



Analysis of Marketing Strategies in the context of Green Products

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ABSTRACT

Purpose - In the context of the consumer durables products business, transformational marketing tactics have been made possible by the implementation of holistic marketing in the era of Industrial Revolution 4.0. As a result of customers' active involvement with marketers, the range of marketing methods has expanded in line with consumer knowledge of climate sensitivity, establishing the groundwork for environmentally friendly products. Green marketing makes it possible for businesses to create and sell environmentally friendly goods. Enhancing the company's reputation, making it simple to reach a specific consumer group (Niche marketing), and most crucially, retaining its competitive edge. As consumers become increasingly conscious of the quality of the items, green products are intriguing topics to debate. Consumer education about product quality strives to promote environmental protection and health advantages. The decision of consumers to purchase green products is influenced by a variety of factors. In the context of green products in the consumer durables business, the current study emphasizes the fundamentals of marketing strategies and related techniques. Consumer durables encompass anything from FMCG to electronic devices (white and brown products).

Design/Methodology/Purpose - The researchers scanned for the relevant manuscripts in databases like "Google Scholar", "Scopus"

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and “Web of Science”. This search was conducted from 15th March 2022 to 15th June 2022. The relevant studies in the required context were distinguished in the literature using exact keywords, i.e., “green products”, “eco-friendly products”, “energy-efficient consumer durables”, “organic products”, “green marketing strategies”, “antecedents of green marketing strategies”, and “factors influencing adoption of green labels”. Based on the search queries initiated by the researchers in the selected virtual resources, 363 manuscripts were accessible. After screening 65 papers selected by the researchers were kept for inclusion. During the eligibility phase, only 45 articles (English only) published in outstanding journals were finally examined by the researchers, and the remaining 20 articles were excluded.

Findings - Green marketing was conceptualized in response to the company’s environmental concerns. Consumers are rational, social individuals who actively take part in purchase decisions, according to the research. Green marketing involves a range of activities, including modifications to the production process, packaging, and promotional tactics. The four characteristics of green products—their dependability, attractiveness, and economic and environmental benefits—are commonly known to consumers. Millennials in India are willing to purchase eco-friendly goods, however within their financial capabilities. For future research, studies in the context of other specific eco-friendly product categories could be conducted including organic food, eco-friendly technology, and eco-friendly cars to understand the marketers’ strategic bent in an elaborative manner.

Practical Implications - The study’s findings provide marketers, researchers, and business experts with vital knowledge of the elements that affect how consumers make their purchase decisions in the context of green products. Advertisers will be able to frame flexible strategies for the green market segment by referring to the present study’s results. Finally, it promotes adopting a healthier lifestyle and protecting the environment. Green marketing, which is ubiquitous aims toward environmental sustainability and is experienced as a continuous phenomenon for both study and commercial operations.

Introduction and Research problem

The application of holistic marketing in the era of Industrial revolution 4.0 has paved way for transformational marketing strategies in the context of the consumer durables goods industry. With the active collaboration of consumers with marketers, the scope of marketing strategies has widen-up with consumer awareness towards climatic sensitivity, laying the foundation for environment-friendly products.

The several environmental menaces hindering the smooth existence of people across the globe, include water pollution, plastic pollution, deforestation, and climatic changes to name a few. Moreover, with the increasing level of ecological awareness the consumers, manufacturers, as well as marketers, are understanding the importance of environment-friendly products. While, the manufacturers are heading towards smart technologies employing energy-efficient technologies, intelligent embedded systems with reduced transistor sizes, and smart sensors to improve efficiency by employing eco-friendly processes. The marketing brands have been focused on eco-friendly packages, and sustainable packaging along with the usage of labels like “Recycle”, “Eco friendly” and ISO labels highlighting the eminence of green products. In the context of marketing, the firms have not just recognized the green labels as a competitive advantage but had acclaimed the trust and loyalty among the consumers for respective green products. Green marketing enables the marketing to produce and market the eco-friendly products. Thus, improving upon the firm’s credibility, easy access to potential customer segments (Niche marketing), and most importantly maintaining its competitive advantage.

Market positioning strategies have played a key role in embarking on the journey of green products in the context of the consumer durables industry. With the boost in the adoption of smart technology aligned with the theme of Industrial revolution 4.0 and the upcoming IR 5.0, the manufacturing sector in the context of the consumer durable industry is heading towards energy-efficient automation. The manufacturing firms have acknowledged the technological advancement in manufacturing procedures with the advanced use of embedded and smart technology making human inter-

ference redundant. Thus, in collaboration with their marketing counterparts the producers of green products are aiming to offer these environment-friendly products by employing advanced technology in association with meticulously planned marketing strategies to improve the adoption as well as awareness among the consumers.

Green products are interesting issues to be discussed as people are becoming more aware of the quality of the products. Consumer awareness about the quality of the products aims at efforts of preserving the environment and health benefits. This study focuses on the role of marketing strategies in the context of green products. There are multiple factors which are influencing the behavior of consumers when choosing green products. To achieve the objective of sustainable development, much research has been conducted on green products and green marketing.

The majority of research is focused on the quality assessment of eco-friendly products, consumer awareness in the context of environment-friendly products, and factors influencing the adoption of energy-efficient consumer products in developed nations. Also, prior research has been primarily driven from the consumers' perspective. There is an absolute need to understand the perspective of a marketer in the context of environment friendly. Specifically, regarding the Indian consumers, where the marketers have to be considerate with their strategic architecture to meet the expectation of consumers with a diverse background in developing nations like India.

Literature review

To achieve sustainable development to protect the environment and society, an increasing number of scholars have conducted in-depth research on green marketing and green purchases.

Greenwashing results from green advertising without an environmental focus in strategy and proper links between plans and marketing operations. Greenwashing is the exploitation of environmental marketing principles, which undermines customer confidence in the advertising content. Environmentally conscious companies may have a marketing edge, how-

ever, greenwashing results from green advertising that lacks environmental substance in other operations. Advertisements must accurately depict companies' environmental performance for customers to believe environmental claims. Green methods ensure the green quality of products (Juslin et.al 2001). Customers' belief that businesses place greater emphasis on profitability than on lowering pollution and regulatory protection was a strong predictor of their general negative opinion of green products. Customers' prior interactions with the product were the sole factor that contributed positively to their view. Other elements, such as how customers view green products, product labeling, packaging, and ingredients, did not seem to have an impact on consumer perception. The findings also show that consumers are not willing to accept green products' higher prices and lower quality (Souza et.al 2006). The "greening" process for organizations is not a straight-line, one-dimensional evolution but rather a lopsided one where various GMS profiles give priority to various stakeholders. It was discovered that the implementation of the GMS is influenced by underlying perceptual, behavioral, and organizational aspects (Camino 2007).

Green marketing includes both greening businesses and greening products. It necessitates a thorough comprehension of public policy procedures in addition to the typical marketing mix's 4Ps (product, price, location, and promotion) manipulation. Many things contribute to consumers' lack of interest in green products, including a lack of knowledge about different levels of greenness, a lack of trust in company promises, and a propensity to take advantage of others (Prakash 2012). For the majority of consumers, green marketing is a relatively new concept. However, green marketing refers to the promotion of goods that are thought to be safe for the environment. Understanding the relationship between green marketing and the rising cost of green products has therefore become crucial if consumers from diverse social classes are to be able to afford them (Singh 2012). Supporting environmental protection campaigns for environmental responsibility, green product experience, environmentally conscious business practices, and social attractiveness are all elements that influence consumers' decisions to buy green products. Indian consumers are passionate about protecting the environment and are environmentally savvy. By acquiring and using products that

are known to be ecologically friendly, they actively help the environment. They are also prepared to embrace an environmentally sustainable lifestyle since their environmentally friendly actions give them personal and societal meaning (Kumar and Ghodeswar 2014). Environmental issues currently catch the interest of academics and professionals everywhere. This interest is even stronger in the hospitality sector due to the large amounts of water and energy that hotels use as well as the potential environmental damage that unchecked growth and development could bring about. To create long-lasting connections with businesses, hotel managers should develop ways to improve the public's view of the green image and assist guests in increasing their levels of green satisfaction and trust. Hoteliers should undertake visible environmental activities to achieve these results, such as energy and water conservation programs, waste management systems, recycling campaigns, the use of eco-friendly items, and acquiring environmental certifications (Martinez 2014).

A trend that has gained particular prominence in the contemporary market is green marketing. Going green, living sustainably, conserving the environment, preserving our planet, and many other concepts have entered our daily lives as natural phenomena. Many businesses in numerous industries utilize green marketing as a technique to keep up with this trend. The preferences and lives of consumers have drastically changed. They favor ecologically friendly products above others and are frequently willing to pay a little bit more for them. Businesses nowadays are confronted with several new issues as a result of this transition from traditional marketing to green marketing (Singh and Pandey 2012). It is necessary to do research, design, and manufacture ecologically safe substances and components for green goods and processes. A variety of advantages are touted for "green" products, including the use of more "renewable" or non-toxic chemicals, biodegradable packaging, reduced carbon footprint, etc. Products must be distributed through green chain channels, exhibited effectively to highlight their status, and accurately communicated to customers and stakeholders while being strategically priced to represent their green values (Taghian et.al 2016).

Consumers' awareness of ecological labels and certifications, their familiarity with environmental concerns, and their belief in the health advantages

of green products all contribute to their awareness of green appearance. Knowledge of environmental solutions, ecological (green) labeling, environmental advantages (of the product), and economic benefits of the product all affect environmental consciousness (Maniatis 2015). Price fairness, green brand quality, and green risk all have a big impact on satisfaction and trust. Additionally, price fairness, green brand quality, and contentment are proven to have little impact on word-of-mouth (WOM) (Haryanto and Budiman 2016). It is necessary to do research, design, and manufacture ecologically safe substances and components for green goods and processes. A variety of advantages are touted for "green" products, including the use of more "renewable" or non-toxic chemicals, biodegradable packaging, reduced carbon footprint, etc. Products must be distributed through green chain channels, exhibited effectively to highlight their status, and accurately communicated to customers and stakeholders while being strategically priced to represent their green values (Taghian et.al 2016).

Increasing issues include industrial pollution, soil erosion, deforestation, fast industrialization, urbanization, and land degradation. One of the biggest issues currently affecting humans and other life forms on our planet is environmental degradation. Consumers are eager to spend more for a cleaner, greener environment, according to green marketing. The four components of the green marketing mix—green price, green product, green place, and green promotion— have a favorable impact on consumers' intentions to make purchases (Mahmoud 2018). Positive subjective norms are influenced by social media marketing, whereas negative price consciousness is impacted. Consumer attitudes have a beneficial impact on their intentions to buy green products, and these impacts were more pronounced in the Gen Y, high-income families, and male groupings than in the other subgroups. Green consumer organizations and

fostering the social environment of green consumption should receive more focus (Sun and Wang 2018). Loyalty is the component that has the biggest impact on trust, and green marketing strategies have more of an impact on consumers' indirect relationships with word-of-mouth than on their direct relationships. Because they have been shown to positively impact verifiable performance metrics, such as those referring to

customer behavior toward the organization, sustainable and green measures are crucial. They go beyond simply adopting fashion trends to maximize advertising returns (Mele et.al 2019).

The adoption of environmentally friendly items offered by marketers gives a remedy for environmental degradation. Customers who buy high-quality products are more likely to be enthusiastic about buying eco-friendly products. The environmentally friendly image would generate long-term profitability and contribute to improving environmental sustainability by further increasing consumers' faith in green products (Baktash and Abdul 2019). Customers will have a positive attitude toward purchasing green items as a result of high-quality products. As a result, client loyalty will improve significantly as product quality rises. Green product buying attitudes and loyalty are significantly correlated with "green trust." As a result, it has been recommended that marketers raise consumer trust in the green market. To do this, green marketers need to obtain several kinds of certificates for reliable products (Baktash and Talib 2019).

Consumer awareness of green products is greatly influenced by promotional actions on eco-friendly items and reference groups. The crucial element that has a big impact on customers' decisions to buy green products is their awareness of such products. Reference groups should be informed to promote knowledge of green products (Siddique and Hossain 2018). The essential impact of green marketing on organizational, environmental, and social environments is a result of cohesive marketing operations at various levels. Activities in the field of green marketing that are strategic, tactical, and operational may result in business growth, ecosystem enhancement, and improved quality of life (Vaitone et.al 2019). Understanding and promoting the use of green cosmetics products not only improves the health of customers but also significantly contributes to a better environment overall (Jaini et.al 2019). The adoption of green purchasing forces SMEs to have clear policies for partner selection, the usage of renewable energy sources for goods and services, participation in all pro-environment activities, and having a target market for environmentalists. Customers of green products can more easily consume and suggest green items to other consumers by applying

the appropriate green marketing strategy. Additionally, buyers of green products are more accountable for protecting the environment (Sugandini et.al 2020). There is a good probability that premium prices could turn into a tool for sustainable resource management. Consumers' willingness to pay can disclose a new type of "ecological approach to fishery management." Females showed a strong response to the seafood eco-labels (Vitale et.al 2020).

Companies using green marketing techniques must be conscious of the value that young people have on sustainability and create plans to increase their social acceptance. Major global environmental issues and the depletion of natural resources over the past few decades have compelled human civilization to prioritize ecologically friendly consumption. Green production has become more important to many businesses to increase sustainability and boost brand recognition (Amoaka et.al 2020). The adoption of green purchasing forces SMEs to have clear policies for partner selection, the usage of renewable energy sources for goods and services, participation in all pro-environment activities, and having a target market for environmentalists. Customers of green products can more easily consume and suggest green items to other consumers by applying the appropriate green marketing strategy. Additionally, buyers of green products are more accountable for protecting the environment (Sugandini et.al 2020).

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Consumers in emerging economies are currently becoming more environmentally sensitive. As a result, businesses fight to develop eco-friendly products and procedures. As the globe grows increasingly focused on sustainable practices and developing countries begin to realize and adopt these practices, measuring green consumption has become vital. Additionally, over time, consumers' intentions to purchase eco-friendly

goods in developing nations like India have increased (Sharma et.al 2020). The most significant influences on buying organic food are eco- labels and price, followed by faith in organic food, among other individual considerations including health worry, environmental concern, knowledge, and awareness (Dangi et.al 2020). Continuous product innovation is a crucial component in ensuring that eco-friendly plastic is regarded as a high-quality product. However, the cost of producing eco-friendly plastic is considerably higher than that of traditional goods. It is recommended that the government boost the competitiveness of manufacturers of eco-friendly plastic products to assist them to overcome the problem with production costs since the item plays a part in helping to create a cleaner environment (Pahlevi and Suhartanto 2020).

The four key factors that influence consumer green purchasing decisions and highlight a beneficial association are well-educated young consumers' awareness of the price of environmentally friendly products. Consumers' green buying decisions are strongly influenced by their environmental concern (EC), perceived green benefits (GPB), pricing awareness (GAP), willingness to pay (GWP), and future estimation of green marketing (GFE) (Nekmahmud and Farkas 2020). Consumers are logical and social beings, and making a green purchase is a choice they make based on a mechanism in theory or a fragmented world (Zhang and Dong 2020).

Business ethics, environmental concerns, sustainable development, and social responsibility are now more crucial to organizations than ever before. Their ability to project a green image and provide green products has a big impact on how satisfied their customers are. Despite the prevalence of online tools in the digital age, suppliers should not undervalue the value of their salesforce (Gelderman et.al 2021).

The intention to make green purchases is positively impacted by both green customer value and attitudes toward green items. The links between consumer value, attitude toward the green product, and green purchase intention are moderated by green marketing (environmental advertising, and green word-of-mouth) and green psychological benefits (warm glow, self- expressive benefits, and nature experience). This could help managers and marketers create effective green marketing strategies (Liao et.al 2020). Green

marketing, which is centered on environmental sustainability, is seen as a continuous phenomenon in both study and commercial operations. Consumers' impressions of the environment are influenced by eco- labeling (EL), green packaging and branding (GPB), green products, premiums, and pricing (GPPP), as well as consumer environmental concerns and beliefs (ECB). It was discovered that crucial elements of green marketing, such as EL and GPPP, significantly improve consumers' perceptions of the environment (Shabbir et.al 2021). Brand involvement positively and statistically significantly influences brand recognition and brand loyalty, and those two factors in turn positively and statistically significantly influence behavioral and attitudinal brand loyalty (Yun et.al 2021).

Green purchase intentions are greatly influenced by green products, green environments, and green promotional tactics. It is also noted that green products had the lowest impact on green purchase intentions, whereas green promotional techniques had the highest. This demonstrates that Indian customers are persuaded by the environmental claims made by marketers and convert their intended green purchasing behavior into actual green purchasing of products (Kaur et.al 2022).

Research Methodology

Method Employed

The present study highlights the essence of marketing strategies in the context of green products in the consumer durables industry. The scope of consumer durables ranges from FMCG to electronic goods (white and brown products). While the study aims to provide a general understanding of diverse marketing strategies employed and implemented in eco- friendly, energy-efficient, and organic labeled products. The objective of the study is to identify the most prominent marketing strategies employed by the marketers in the context of a wide range of consumer durable products pioneering the labels of green products.

Thus, the researchers scanned for the relevant manuscripts in databases like "Google Scholar", "Scopus" and "Web of Science". This search was conducted from

15th March 2022 to 15th June 2022. The relevant studies in the required context were distinguished in the literature using exact keywords, i.e., “green products”, “eco-friendly products”, “energy-efficient consumer durables”, “organic products”, “green marketing strategies”, “antecedents of green marketing strategies”, and “factors influencing adoption of green labels”. The following steps were followed concerning the systematic literature review in this work (Gough et al., 2017).

Identification of the relevant studies

The most crucial phase involves the scrupulous scanning of papers by the researchers regarding the related topics that were completely available in the chosen databases. Based on the search queries initiated by the researchers in the selected virtual resources, 363 manuscripts were accessible.

Screening of the articles

The following action was related to the scanning of the articles based on only pre-selected keywords, i.e., “green products”, “eco-friendly goods”, “environment-friendly durables”, “energy efficient green products”, “green marketing strategies”, “antecedents of green marketing strategies”, and “factors influencing adoption of green labels”. One hundred ninety-three articles didn't match the pre-selected criterion (keywords) and were eliminated from the ensuing screening.

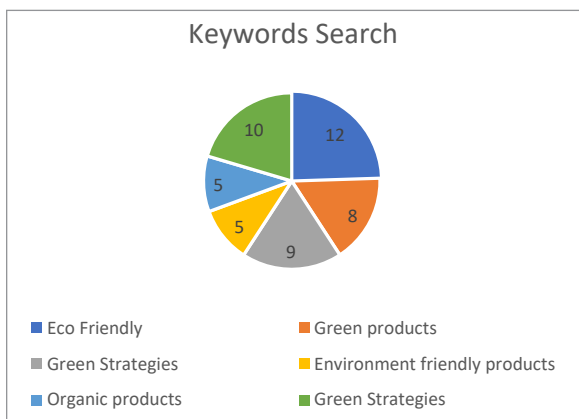


Fig. 1

The above table reflects the bifurcation of the keywords from the final 49 selected papers. The majority of the papers, i.e., 24 % paper focussed upon Eco-friendly products, while the keywords search for environment-friendly products and eco-friendly had 10% papers inclusion.

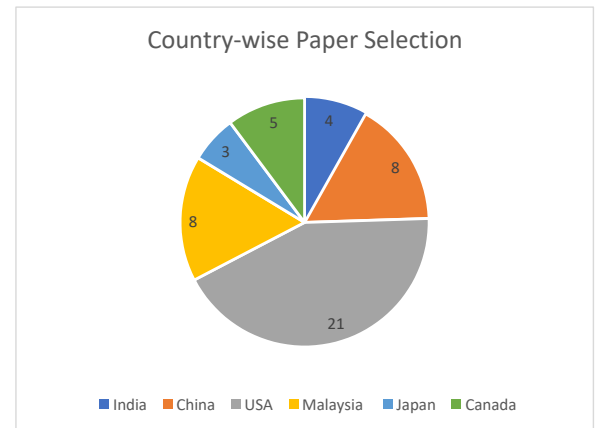


Fig. 2

Of the selected 49 papers the majority of the research has been explored in developed nations like the USA (21), China (8), and Malaysia (8) while developing nations like India have been underexplored.

Qualification of the articles

Post the initial screening of articles was completed, an appraisal of some portions of the selected studies was done. The researchers evaluated manuscript sections like their abstract, introductory chapter, and conclusion chapter. This assessment was done keeping in view the pertinent keywords only. Thus, 105 articles that didn't match the study objectives were left out of any further analysis in this phase. As a result, 65 papers selected by the researchers were kept for inclusion.

Final Eligibility

During the eligibility phase, only 45 articles (English only) published in outstanding journals were finally examined by the researchers, and the remaining 20 articles were excluded.

Inclusion Norms:

- Peer-reviewed English articles (publications).
- The selection of papers was only dependent on the pre-selected keywords.
- Studies published over the last two decades (2001-2022) were considered for this work as this period witnessed tremendous growth in green products and the implementation of green marketing strategies in the context of eco-friendly goods.

Exclusion Norms:

- Foreign language articles were excluded.
- Articles were eliminated if not based on constructs (keywords) needed for this work and,
- Editorials, reports, letters, research data, academic discussions, and book reviews were utterly excluded.

Ethical concerns:

- The researcher avoided any redundant articles, non-evident results, and plagiarism.
- Only recognized and reputed resources were accessed for obtaining the required information.
- Articles without any ethical approval or “no conflict of interest” declaration were not selected by the researchers.

Findings of the study

The business's concern in the context of the environment has given rise to the blossoming idea of green marketing. The research has portrayed that the consumers are logical, social beings who have been actively participating in holistic purchase decisions.

Consumers are generally aware of the four aspects of green products: their reliability, appearance, and economic and environmental advantages. Green marketing entails a variety of actions, such as alterations to the process of production, packaging, and advertising strategies. Consumers are easily influenced by “significant others”, and subjective norms which in turn positively affect green purchase intentions. The knowledge about overall perception formulation about green products and their predictors enhances the management along with facilitating to identify and implement strategies that would effectively influence attitudes amongst the customers. In the contemporary environment, green marketing has captured a significant position globally.

Indian millennials are willing to buy green products. However, they are unwilling to sacrifice more or pay premium prices. This can be explored in future research by capturing the perspective of the users of other categories of green products such as organic food, green electronics, and green vehicles.

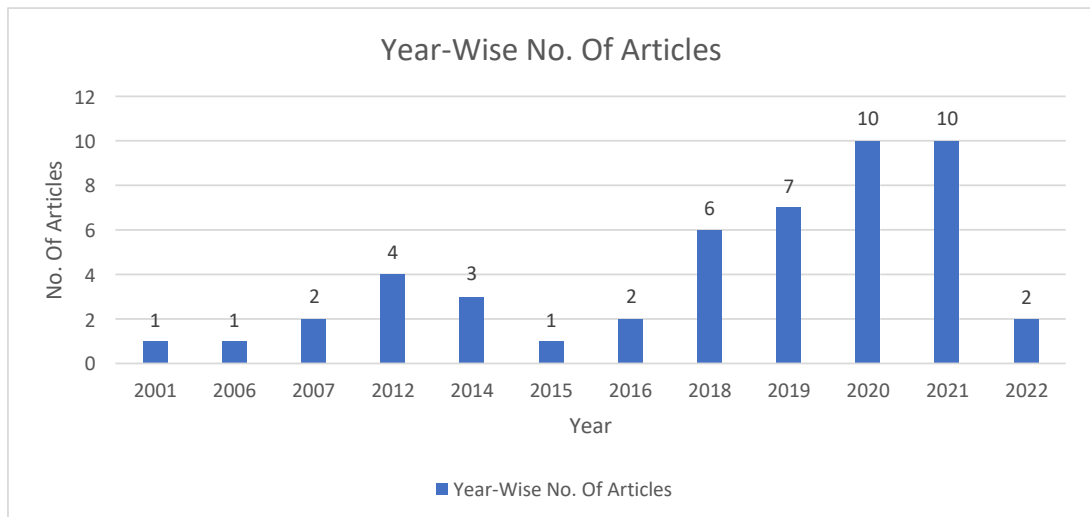


Fig. 3

Two takeaways are evident from the present study. First, customers are of firm opinion about the disproportion and ambiguity in the quality and price of green products. Secondly, the inflated price of green products in comparison to non-organic products is still questionable in the context of performance aspects.

Academic research in the journal publications about “green products”, “eco-friendly goods”, “environment-friendly durables”, “energy efficient green products”, and “green marketing strategies”, started emerging in the late twenties. Six articles were published in 2018; seven articles were published in 2019; the anticipated number of 2020 and 2021 publications, shown in Figure 3, appears to be 20, which shows the number of publications has increased over a period of time.

Discussion and Implications of the study

The findings from the present study offer marketers, academics, and industry professionals utilitarian information about the factors that influence how customers decide which green items to buy. It will make it possible for advertisers to create more effective plans for the green market niche. In the end, it encourages leading a better lifestyle and caring for the environment. In both research and business practices, green marketing is observed as an ongoing phenomenon, as it is based on the sustainability of the environment.

Due to their conducive effects on consumer recommendations—both direct and indirect—through loyalty and trust, this research offers theoretical and managerial support to managers in executing green marketing strategies. Consumers with positive attitudes toward green products are more likely to buy these products. Manufacturers could cooperate with the government to create a positive image of green products and to help consumers to form positive attitudes toward green products.

This paper would also offer clarity to the readers about a better understanding of the context of the significance of the green marketing strategy. Additionally,

it also pinpoints the critical concepts that influence consumers' purchase intents and motivates marketing managers to use the concept that will enhance their relationships with customers. First, the government should create more pertinent rules and regulations to further encourage the development of green products. Second, the government may use social media to educate the public about ecological issues to awaken the conscience of various demographic groups. Third, to encourage more manufacturers to manufacture green products, the government might offer financial subsidies to the manufacturing sector engaged in devising green products. Finally, by providing them with the right incentives, consumers should be encouraged to purchase eco-friendly goods.

Therefore, policymakers and marketers need to formulate innovative marketing techniques where they can transform the positive environmental attitude of the consumer into buying intention for sustainable products. It also serves as an opportunity for marketers to attack the environmental emotions of consumers to get their intentions to transform into green intentions.

Future Research

Most such studies on green philosophy and green marketing are done in developed countries while developing nations like India are under-explored in this context. Green marketing is still in its infancy stage & a lot of research needs to be done by the companies to project a green corporate Image with a simultaneous focus on the environmental benefits. In the future, only those companies will reap the greatest reward which will innovate with new products, materials, and technologies that are eco-centric and address the challenge by walking their talk. The salesperson's green expertise construct needs further validation in future studies. Future research could focus on the role of managerial and personal attitudes towards the environment and their impact on environmental buying behaviors. Future studies can also investigate the effect of green marketing strategy on firm performance in general and the effect of each strategy on firm performance.

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