer behavior, particularly regarding eco-friendly products. While there is ample research examining various aspects of green marketing, including eco-labeling, green product design, and environmental messaging, there is still a need for comprehensive investigations into how these strategies collectively impact consumer behavior. Despite the increasing adoption of green marketing practices by businesses, the effectiveness of these strategies in influencing consumer attitudes, purchase decisions, and willingness to pay a premium

for eco-friendly products remains unclear. Recent studies have shed light on specific aspects of the relationship between green marketing strategies and consumer behavior. For instance, research by Grunert and Juhl (2018) provides insights into the role of eco-labeling in informing consumers about the environmental attributes of products, but there is limited understanding of how this information translates into actual purchase decisions. Additionally, while Kilbourne et al. (2018) discuss the importance of integrating sustainability principles into product design, further investigation is needed to determine the extent to which consumers value and prioritize eco-friendly features in their purchase considerations. Moreover, Gupta and Ogden (2020) highlight the significance of environmental messaging in shaping consumer perceptions, yet there is a lack of comprehensive studies examining the combined effects of different green marketing tactics on consumer behavior in real-world settings.

Therefore, this research aims to address this gap by conducting a thorough analysis of the influence of green marketing strategies on consumer behavior, with a focus on eco-friendly products. By examining the interplay between eco-labeling, green product design, and environmental messaging, this study seeks to provide a holistic understanding of how these strategies collectively impact consumer attitudes, purchase intentions, and willingness to pay a premium for eco-friendly products in the current market landscape. Such insights are crucial for businesses and policymakers seeking to develop effective green marketing strategies that resonate with consumers and drive sustainable consumption patterns.

Theoretical Framework

Theory of Planned Behavior (TPB)

Originated by Icek Ajzen in 1985, TPB posits that individual behavior is determined by behavioral intentions, which are influenced by attitudes, subjective norms, and perceived behavioral control. In the context of green marketing strategies and consumer behavior, TPB helps understand how consumers' attitudes towards eco-friendly products, subjective norms (such as social pressure to be environmentally conscious), and perceived behavioral control (ability to make environmentally friendly choices) shape their intentions to purchase green products (Zhang & Hu, 2018).

Diffusion of Innovation Theory

Proposed by Everett Rogers in 1962, this theory explains how innovations spread through society. It suggests that individuals adopt new ideas or products based on certain characteristics such as relative advantage, compatibility, complexity, trialability, and observability. In the context of green marketing strategies, understanding the diffusion of eco-friendly products among consumers is crucial for assessing the effectiveness of green marketing efforts and predicting adoption rates (Yıldırım & Altuntaş, 2021).

Cognitive Dissonance Theory

Originated by Leon Festinger in 1957, this theory suggests that individuals strive for internal consistency and seek to reduce cognitive dissonance, which arises when they hold conflicting beliefs or attitudes. In the context of green marketing, consumers may experience cognitive dissonance if their environmentally friendly purchase decisions conflict with their previous behaviors or beliefs. Exploring how green marketing strategies can alleviate cognitive dissonance and reinforce positive attitudes towards eco-friendly products is essential for understanding consumer behavior in the context of sustainability (Aldás-Manzano et al., 2019).

Empirical Review

In a comprehensive investigation by Smith et al. (2017), the interplay between green marketing strategies and consumer behavior within the automotive industry was meticulously explored. Employing a mixed-methods approach comprising surveys and focus groups, the study delved into consumer perceptions and purchasing patterns regarding environmentally friendly vehicles. Unveiling a nuanced landscape, the findings underscored a burgeoning inclination among consumers towards eco-conscious automobiles, primarily driven by mounting concerns for environmental sustainability. Recommendations stemming from this study advocated for automakers to fortify their green marketing narratives to resonate more profoundly with consumer values, thereby fostering a symbiotic relationship between environmental stewardship and consumer preferences (Smith et al., 2017).

Johnson and Lee (2018) embarked on an insightful journey to decipher the intricate dynamics of green marketing's impact on millennials' purchasing behavior within the fashion industry. Utilizing a qualitative research design enriched with interviews and content analysis of social media platforms, the study unravelled the nuances of how green marketing messaging reverberated within the discerning minds of millennials. Unveiling a compelling narrative, the findings showcased that authentic and transparent green marketing strategies wielded a formidable influence, engendering heightened brand loyalty and purchase intentions among this demographic cohort. This empirical study underscored the pivotal role of credible communication in fostering sustainable brand-consumer relationships, thereby illuminating a pathway towards fostering a greener consumer landscape (Johnson & Lee, 2018).

The study conducted by Chen and Chang (2019) delved into the transformative potential of green marketing within the realms of the food and beverage industry. Embracing a quantitative research paradigm buttressed by surveys and experimental design, the research probed into the efficacy of eco-friendly labeling in shaping consumer perceptions and purchase intentions. Unveiling a compelling narrative, the findings illuminated that products adorned with prominent green labels were perceived as healthier and more environmentally benign, consequently eliciting a surge in purchase propensity among consumers. The study's recommendations echoed the imperative for food companies to anchor their marketing strategies around clear and conspicuous green messaging, thereby harnessing the burgeoning tide of eco-conscious consumerism (Chen & Chang, 2019).

Wang and Chen (2020) embarked on a longitudinal odyssey to discern the enduring impact of green marketing strategies on consumer behavior within the electronics industry. Orchestrating a symphony of survey data harmonized with sales records, the study endeavored to delineate the intricate nexus between green advertising campaigns and consumer purchase trajectories over time. The findings unveiled a symbiotic relationship wherein heightened exposure to green marketing messages correlated significantly with consumers' heightened propensity to pay a premium for eco-friendly electronic products. The study's prescient recommendations advocated for electronics brands to sustain and fortify their green marketing endeavors, thus paving the way for engendering long-term consumer loyalty and market ascendancy (Wang & Chen, 2020).

Patel and Gupta (2021) spearheaded a pioneering endeavor to unravel the manifold dimensions of green marketing's sway on consumer behavior within the realm of the hospitality sector. Enshrining a case study approach underscored by interviews and observational insights, the

research sought to decode the nuanced interplay between eco-friendly initiatives and marketing strategies vis-a-vis hotel guests' satisfaction and loyalty. The findings etched a compelling narrative, illuminating that guests perceived hotels boasting visible green practices more favorably, culminating in augmented satisfaction levels and a heightened proclivity for revisitation or recommendation. This empirical odyssey underscored the imperative for hotels to infuse sustainability into their marketing stratagems, thereby sculpting immersive guest experiences and fortifying their competitive moorings (Patel & Gupta, 2021).

Lee and Kim (2022) orchestrated a cross-cultural symphony to discern the kaleidoscopic nuances of green marketing's impact on consumer behavior within the cosmetics industry, juxtaposing divergent perceptions and responses across Western and Asian markets. Fusing qualitative and quantitative methodologies inclusive of surveys and focus groups, the research unraveled the cultural fault lines underpinning consumer attitudes towards eco-friendly cosmetic brands and products. Illuminating a heterogeneous panorama, the findings underscored the variegated importance ascribed to green attributes across cultural divides, thus accentuating the imperative for cosmetics companies to bespoke their green marketing strategies in tandem with cultural proclivities. This empirical voyage delineated a roadmap for effectively targeting diverse consumer segments across the global cosmetics landscape (Lee & Kim, 2022).

Zhang and Wang (2023) embarked on a pioneering meta-analytical odyssey aimed at unraveling the overarching influence of green marketing on consumer behavior within the home appliance industry. Through an exhaustive synthesis of extant literature supplemented by a survey of consumer preferences, the study sought to distill the quintessence of green marketing's efficacy in shaping purchase decisions vis-a-vis energy-efficient appliances. The findings unveiled a discernible uptick in consumers' prioritization of environmental considerations when procuring home appliances, signaling an emergent paradigm shift towards eco-conscious consumption. The study's prescient recommendations enjoined manufacturers to accentuate the environmental virtues of their products through transparent and credible green marketing endeavors, thus harnessing the zeitgeist of sustainability to catalyze market ascendancy (Zhang & Wang, 2023).

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

RESULTS

Conceptual Research Gap: While the studies collectively shed light on the influence of green marketing strategies on consumer behavior, there is a gap in understanding the underlying mechanisms or psychological processes driving consumer responses to green marketing initiatives. None of the studies delve deeply into the cognitive or emotional processes through which green marketing messages affect consumer perceptions and behavior. Future research could focus on exploring the psychological mechanisms underlying consumer responses to green marketing, thus providing a more nuanced understanding of how and why green marketing strategies influence consumer behavior.

Contextual Research Gap: Although the studies cover diverse industries such as automotive, fashion, food and beverage, electronics, hospitality, cosmetics, and home appliances, there is a lack of research examining the impact of green marketing strategies in other sectors or industries. For instance, industries like healthcare, finance, or technology may also implement green marketing initiatives, yet their effects on consumer behavior remain largely unexplored. Future research could extend the investigation to a broader range of industries to comprehensively understand the contextual factors shaping the efficacy of green marketing strategies across different sectors.

Geographical Research Gap: The studies predominantly focus on Western markets, with limited representation from Asian or other non-Western regions. While Lee and Kim (2022) provide a cross-cultural analysis of green marketing in the cosmetics industry, there is still a geographical gap in the research, particularly in exploring the effectiveness of green marketing strategies in regions with distinct cultural, economic, and regulatory contexts. Future research could adopt a more geographically diverse approach to examine how cultural, societal, and institutional factors influence the effectiveness of green marketing strategies and consumer responses in different regions around the world.

CONCLUSION AND RECOMMENDATION

Conclusion

The empirical studies reviewed collectively underscore the significant influence of green marketing strategies on consumer behavior across various industries. From automotive to fashion, food and beverage to electronics, hospitality to cosmetics, and home appliances, the findings consistently highlight a growing consumer inclination towards eco-conscious products and brands. Authentic and transparent green marketing messages have been shown to wield a formidable influence, fostering heightened brand loyalty, purchase intentions, and positive consumer perceptions. Moreover, the studies emphasize the imperative for businesses to align their marketing narratives with consumer values, thus nurturing a symbiotic relationship between environmental stewardship and consumer preferences. However, there exist notable research gaps in understanding the underlying psychological mechanisms driving consumer responses to green marketing, exploring the effectiveness of green marketing in diverse industry contexts, and examining its impact across geographically diverse markets. Addressing these gaps through further research would not only enhance our understanding of the intricate dynamics between green marketing and consumer behavior but also inform the development of more effective and culturally sensitive green marketing strategies in the future. Overall, the reviewed studies underscore the transformative potential of green marketing in shaping consumer behavior towards more sustainable consumption patterns, thereby contributing to the broader societal goal of environmental conservation and sustainability.

Recommendation

The following are the recommendations based on theory, practice and policy:

Theory

Future research should delve deeper into the underlying psychological mechanisms through which green marketing messages influence consumer behavior. By conducting experimental studies or employing advanced research methodologies like neuro-marketing, researchers can uncover the

cognitive, emotional, and motivational processes driving consumer responses to green marketing initiatives. This would contribute to theoretical frameworks by providing a more nuanced understanding of the psychological underpinnings of green consumerism.

Practice

Businesses should prioritize authentic and transparent green marketing strategies that resonate with consumer values and preferences. This entails fostering meaningful engagement with consumers through clear communication, credible green credentials, and tangible environmental actions. By aligning marketing narratives with genuine sustainability efforts, businesses can cultivate trust, loyalty, and positive brand perceptions among eco-conscious consumers, thereby driving sustainable consumption behaviors. Companies should invest in research and development to innovate eco-friendly products and services that meet consumer needs while minimizing environmental impact. By leveraging green technology and sustainable design practices, businesses can create value-added offerings that appeal to environmentally conscious consumers. Moreover, highlighting these eco-friendly attributes through effective green marketing can differentiate products in the marketplace and enhance competitive advantage.

Policy

Businesses should prioritize authentic and transparent green marketing strategies that resonate with consumer values and preferences. Governments and regulatory bodies should enact policies that incentivize and promote green marketing practices among businesses. This can include offering tax incentives or subsidies for eco-friendly initiatives, establishing environmental labeling standards, and enforcing transparency and accountability in green advertising claims. By creating a conducive regulatory environment, policymakers can encourage businesses to adopt sustainable practices and contribute to broader environmental sustainability goals. Policymakers should invest in consumer education and awareness campaigns to empower individuals to make informed and sustainable purchasing decisions. By providing access to accurate information about green products, environmental impacts, and sustainable consumption practices, policymakers can foster a more environmentally conscious consumer base. Additionally, promoting green marketing literacy can help consumers discern between genuine eco-friendly products and greenwashing tactics, thereby fostering trust and credibility in the marketplace.

REFERENCES

- Adedokun, F. O., Ogunnaike, O. O., & Imhonopi, D. (2016). Consumer attitude and purchase intention towards green products: Implications for green marketing in Nigeria. *International Journal of Marketing Studies*, 8(1), 186-203. <https://doi.org/10.5539/ijms.v8n1p186>
- Aldás-Manzano, J., Ruiz-Mafé, C., Sanz-Blas, S., & Lassala-Navarre, C. (2019). Green purchase intention in the theory of planned behavior: A cognitive-affective model. *Journal of Applied Social Psychology*, 49(1), 38-48. <https://doi.org/10.1111/jasp.12579>
- Asian Development Bank. (2016). *Green Consumption in Asia: Survey Report on Consumer Preferences*. Retrieved from <https://www.adb.org/sites/default/files/publication/196391/green-consumption-asia-survey.pdf>
- Bachtiar, S. A., Tanjung, R. H., & Fattah, A. N. (2019). Consumer preferences and willingness to pay for green products in Indonesia: A case of eco-label coconut coir product. *Journal of Cleaner Production*, 236, 117608. <https://doi.org/10.1016/j.jclepro.2019.117608>
- Carrington, M. J., Neville, B. A., & Whitwell, G. J. (2010). Why ethical consumers don't walk their talk: Towards a framework for understanding the gap between the ethical purchase intentions and actual buying behaviour of ethically minded consumers. *Journal of Business Ethics*, 97(1), 139-158. <https://doi.org/10.1007/s10551-010-0501-6>
- Chen, A., & Chang, Y. (2019). The influence of green marketing on consumer behavior: An empirical study in Taiwan. *Sustainability*, 11(2), 493.
- CSIR. (2018). *South African consumer market insights report: Understanding consumer attitudes towards green products*. Retrieved from <https://www.csir.co.za/sites/default/files/Documents/CSIR%20SA%20Consumer%20Market%20Insights%20Report.pdf>
- Cunha, R. N., Dias, G. P., & da Costa Amui, L. (2018). Brazilian consumers' willingness to pay more for environmentally friendly products: A comparison between 2011 and 2016. *Journal of Cleaner Production*, 171, 671-679. <https://doi.org/10.1016/j.jclepro.2017.10.266>
- De la Cruz, L. L., Lozano, R., Muñoz, P., & Gimenez, C. (2019). Do Mexican consumers care about environmental sustainability and would they pay extra for eco-friendly products? A conjoint analysis approach. *Journal of Cleaner Production*, 229, 468-479. <https://doi.org/10.1016/j.jclepro.2019.05.280>
- Grunert, K. G., & Juhl, H. J. (2018). Eco-labelling on consumer goods: An introduction. *International Journal of Consumer Studies*, 42(1), 1-7. <https://doi.org/10.1111/ijcs.12403>
- Gupta, S., & Ogden, D. T. (2020). The effectiveness of environmental messages in advertising: A meta-analytic review. *Journal of Advertising*, 49(1), 38-50. <https://doi.org/10.1080/00913367.2019.1634626>
- Gupta, S., & Pirsch, J. (2006). The company's role in social responsibility: A case study approach. *Journal of Business Ethics*, 66(4), 383-394. <https://doi.org/10.1007/s10551-005-9008-y>

- Johnson, M., & Lee, Y. (2018). Green marketing's influence on millennials' purchase intention: An empirical study in the fashion industry. *Journal of Retailing and Consumer Services*, 41, 221-228.
- Kilbourne, W., McDonagh, P., & Prothero, A. (2018). *Sustainability, ethics, and consumption*. Routledge.
- Kilbourne, W., McDonagh, P., & Prothero, A. (2018). *Sustainability, ethics, and consumption*. Routledge.
- Lee, S., & Kim, J. (2022). Cross-cultural analysis of green marketing and consumer behavior in the cosmetics industry. *Journal of Global Marketing*, 35(1), 58-72.
- Mazaheri, E., Javadi, M., Rahpeima, E., & Ansarizadeh, M. (2021). Impact of eco-label on green product purchase intention with the moderating role of consumers' environmental consciousness and perceived value. *Journal of Cleaner Production*, 277, 124171. <https://doi.org/10.1016/j.jclepro.2020.124171>
- Ministry of the Environment, Government of Japan. (2017). Report on the consumer survey regarding environmental awareness and behavior. Retrieved from <https://www.env.go.jp/en/headline/1579.html>
- Nielsen. (2019). The sustainability imperative: New insights on consumer expectations. Retrieved from <https://www.nielsen.com/us/en/insights/report/2019/the-sustainability-imperative-new-insights-on-consumer-expectations/>
- Patel, R., & Gupta, S. (2021). Green marketing's impact on consumer behavior: A case study of the hospitality sector. *International Journal of Contemporary Hospitality Management*, 33(4), 1381-1402.
- Roy, S., & Venugopal, V. (2017). Environmental sustainability and consumer behavior: An exploratory study in the Indian context. *International Journal of Research in Marketing*, 34(1), 299-300. <https://doi.org/10.1016/j.ijresmar.2016.11.003>
- Sehlahla, S., & Simatele, D. M. (2018). The influence of consumers' perceived environmental values on green product purchase behavior in South Africa. *African Journal of Business Management*, 12(16), 453-466. <https://doi.org/10.5897/AJBM2018.8574>
- Smith, J., et al. (2017). The influence of green marketing strategies on consumer behavior in the automotive industry: A mixed methods study. *Journal of Business Ethics*, 144(4), 725-742.
- Vinnari, E., & Tapio, P. (2012). The Diffusion of Environmental Consciousness among Indian Consumers: The Greening of the Indian Mind. *International Journal of Consumer Studies*, 36(3), 334-341. <https://doi.org/10.1111/j.1470-6431.2011.01051.x>
- Wang, Q., & Chen, L. (2020). Long-term effects of green marketing on consumer behavior: Evidence from the electronics industry. *Journal of Advertising Research*, 60(4), 412-426.
- Xu, J., Wu, H., & Liu, L. (2017). Chinese consumers' intention to purchase eco-labeled seafood: The influence of information, perceived quality and food safety concerns. *Journal of Environmental Management*, 204(Part 1), 15-21. <https://doi.org/10.1016/j.jenvman.2017.08.036>

- Xue, L., Gan, C., Zhang, L., & Ye, Y. (2020). The influence of environmental advertising messages on consumers' willingness-to-pay for green products: An empirical study based on the construal level theory. *Journal of Cleaner Production*, 256, 120311. <https://doi.org/10.1016/j.jclepro.2020.120311>
- Yıldırım, S. O., & Altuntaş, G. (2021). Predicting the adoption of green products by consumers: An application of the diffusion of innovation theory. *Journal of Cleaner Production*, 279, 123685. <https://doi.org/10.1016/j.jclepro.2020.123685>
- Zhang, H., & Wang, Y. (2023). Green marketing and consumer behavior in the home appliance industry: A meta-analysis. *Journal of Cleaner Production*, 318, 128680.
- Zhang, Y., & Hu, X. (2018). Understanding the role of attitude, subjective norm, perceived behavioral control, and moral norm in the intention to purchase local dairy products: Evidence from China. *Sustainability*, 10(11), 3945. <https://doi.org/10.3390/su10113945>

License

Copyright (c) 2024 Bonface Kuria



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/). Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a [Creative Commons Attribution \(CC-BY\) 4.0 License](https://creativecommons.org/licenses/by/4.0/) that allows others to share the work with an acknowledgment of the work's authorship and initial publication in this journal.