

## “Green Marketing”: An Analysis of Strategy Approach, Challenges, and Opportunities for Business (Study Literature Review)

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### ABSTRACT

The purpose of this article is to provide literature for a comprehensive understanding of eco-friendly and sustainable marketing in addition to the questions at hand. This qualitative study used a mini-review approach to achieve our research objectives. The green marketing mini-evaluation was done by reading and analyzing dozens of peer-reviewed journal articles. The first table contains information about the title of the article, author, publisher and year of publication. The results of this study with proof and true corroboration that the concept of green marketing has been used in various business organizations with various gaps and phenomena.

## **INTRODUCTION**

Green marketing is part of the current marketing strategy used in companies around the world, Green Marketing (GM) is a strategy that helps marketers sell their products and services to achieve key business goals. This type of strategy focuses on creating identifiable environmental benefits. GM where individuals and groups meet their needs and desires through a principled approach that minimizes harmful environmental impacts (Firdiansyah & Saputra, 2021). One of the main reasons for the growing interest in green marketing is the increasing environmental awareness around the world. Consumers are increasingly aware of the environmental impact of the products and services they purchase and generally opt for products that are environmentally friendly. Article 68 of the Law on Environmental Protection and Management No. 32 of 2009 requires companies to provide true, accurate, transparent, and timely information about environmental protection and management. This can occur between the fulfillment of consumer desires and externalities such as increased environmental pollution.

In addition, increasingly stringent government regulations and increasing pressure from social and environmental groups are forcing companies to adopt more sustainable and environmentally friendly business practices. The biggest challenge for companies is creating a green marketing communication platform. It is necessary to improve direct communication and consumer confidence, especially in terms of green marketing. Consumers can identify new products by evaluating offers based on green marketing elements such as product characteristics, quality, origin, taste, price, packaging, labeling, efficiency, shelf life, service or consumer-friendly environment looking for green marketing offerings (Podvorica & Ukaj, 2020), the company's green marketing strategy aims to educate consumers about environmental awareness based on the products and services they consume. Therefore, consumers need to be more environmentally conscious. Consumers also contribute significantly to environmental protection by changing their shopping habits (Edeh, 2020).

However, there are also challenges and contradictions in green marketing. Some companies may increase sales or advertise false or misleading environmental claims, while others may not live up to their claims. These marketing strategies should be developed in new and innovative ways to practice green marketing. With a good company image, you can change consumer habits to switch to green marketing in the buying process. Customer motivation for green marketing has been studied with various awareness programs such as green marketing tools, eco-labels and packaging based on ecological properties. Product attractiveness, geographic culture, and marketing effectiveness are all closely related to green marketing practices (Sanker & Janani, 2020). Problems arise when implementing green marketing today because many companies do not understand green marketing practices. Therefore, consumer perceptions of the company's green marketing strategy are conflicting. The market and consumer perception of the products offered are different from each other. The lack of environmental awareness among consumers makes it difficult for companies to present their products in markets

where consumers do not believe that the advertised products are environmentally friendly (Kayalvizhi & Raghuram, 2020). The purpose of this article is to provide literature for a comprehensive understanding of eco-friendly and sustainable marketing in addition to the questions at hand.

## THEORETICAL REVIEW

### Green Marketing

The beginning of green marketing or green marketing in the 1970s was an environmental issue known as ecological issues (Qurniawati, 2018), Popular in the late 1980s and early 1990s, green marketing is a strategic effort to create a business that focuses on the environment and health (Firdiansyah & Saputra, 2021) , Consumer behavior in green marketing is very important nowadays. Buyers evaluate products based on environmental marketing factors such as product characteristics, quality, origin, taste, price, packaging, labeling, performance, shelf life, service, or other environmental characteristics that may respond to them. So we expect new market products of environmental value (Podvorica & Ukaj, 2020). Green marketing is used to develop effective marketing strategies that promote eco-friendly purchasing practices (Sharma et al., 2013).

## METHODOLOGY

This qualitative study used a mini-review approach to achieve our research objectives. The mini-evaluation of green marketing is done by reading and analyzing dozens of peer-reviewed journal articles. The first table contains information about the article title, author, publisher and year published. The second table shows the content of journal articles, including research objectives, results and recommendations.

Table 1. Journal and Publisher Distribution

No.	Article Name	Author(s)	Journal	Publisher	Year
1.	God and green: Investigating the impact of religiousness on green marketing	(Arli & Tjiptono, 2017)	Int J Nonprofit Volunt Sect Mark. 2017;e1578	Wiley online library	2017
2.	Green marketing orientation: achieving sustainable development in green hotel management	(Chung, 2020)	JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT	2019 Taylor & Francis Group, LL	2019
3.	Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions	(Szabo & Webster, 2021)	Journal of Business Ethics	Springer Nature BV	2020
4.	Green Marketing Tools, Religiosity,	(Solekah et al., 2020)	Management and Economics Journal	UIN Malang	2020

	Environmental Attitude and Green Purchase Behaviour Among Millenials Generation		(MEC-J) Vol 4 (3)		
5.	A Study on Assessing the Relationship between Green Marketing and Brand Loyalty in Manufacturing Sector of Greece: A Moderating Role of Green Supply Chain Practices	(Tanwari, 2020)	Arthatama Journal of Business Management and Accounting Vol. 4, No. 1 (2020), pp. 44-55	Arthatama	2020
6.	The Impact of Environmental Orientation on Small Firms' Business Performance: The Mediation of Green Marketing Mix and Eco-Labeling Strategies	(Khan et al., 2020)	Sustainability 2020, 12, 221	MDPI	2020
7.	Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mu'tah University Students	(Al-Majali & Tarabieh, 2020)	Jordan Journal of Business Administration, Volume 16, No. 2, 2020	DAR Publishers	2020
8.	Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment – A Study from the UAE	(Shabbir et al., 2020)	Sustainability 2020, 12, 8977	MDPI	2020
9.	Investigating and Extracting Green Marketing Strategies for Eco-Friendly Packaging in the Food and Pharmaceutical Supply Chain (Case Study of Arian Daru Pharmaceutical Company)	(Safaei, 2020)	International Journal of Advanced Science and Technology Vol. 29, No. 7s, pp. 2304-2327	SERSC	2020
10.	The Impact of Green Entrepreneurial Orientation on Firm Performance through Green Innovation: The Moderating Role of Strategic Green Marketing Orientation	(Ullah & Danish, 2020)	European Online Journal of Natural and Social Sciences	European Science	2020
11.	Linking green marketing	(H. A.	Management Science	Growing	2020

	strategy, religiosity, and firm performance: Evidence from Indonesian SMEs	Setyawati et al., 2020)	Letters 10 (2020) 2617-2624	Science, Canada	
12.	Green Marketing Practice In Purchasing Decision Home Care Product	(Basalamah et al., 2020)	INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 9, ISSUE 06	Researchgate	2020
13	Effects of green marketing strategies on entrepreneurship in medicinal herbs in Sistan and Baluchestan Province	(Tabavar et al., 2021)	ASIA PACIFIC JOURNAL OF TOURISM RESEARCH	Taylor @ Francis Group	2021
14.	Green marketing and the SDGs: emerging market perspective	(Amoako et al., 2022)	Marketing Intelligence & Planning	Emerald Publishing Limited	2022
15.	Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label-Informed Purchase	(Song et al., 2020)	SAGE Open October-December 2020: 1-15	Sage	2020

Table 2. Articles Category Based on the Subject

No	Article Name	Objectives	Findings	Recommendations
1.	God and green: Investigating the impact of religiousness on green marketing	Determining the impact of consumer religion on environmental identity, attitudes to environmental issues, and subjective environmental standards. Additionally, this study examines the impact of these variables on the intention to purchase environmentally friendly products.	The results of this study have important implications not only for administrators, but also for religious leaders on how to promote more positive attitudes towards the environment.	Future research could examine the impact of religion-related demographic factors on willingness to purchase environmentally friendly products, particularly in relation to willingness to pay.
2.	Green marketing orientation: achieving sustainable development in green hotel management	Investigate the benefits of running a green hotel to save the planet and use cognitive stress theory to create a green marketing-	The social responsibility of stakeholders and hoteliers can indirectly increase consumer loyalty to a hotel's image	Future research may first explore the implementation of environmental protection strategies within companies. In-house personal

		oriented model.	through green marketing.	training to help you achieve company goals
3.	Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions	Green marketing research on environment and environmental issues	Ecological cleaning perceptions are not only related to the environment, product perceptions and consumer satisfaction. Site interactions are also related to greenwashing perceptions, environmental and product perceptions, and quantity.	Further research can add local factors to promote more ethical green marketing practices within an organization.
4.	Green Marketing Tools, Religiosity, Environmental Attitude and Green Purchase Behaviour Among Millenials Generation	It examines green marketing tools, environmental attitudes, the relationship between religious beliefs and green purchasing behavior, and the religious relationship between environmental attitudes and green purchasing behavior.	Green behavior is influenced by individual factors such as religious and situational factors, green marketing tools, green labels, green label beliefs, financial or green labels and brands, and environmental promotions.	Behavioral analysis related to technology development. Psychological aspects can be used for further research.
5.	A Study on Assessing the Relationship between Green Marketing and Brand Loyalty in Manufacturing Sector of Greece: A Moderating Role of Green Supply Chain Practices	Measure the relationship between green marketing and brand loyalty in the Greek manufacturing sector. Researchers also measured the mitigating effect of green offers on practices in the chain between green marketing and customer retention.	Green brands and green supply chains have significant relationships and positive brand loyalty. Green supply chain practices significantly and positively moderated the relationship between green branding and brand loyalty, whereas green supply chain practices significantly relaxed the relationship between green advertising and brand loyalty, but negatively relaxes to	Future research will be important to determine whether these green SCM and green marketing practices promote brand and customer loyalty.
6.	The Impact of Enviro preneurial	Analysis of the impact of being green on	A green marketing mix and a green	Future studies may be conducted in

	Orientation on Small Firms' Business Performance: The Mediation of Green Marketing Mix and Eco-Labeling Strategies	small business performance Green marketing mix mediation and eco label.	label strategy communicate green impact to small businesses. These two strategies are intermediaries between sustainability and business performance for small businesses.	small firms in specific regions and in a single country using a long-term study design.
7.	Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mu'tah University Students	Studying the effect of internal green marketing mix elements on student satisfaction at Muta University, Jordan	Seven hypotheses are supported: green products, green prices, green places, green advertising and green information, green processes, and green people.	Future research can focus on the importance of external factors such as people, suppliers, politicians, problems, forecasts and partners.
8.	Green Marketing Approaches and Their Impact on Consumer Behavior towards the Environment – A Study from the UAE	Analysis of key green marketing approaches and their impact on consumer behavior in the United Arab Emirates (UAE).	Findings of interest include Ecolabel (EL), Green Packaging and Labeling (GPB), Green Products, Premiums and Pricing (GPPP), Environmental Consumer Awareness and Trust (ECB) and their perception of the environment. included.	Future research may discuss consumer behavior related to the environment and the use of the concept of sustainability.
9.	Investigating and Extracting Green Marketing Strategies for Eco-Friendly Packaging in the Food and Pharmaceutical Supply Chain (Case Study of Arian Daru Pharmaceutical Company)	Examine alignment of marketing strategies in the supply chain and organizational performance within industry groups.	Explained the strengths and weaknesses of companies in the field of green packaging.	Future studies may add more variables for green marketing research to refine green marketing strategies.
10.	The Impact of Green Entrepreneurial Orientation on Firm Performance through Green Innovation:	It explores the impact of GEO on FP through the facilitative role of GI and Strategic Green Marketing (SGMO) in Pakistani SMEs.	Small business performance improves without harming the environment.	

The Moderating Role of Strategic Green Marketing Orientation				
11.	Linking green marketing strategy, religiosity, and firm performance: Evidence form Indonesian SMEs	Investigating the effects of religiosity mitigation on the relationship between green marketing strategies and corporate performance in the context of Indonesian small and medium enterprises (SMEs).	Green products, green advertising, and green prices are positively associated with company performance. Important relationship between green allocation and corporate performance. Religiousness, the interaction between religiosity, the means of green marketing strategies, and religiosity are highly relevant to SME performance, with the exception of green sales.	Future studies may increase the number of samples collected in this study. This is not limited to Muslim groups.
12.	Green Marketing Practice In Purchasing Decision Home Care Product	To study the impact of green marketing on the interest and decision to purchase personal and household items commonly used in Indonesian people's daily activities.	Environmentally friendly product design attributes (green label) are variables that influence consumer purchasing decisions.	Future studies may add more variables and larger sample sizes
13.	Effects of green marketing strategies on entrepreneurship in medicinal herbs in Sistan and Baluchestan Province	Investigating the Impact of Entrepreneurial Marketing Strategies for Green Medicines in Iran's Sistan and Balochistan Provinces	Create the necessary conditions for the use of medicinal plants, promote the diversity of the natural environment and geographical landscapes, increase the proportion of local plant elements and establish natural and botanical tourism centers.	
14.	Green marketing and the SDGs: emerging market perspective	Explore how sustainable marketing strategies are contributing to the achievement of Ghana's Sustainable	There is a positive relationship between green marketing and purchase behaviour. Also, price mediates	Further research may further analyze rewards that drive loyalty in green marketing spend.

		Development Goals.	the relationship between green marketing strategies and purchase behaviour.	
15.	Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label-Informed Purchase	Analysis of product attributes, consumer perceived effectiveness (PCE), and mediators of environmental awareness.	Environmental purchases greatly improve the two PCE threads and product characteristics. These two factors positively correlate green labeling and environmental awareness, which ultimately lead to purchasing behavior.	Future research could use the university to recruit participants and focus on aesthetics, religious beliefs, and cultural influences.

## RESEARCH RESULT

From the results of the presentation of scientific article from the review literature related to this article, namely green marketing with business, it will be proven in this scientific article that green marketing with business in research results from existing scientific articles with recommendations from researchers, study results (Arli & Tjiptono, 2017) The results of this study have important implications not only for administrators, but also for religious leaders on how to promote more positive attitudes towards the environment, with recommendations from this scientific article Future research could examine the impact of religion-related demographic factors on willingness to purchase environmentally friendly products, particularly in relation to willingness to pay, The (Chung, 2020) social responsibility of stakeholders and hoteliers can indirectly increase consumer loyalty to a hotel's image through green marketing, and recommendations Future research may first explore the implementation of environmental protection strategies within companies. In-house personal training to help you achieve company goals, the next study from (Szabo & Webster, 2021) with research results Ecological cleaning perceptions are not only related to the environment, product perceptions and consumer satisfaction. Site interactions are also related to greenwashing perceptions, environmental and product perceptions, and quantity and Further research can add local factors to promote more ethical green marketing practices within an organization.

The next study from (Solekah et al., 2020) with the results of research Green behavior is influenced by individual factors such as religious and situational factors, green marketing tools, green labels, green label beliefs, financial or green labels and brands, and environmental promotions, with recommendations Behavioral analysis related to technology development. Psychological aspects can be used for further research, the next study Behavioral analysis related to technology development. Psychological aspects

can be used for further research. Furthermore, a study from (Tanwari, 2020) with the results of research Green brands and green supply chains have significant relationships and positive brand loyalty. Green supply chain practices significantly and positively moderated the relationship between green branding and brand loyalty, whereas green supply chain practices significantly relaxed the relationship between green advertising and brand loyalty, but negatively relaxes to and recommendations Future research will be important to determine whether these green SCM and green marketing practices promote brand and customer loyalty.

The next study from (Khan et al., 2020) with the results of research A green marketing mix and a green label strategy communicate green impact to small businesses. These two strategies are intermediaries between sustainability and business performance for small businesses, with recommendations Future studies may be conducted in small firms in specific regions and in a single country using a long-term study design. Study (Al-Majali & Tarabieh, 2020) Seven hypotheses are supported: green products, green prices, green places, green advertising and green information, green processes, and green people, Future research can focus on the importance of external factors such as people, suppliers, politicians, problems, forecasts and partners. The next study from (Shabbir et al., 2020) with the results of interest research includes Ecolabel (EL), Green Packaging and Labeling (GPB), Green Products, Premiums and Pricing (GPPP), Environmental Consumer Awareness and Trust (ECB) and their perception of the environment. Included, and recommendations Future research may discuss consumer behavior related to the environment and the use of the concept of sustainability.

The next study (Setyawati et al., 2020) with the results of research Green products, green advertising, and green prices are positively associated with company performance. Important relationship between green allocation and corporate performance. Religiousness, the interaction between religiosity, the means of green marketing strategies, and religiosity are highly relevant to SME performance, with the exception of green sales with recommendations Future studies may increase the number of samples collected in this study. This is not limited to Muslim groups.

Some recommendations are given by researchers in this scientific article from the results of literature reviews with different results.

## **DISCUSSION**

Green marketing concepts with business all exist from the results of article reviews with proof of the existence and correct concept of green marketing in business with several recommendations given with different research objects from scientific articles found by researchers. For research given the perspective of this scientific article corroborates according to the topic of this scientific article.

The proof of green marketing concept for business from research results also creates gaps for future researchers.

## **CONCLUSIONS AND RECOMMENDATIONS**

Green marketing as a concept with business is proven in the presentation delivered with the results of research which is also submitted to dozens of scientific articles such as from (A. Setyawati et al., 2020); (Arli & Tjiptono, 2017), (Chung, 2020), (Szabo & Webster, 2021), (Solekah et al., 2020), (Tanwari, 2020), (Khan et al., 2020), (Al-Majali & Tarabieh, 2020), (Shabbir et al., 2020) and (Setyawati et al., 2020). Some of the results of the research above are related to this research by proving and corroborating the truth that the concept of green marketing has been used in various business organizations with various gaps and phenomena.

For future research from the results of this study there are also several recommendations to continue as gaps in new research with different research objects.

## **ADVANCED RESEARCH**

The limitations in this scientific article are human from existing researchers, it's just that these results can provide an additional treasure for science and knowledge, especially in the field of marketing.

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