

THE ROLE OF GREEN MARKETING APPROACHES IN CONSUMER BEHAVIOR

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ABSTRACT

With ecological problems deteriorating, customers' concerns regarding ecological protection have prompted the enhancement in consumer purchasing approach towards a green way of life. Subsequently, green marketing and the development of green products are valuable strategies that are utilized by firms to increment upper hands and have a possibility of acquiring the fulfillment of consumers to accomplish the company's main goal and vision. Green marketing and the development of green products have different advantages to firms as far as expanding the economical environmental advantages and building the familiarity with the company's brand. This paper portrays the significance of green marketing and the role it plays in consumer behavior by using content analysis as the methodology. This study initially carries out a comprehensive literature review regarding green marketing dimensions, like green packaging, branding, pricing, and such. The results of this paper ascertain the significance of green marketing based on the findings of other studies and concludes the indispensability of a green marketing strategy for firms.

1. INTRODUCTION

Academic investigation of green marketing has a long and rich history. Many hundreds of papers from multiple disciplines have examined various stages in the green purchase decision making process. Thus, this area needs and deserves a comprehensive review of theories that researchers have applied to green marketing and the knowledge that application of the theories has contributed. Currently, this accumulated knowledge is not present in an easily accessible form. To this end, we present a compendium of individual-level consumer behavior theories that academics have used in green marketing. We collect, categorize, describe, and present future research ideas for more than 20 theories. In addition, we introduce several existing individual-level theories that we feel could assist in explaining consumer green purchasing behavior. The need to understand green purchasing behavior is especially timely due to environmental, scientific, and communication advances, such as the internet and social media, and increases in consumer awareness of and concern with environmental issues (Cohen, 2014) including population growth (The New York Times, 2015) and global warming (Consensus, 2015). Many governments also have increased the number and scope of environmental regulations (e.g., EPA, 2015). The confluence of these factors has raised the level of environmental concern such that 71% of consumers said they, at least sometimes, consider the environment when they shop (Cone Communications, 2013). In response, firms have been adjusting their service and product offerings to be more environmentally friendly (Global Industry Analysts, 2012).

Marketing green products and services requires different strategies than marketing non-green products and services. *Ceteris paribus*, a majority of consumers will prefer an environmentally superior product over an inferior one (Bhattacharya & Sen, 2004); however, findings show that consumers often will not pay more for an environmentally superior product (Orsato, 2006). Surprisingly and disappointingly, even a positive attitude toward the environment does not correlate strongly with green purchasing (Ramayah et al., 2010). Deep-rooted consumer characteristics that may inhibit the adoption of green products include: 1) prioritization of self-interest, 2) motivation by relative status (vs. absolute status), 3) unconscious social imitation, 4) focus on the short-term vs. long-term, and 5) low regard for distal or intangible issues (Griskevicius et al., 2012). Consumers also may be skeptical about the quality, efficacy, and availability of green products and services, as well as the firm's commitment to the environment (Gleim et al., 2013). Moreover, many green products and services are innovative, requiring consumers to adopt new behavior (Peattie & Crane, 2005).

In summary, green marketing faces the challenge of creating and marketing innovative green products and services combined with persuading consumers to consider numerous other stakeholders (including non-human others), and intangible issues (e.g., the future), while paying more for goods and services that may not be efficacious, produced by a firm with possibly untrustworthy motivations. Firms might seek to sell green products to a diverse population for competitive reasons, if not for environmental ones. These competitive factors, governmental legislation, and the unique challenges of marketing green when compared with non-green goods, create significant needs to identify factors that can influence green consumption, and present a general framework for green marketing and green consumerism (He et al., 2015; Marques & Simoes, 2008).

2. LITERATURE REVIEW

In the existing body of literature, numerous studies have explained the significance of green marketing (Abraham, 2011). The concept of green marketing covers activities and trends including the modification of products, production processes, packaging and labeling, as well as advertising strategies (Podvorica & Ukaj, 2019; Polonsky, 1994). From the perspective of (Peattie, 1995) and (Welford, 2013), green marketing is the managing process which covers the identification, anticipation and satisfaction of the needs and wants of consumers. Such activities will be going on under the shadow of sustainable and profitable practices. It is the obligation of the business firm to accommodate the rapid changes in the environment due to increasing challenges while focusing on developing safer products (Hasan & Ali, 2015; Juwaheer et al., 2012). For the sustainability of business firms, green marketing and related strategies are becoming a significant tool to achieve better business performance (Papadas et al., 2017). However, the concept of green marketing has evolved over time with the growth of environmental sustainability and the segmentation of the consumers (Dangelico & Vocalelli, 2017). Green consumers may be explained as the key consumer who will not consume products that may harm or damage living organisms (Podvorica & Ukaj, 2019).

However, the problem of sustainability is considered a key concern for both business organizations and individuals (Papadopoulos et al., 2010). Since the 1990s, it has been observed that consumers have deep concern for the environment and have changed their behavior as a consequence (Simon, 1992). Such behavior has provided a pathway for green marketing and sustainable products that are more environmentally friendly (Cleveland et al., 2005). Empirical findings also indicated that marketers of green products have stated the gap between pro-environmental attitudes and green purchasing behavior (Farzin et al., 2020; Ferraz et al., 2017). The belief of individuals towards damage to the environment is entitled within the role of industry (Barber, 2010). In another study (Pralhad & Hamel, 1994), it was found that being environmentally friendly has an impact on all business categories. Meanwhile, other researchers (Galarraga Gallastegui, 2002) explained the concept that for purchase results, eco-labeling is an important factor that will influence the purchasing pattern of consumers. However, the confusion regarding green products in the mindset of the public has remained the key concern since the 1980s (D'Souza et al., 2006). Meanwhile, those consumers who are ecologically conscious try to keep the environment cleaner in different ways. In a recent study (Kardos et al., 2019; Bhaskaran, 2006), it was found that consumers have a lack of trust towards the plethora of eco-labeling on products. Other recent studies (Chen et al., 2017; Mishra et al., 2017; Yang & Zhao, 2019) indicated that green packaging and branding is a significant factor in guiding consumer behavior. Consumer behavior is, therefore, affected by green products and their pricing (Mishra et al., 2017). With the passage of time, communication about consumer beliefs regarding green items is increasing (Ottman, 2017). Therefore, it is necessary for information regarding green products to be communicated in a way that is accessible and understandable for various consumers (Mazur, 2016).

2.1 Eco-Labeling

Eco-labeling has a significant effect on the behavior of consumers towards products as it conveys information pertaining to the environmental concerns of consumers and characteristics of the product (Brécard, 2017). It addresses both business users and the range of consumers while providing them with product information related to the environment. Eco-labeling plays a major role in the development of environmental policy and in promoting behavior related to the use of environmentally friendly products and services. In addition, this fits within the multi-stakeholder policy and related frameworks (Brécard, 2017). However, the impression of eco-labeling has created some confusion for consumers and can create an ambiguous situation for them to predict the environmental quality of products (Harbaugh et al., 2011). The impact of a product on the environment is considered an integral part of its life cycle and it serves as a credible attribute. Eco-labels enable consumer to recognize those products and services which have the least environmental impact throughout their life (Bonroy & Constantatos, 2015). This life goes from the extraction of raw materials to their production and then disposal. Various corporate policies and plans have been discussed in the existing literature regarding eco-labeling for both labeled and unlabeled products (Bonroy & Constantatos, 2015). The competition of the products based on eco-labeling has also been examined (Fischer & Lyon, 2014). In addition, the idea of eco-labeling is also covered under the title of green technology investment in the existing literature. For instance, studies have focused on investment, environmental quality behavior and competition in the price for eco-labeling (Rochikashvili & Bongaerts, 2018). It has been found that the quality of competition is tough for low-quality firms and their efficiency increases with the usage of eco-labeling as a key tool in reducing investment in low quality products (Amacher et al., 2004). To develop more sustainable and consumable products in the market, eco-labeling is a significant tool used by policy makers (Horne, 2009).

2.2 Green Packaging and Branding (GPB)

Green packaging and branding have not been a significant focus of research up until the last decade. Green branding is still yet to be explored by green marketers in today's economy. However, with growing environmental concerns, the awareness of the consumer regarding green packaging and branding has led to a more environmentally friendly attitude (Swenson & Wells, 2018). The attitude of consumers towards green products can be changed by the brands, as an efficient green position involves brand differentiation. It has also been stated that there is less commercial success for those products which do not reflect green attributes (Hartmann et al., 2005). In addition, researchers have argued that for the success of green branding strategies, green positioning is an important element (Meffer & Kirchgeorg, 1993). Numerous studies have addressed the significance and behavior of environmental products and their attributes (Wüstenhagen & Bilharz, 2006). From the perspective of European countries, consumers have exhibited positive attitudes towards eco-branded products (Wüstenhagen & Bilharz, 2006).



In the choice of packaging – a choice made when a desired product comes in alternative packages – functional package characteristics such as convenience of use, design and aesthetics have been in the forefront. Only recently have the environmental consequences of packaging and the amount of household waste become a focus (e.g. Prendergast et al., 1997; Thøgersen, 1999; Bone & Corey, 2000; Roper & Parker, 2006). From earlier studies, we know that energy use, household waste and discarded products form the biggest environmental problems in the field of consumption worldwide, but it has proven difficult to change consumption patterns and basic structures that support them (Uusitalo, 1986). For example, the self-service retailing of food products inevitably means an increase in packaging waste. The importance of the waste problem suggests that environment-friendliness of product packaging should be added into consumer choice models as a relevant product attribute. Most of the research so far has been related to waste production and disposal at the aggregate level, or to consumers' recycling behaviours (Uusitalo, 1986, 1989; Pieters, 1991; Thøgersen, 1994, 1996; Ackerman, 1997). Few studies can be found where the environmental product packaging is explicitly studied at the buying stage as one of the determinants of consumers' product choice. The reasons why consumers fail to choose environment-friendly packaging, despite favorable attitudes, are largely the same as listed in the previous section for the environmental product choices in general. Congruent with this, Thøgersen (1999) suggests that moral reasoning is likely in the choice of product packaging only when environmental impacts are perceived considerable and there are no other important characteristics (e.g. a high price) involved in the particular purchasing situation. Many consumers fail to understand the connection between their buying decision and various environmental consequences if there is no environmental information, such as labels, to remind them of it. Other reasons include the lack of supply of environment-friendly packaging options in the marketplace and consumers' inability to distinguish between the more and less environment-friendly package alternatives (Bech-Larsen, 1996; Thøgersen, 1996). Often consumers also undervalue the impact of their own 'marginal' contribution to the problem (Uusitalo, 1989).

Personal norms improve the likelihood to choose such environment-friendly packages in the supermarket (Thøgersen, 1999). Uusitalo (1989) adds that personal norms often depend on how widely accepted such norms are in society and whether social norms are supported by positive or negative sanctions. Favorable environmental attitudes alone will not predict behavior if the social norms are too weak or individuals are not aware of them. Thus, information about how other people actually behave, and about the social benefits of behaving according to the social norm, is needed to encourage consumers to collaborate. If a consumer learns that the majority of other consumers avoid buying non-recyclable bottles and recycle bottles, the consumer is more likely to adopt that kind of behavior. Moreover, incentives such as charges on non-recyclable packages will further strengthen the norm and influence also those consumers that are unwilling to cooperate. The primary interest of packaging research has focused on communicative characteristics of the package (e.g. labelling, functionality, color, size) (e.g. Roper & Parker, 2006; Silayoi & Speece, 2007). In a few cases where environmental packaging has been an issue, the studies indicate that functional packaging characteristics influence consumers' purchasing decisions, whereas environmental characteristics do not seem to have any practical importance. However, Bech-Larsen (1996) suggests that there might be a group of consumers – albeit small – with strong preferences for green packaging, and there might be a market for this type of packaging.

Few studies compare the importance of environmental product packaging with other relevant product attributes at the level of attitudes (e.g. Bech-Larsen, 1996; Thøgersen, 1999), but the attributes have not been examined in a choice situation. It has been pointed out, however, that the level of abstraction tends to have an impact on results; when consumers were asked about their attitudes to packaging in general, there seems to be a tendency to associate it with negative environmental effects, whereas when asked about a specific package, consumers tend to emphasize the positive, functional characteristics of the package (Bech-Larsen, 1995). We can conclude that in order to broaden our understanding of the environmental package choice, we should also study specific product choices that consumers are facing in their everyday lives and take into account the pertinence of trade-offs they involve. With regards to green branding, plenty of new companies are starting out as a 'green' brand and older companies want to re-brand their products to be more eco-friendly. Since both new and existing customers surf the Web, one can accomplish 'green' branding through a variety of ways. Implications of green branding are widely known and the emerging green consumer purchase behavior suggests this scenario¹:

1. Demand for green (or greener) products will increase over time as attitudes and social norms evolve.
2. Demand will increase as new product choices become available and information that enables consumers to make informed purchase decisions (for example, green labels) is introduced.
3. Consumers will start to shift spending to greener brands *within a category*.
4. Consumers will increasingly prefer to purchase from companies with a brand that is perceived as green, regardless of whether or not the product that they ultimately purchase is one of the company's 'green' products.

As consumer behavior towards green consumerism is inflicted by the opportunistic global climate change challenge, companies have rapidly learned that being green—and being seen to be green—makes good business sense. To add value to the 'green' products, 'certification marks', labels and logos are increasingly being used by brand owners to signal their green credentials and so as to be able to boost their market share. A properly controlled eco-label offers consumers a guarantee that a product or service has been independently verified to meet given environmental standards (Bowman, 2009). Consumers not only want to buy green but are also prepared to pay a premium price for it. Nearly 70 per cent of some 2,000 people surveyed in the US, the UK, Germany, the Netherlands, Australia and Japan said they would pay a premium price for green energy alternatives, such as wind, bio-energy and solar power. According to last year's poll by IBM Global Energy and Utilities industry, Australians were the most willing to pay more for renewable energy, but Americans said they would pay the highest premium—20 per cent or more. Consumer brands have been quick to respond to shoppers' desire to buy green. Wal-Mart announced last



year that it would provide carbon ratings for all its electronics items. Procter & Gamble, the consumer goods giant behind such brands as Gillette and Olay, has committed to selling \$30 billion worth of greener products over the next five years. Rival Unilever—makers of Dove and Lipton—has pledged to reduce waste and water consumption in its supply chain. In Brazil, Unilever and Wal-Mart have built 'sustainable houses' within stores which are made from recycled products, showing how to make everyday living eco-friendlier. Darnall (2008) examined the question of how an environmentally proactive hotel can gain competitive distinction by way of 'green' branding. It demonstrates that not all green branding options are created equal.

Marketing of eco-products is not quite as simple as it seems. It is generally observed that the ecologically sustainable products will not be commercially viable to penetrate the market if green brand attributes are not effectively communicated. Emotional elements should be considered prime among the visible choices of green branding and positioning of eco-products. As a corporate strategy, green positioning can be based on at least three conceptually different types of emotional brand benefits: (a) a feeling of well-being ('warm glow') associated with acting in an altruistic way; (b) auto-expression benefits through the socially visible consumption of green brands; and (c) nature-related benefits stemming from sensations and feelings normally experienced through contact with nature. These are the results of a sensation of 'emotional affinity towards nature', for example, 'loving nature' or 'feeling one with nature'. Most people experience feelings of well-being or even happiness when they are in contact with natural environment. Past communication campaigns for GM-Opel, British Petroleum (BP) and the Spanish power utility, Iberdrola, have embedded the brand in pleasant imagery of natural environments, aiming to evoke vicarious nature experiences as emotional brand benefits. All these, in sum, mean, 'Green consumer-ism masks its market-driven origins under a thick layer of morality packaging'.² Green positioning by leveraging through emotional appeal to the customer can be best illustrated through an advertisement brought out by Mercedes Benz. Research from the Carbon Trust Standard in March 2009 states that 62 per cent of consumers (from a sample of 2,000 UK consumers) are influenced by environmental considerations in their purchasing decisions and this has increased from a year ago (Carbon Trust Standard, 2009). Some brands of Philips and Unilever have started to integrate sustainability criteria throughout their product lines, introducing both 'green' products as well as improving standards on product lines, in order to be more environmentally efficient. The challenge for companies today is to find a balance between informing consumers of responsible business practices, while innovating for a new low-carbon economy by offering choice for consumers giving due cognizance to implicit corporate social responsibility.

2.3 Green Products, Premium, and Pricing

According to the findings of market research, the majority of customers in the marketplace are willing to pay higher prices for green products (Swezey & Bird, 2001). The idea of green pricing provides the customers with greater opportunity for investment in renewable energy. In numerous states, premium pricing strategies receive a significant response from customers. It has also been found that the quality of products with green premium pricing is higher (Swezey & Bird, 2001). Moreover, a proper and well-designed environmental regulation pricing strategy promotes green activities for improved competitive advantage in the market. Product manufacturing and pricing strategies have a direct impact on the profitability of a business; hence, adopting the appropriate pricing strategy with environmental consideration in mind can promote a business (Chen & Sheu, 2009). Various factors play a role in defining the green pricing of products. Green pricing and related programs have a significant influence on consumer participation rates (Bae & Rishi, 2018).

According to the results of a study led by Drozdenko et al., (2011), consumers are willing to pay a premium for green products, although this premium varies by product category and potential savings resulting from the purchase. Their findings suggest that consumers are willing to pay a premium for a green car but this premium is modest and is affected by potential payback. It seems that as the potential payback increased, the premium also increased. Gender was found to be a factor in the willingness to pay for green products. While women were willing to spend more for a green MP3 player, men were willing to pay greater premium for the products related to home maintenance. Other researchers have found that purchasers of green food and household products tended to be women. These findings may relate to gender priorities and primary decision-making roles in the purchase of the different products. Women are more likely than men to purchase food and household items, therefore, they may be more sensitive to the benefits of green products in these categories. The males in their study may have primary responsibility for the purchase of items related to home maintenance (i.e., electrical, heating, etc.) and may be more responsive to savings from green products in those categories. Regarding the finding that women are more willing to spend more on a green MP3 player, recent data from MediaMark Reporter (2009) indicated that in some age categories, women have exceeded men in the purchase of MP3 players and are comparable in most age categories. Further, women may view MP3 players from the perspective of both an electronic device and a fashion accessory that is visible to other people. Therefore, there may be more of an inclination for women to purchase a green product for the purpose of conspicuous conversation as supported by the research of Griskevicius, Tybur and Van den Bergh (2010).

Situational factors, specifically the amount of savings from a green product was related although not strongly, to the willingness to pay for the green products. Homeowners with the highest utility bills were more willing to spend a greater premium for the solar panels. The effect of tax incentives has implications for the understanding of public policy on consumer behavior. Specifically, what is the strength of the tax incentives on changing consumer behavior? For both products examined in this study, tax incentives significantly increased the amount the homeowners were willing to spend on the green products. Tax incentives increased the amount a homeowner was willing to pay for a green product, but the premium paid was less than the amount of the incentive. This was the case whether the incentive was communicated either in percentage or dollar amount. They could not conclude, however, if the tax incentives would motivate a homeowner to make a purchase that they would not have made without the incentive.



2.4. Environmental Concerns and Beliefs (ECB)

Environmental concerns and problems are linked with all business enterprises and citizens around the globe (Papadopoulos et al., 2010). It has been found that consumers are very much concerned about the environment and have changed their behavior gradually in favor of its protection (Arbuthnot, 1977). Due to this emerging issue, a new market for green products has emerged and active consumers have made it more significant. The reason for this is that the active role of consumers is considered a means through which to promote the protection of the environment (Kardos et al., 2019; Cleveland et al., 2005; Cleveland & Bartikowski, 2018). Among several behaviors, to create a value for the environment is important (Hoyer & MacInnis, 2004). However, it has also been expressed that those consumers who are more conscious towards the environment do not necessarily behave in an ecologically friendly way (Pickett-Baker & Ozaki, 2008). Empirical findings have explained that the intention to recycle products, care about environmental pollution and pay for more ecological products have been reflected in very few customers (Sloan, 2004).

2.5. Green Marketing and the Gasoline Industry

Historically, over the past four decades, the topic of green consumers has been studied in the context of air pollution (Kassarjian, 1971) and attitude and behavior (Kinneer & Taylor, 1973); whereas other researchers have examined the phenomenon in the setting of dogmatism and conservatism (Anderson & Cunningham, 1972). Another strand of research has focused on socioeconomic and personality characteristics (Kinneer et al., 1974), and alienation (Crosby et al., 1981). Yet another study explored the impact of green consumers in Oriental culture (Shamdasani et al., 1993). Although the stream of past research mainly focused on either psycho-graphic or demographic characteristics and provided insight about predictors of ecological behavior, there have been inconsistencies in the findings, particularly relating to demographic properties of the consumers. For example, the general finding that environmentally conscious consumers tend to be younger, more educated, belong to higher income groups, and enjoy higher occupational status (Murphy, 1978; Van Liere & Dunlap, 1980; Roper Organization, 1990) have been challenged by other researchers (Crosby et al., 1981; Balderjahn, 1988; Granzin & Olson, 1991). The inconsistency in the findings is more logically attributed to the quantitatively and qualitatively evolving environmental concerns of consumers, rather than to methodological deficiencies.

These environmental concerns are now increasingly becoming important for firms, as they have the opportunity to develop green (i.e., environmentally friendly) products and position their firms as being green, a competitive advantage that leads to a superior business performance (Singh, 2010). Prior research indicates that besides the traditional reputation elements of a firm (e.g., brand name) environmental responsibility has become central to corporate reputation and competitive success in the marketplace (Karna et al., 2003; Menon & Menon, 1997). Consumers seek environmentally friendly products also (Hailes, 2007), as the globalization has given consumers access to the information they did not have before, which has made consumers more informed and proactive about the manufacturing processes of products. Thus, the expectation is that firms will be candid about how they conduct their businesses and about how they manufacture their products. For example, consumers may be interested in the green attributes of products (e.g., whether they are biodegradable, recyclable, etc.) as well as in the manufacturing process (e.g., they may look for assurance that environments were not polluted or rivers were not contaminated by the processes used to manufacture the products) (Singh, 2008). The same applies to oil production. In light of the need for green products, it is important to understand what characteristics make marketing managers engage with the concept of green marketing and the appropriateness of the message used, particularly since it is easy to greenwash (Laufer, 2003).

3. RESEARCH METHODOLOGY

The methodology used in this study is content analysis. It is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data; therefore, by using content analysis, we can quantify and analyze the presence, meanings and relationships of such certain words, themes, or concepts (*Content Analysis*, n.d.). In this case, we have used this methodology to analyze the role of green marketing approaches in consumer behavior.

3.1. Green Marketing of Gasoline Products

In a study conducted by Singh et al. (2011), the effect of green marketing of gasoline products on consumer behavior was studied. As far as the situation with learners, whether worldwide or local, the results demonstrated that more international learners looked for gasoline at internationally known brands (Shell and Esso) than local learners, underlining the conviction that perceived brand globalization might develop consumer perception of brand superiority (Shocker et al., 1994; Keller, 1998), paying little heed to the green direction of a firm; e.g., Esso. Nonetheless, when it comes to local learners, the results of this exploration are predictable with the discoveries of different studies in that a few consumers might favor a local brand with local associations (Zambuni, 1993). The Mohawk brand was a valid example. Certainly, the generally modest number of players in the area joined with the large number of consumers decreases purchaser power; nonetheless, refined oil products, for example, diesel and petroleum are regular commodities missing distinguish, and in this manner brand loyalty might be low. Ultimately, this research did not discover any important difference between arts or science learners with regard to their gasoline consumption behavior. This might mean that education itself instead of specialization brings about critical thinking on urgent problems and prompts action.

3.1.1. An All-Encompassing Marketing Model with Managerial Suggestion

The results of the study by Singh et al. (2011) showed that consumer behavior when it comes to gasoline products is greatly impacted within environmentally sensitive target groups. This outcome was highly consistent with the discoveries of generic research on contemporary consumer behavior, specifically in developed countries. The outcomes are even more significant when the nature of the product is considered. In particular, gasoline is a product that holds minimal differences



between competitors in its physical form, at least in the perception of the consumers. The product is “pure” and holds little of the consumer perception differentiators seen in other products, such as design, function, form, aesthetics, and so on. Thus, it is clear that differences in consumer behavior follow perceptions and demeanors created based on “augmented product” characteristics, including brand image, marketing communication symbolisms, service, etc.

The main practical concern arising from the above inferences is “How can a firm adjust its marketing to develop the perceptions and subsequent characteristics that trigger brand preference?” With the objective of management implementation, Singh et al. (2011) utilized their theoretical and primary research results to create a preliminary prescriptive marketing perspective for gasoline brands.

3.1.2. A Contemporary Standpoint with regard to Gasoline Brand Marketing

Due to the fact that intangible, “higher order” product characteristics are increasing in value in developed countries, and also the marketing value of augmented product characteristics are upgrading, it is sensible that the framework must accordingly adopt more components that are associated with what conventionally exists in the world of the theory of services marketing. There have been a lot of research on the topic carried out by authors like Zeithaml et al. (2006), Kotler et al. (2005), Thrassou & Vrontis (2006) and Lovelock and Wright (2002). Lovelock and Wright (2002) have highlighted the significance of physical evidence but have moreover included “real” and “mental” evidence for the actual product. While the former authors would associate with stations and equipment, the latter associated to names, logos, and symbols. According to Zeithaml and Bitner (2003), the main reasons for communication issues involve insufficient management of service promises, customer expectations, as well as insufficient customer education. Thus, they propose a technique for each so that service promises are matched with delivery. In their study, Thrassou and Vrontis (2006) connected the intangibility and intricacy of contemporary consumer behavior with the expanded requirement for customer consultation and education. Moreover, they see through these consumer behavioral characteristics a chance for firms to influence customer information, components like customer perspectives, convictions, and sentiments. This shows the importance of the marketing mix design in corresponding to the execution of the techniques and assessments that will permit the estimation and comprehension of the different marketing components. The different methods for triggering word of mouth and targeting of assessment leaders were also important to Singh et al. (2011). Thrassou and Vrontis (2009) moreover asserted that electronic marketing is the absolute most significant component of progress in contemporary marketing correspondences.

Clarke (2001) characterizes value propositions as the connection between supplier offerings and customer purchases. He also blueprints that they determine the interdependence of the product’s performance attributes ascribes and the satisfaction of needs, and hardens the connection between the consumer and different components of product value. Accordingly, customer satisfaction is simply a reaction to the value proposition presented by a particular product pack. Value subjectively exists in different product characteristics, particularly in gasoline products where firms not only need to convey the worth of non-actual-product characteristics, but also in a real sense they need to make that value since it is not innate. The product’s green characteristics do not occur naturally and so the product must be physically formatted to give these characteristics, the firm must embrace the fundamental green practices to upgrade the actual product in terms of picture, and obviously both should be imparted in the correct manner to the right target sections. Thrassou and Vrontis (2009) maintained that there is a change in marketing attention “from the consumer’s environment to the consumer’s mind; from the external to the internal; from the tangible to the intangible. ‘Reality’ is increasingly shadowed by perception with the latter being predominant for a growing number of product categories. The above have a profound effect on marketing communications’ practice: a transference of focus from function (awareness, knowledge, information, etc.) to perception. Consequently, perception management arises as a primary marketing communication process, and branding as its primary vehicle” (p. 514).

This new standpoint in marketing is largely acknowledged by this study (Singh et al., 2011) with regard to gasoline products. They propose that gasoline marketers are currently capable of transcending the physical and practical dimension of their product, of emphasizing their marketing mix design on other characteristics, with a “green” highlight, and of utilizing perception management and branding as a main marketing cycle and drive respectively. The foundation of a system for green marketing of gasoline brands in the setting of the changing gasoline consumer behavior can be seen in Figure 1 (Singh et al., 2011).

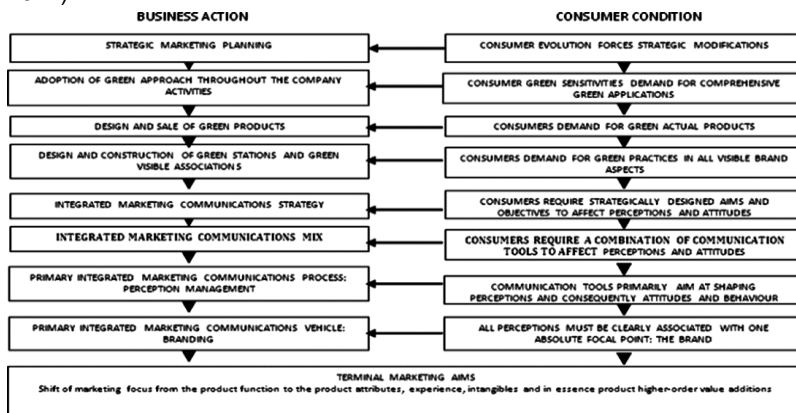


Figure 1: A framework for marketing gasoline brands (Singh et al.,2011).

The findings of this exploration (Singh et al., 2011) are significant and require an exhaustive reconsidering of the marketing ideology of gasoline brands. Indeed, what is suggested is a reexamination of both the product and its marketing. A somewhat basic and clear product like gasoline, customarily connected with and bought distinctly for useful intentions, is as a rule progressively perceived by purchasers as something important. It is related with ecological problems and worries that venture profoundly into the behavioral inspirations of buyers. Affiliations are to a great extent being based on insights and perspectives, themselves essentially influenced by the firm's activities and marketing correspondences, as well as brand image. Firms are educated to rethink themselves with regard to key aims, product plan, generally speaking noticeable actions, and both marketing and marketing communication strategies.

3.2. Green Marketing and Consumer Behavior Towards the Climate

In another study led by Shabbir et al. (2020) in the UAE, the impact of green marketing approaches on consumer behavior towards the climate was examined. As indicated by their results, as far as green marketing, there is quick continuous change for firms with respect to the re-organizing of their products and their effect on the climate. In both exploration and business approaches, green marketing is seen as a continuous wonder, as it depends on the climate's sustainability. This research was done in the UAE to study the effect of green marketing approaches and consumer beliefs and behavior towards the climate. In view of their experimental discoveries, it is contended that different green marketing approaches impact consumer behavior towards the climate. Moreover, the significance of green marketing for firms is additionally emphasized. They suggested that firms ought to consider the discoveries for the advancement of procedures that are eco-friendly and their effect on value creation in the contemporary business climate. The discoveries likewise give a significant way forwards for strategy makers liable for the creation and improvement of marketing techniques. Past research showed a few holes in the literature of green marketing approaches and their effect on the behavior of consumers. Most investigations in this domain were centered around the connection between a couple of components of green marketing and consumer behavior (Alansaari & El Sergany, 2019; Alomari & Alomari, 2020; Dubey, 2018). Shabbir et al. (2020) endeavored to empirically survey the effect and importance of green marketing approaches on consumer behavior towards the climate.

4. CONCLUSION

Green marketing has been considered the most ideal way for a business to have the option to adjust with new decisions from the public authority, and furthermore to have the option to conform to the conduct of consumers. Companies maintained that the notions of green marketing, for example, carrying out a green supply chain, green products design, packaging, evaluating and advancement are valuable to society and the climate; hence, it is more of a priority compared to traditional marketing methods. Without doubt, consumers continually seek environmentally friendly products, and so the expectation is that corporations will be candid about the manner in which they carry out their business and the way they produce their products. As far as green marketing, there is quick continuous change for firms with respect to the re-organizing of their products and their effect on the climate. It is also be concluded that a reinvention not simply of a product's marketing, but also of the product itself is important, as was seen with gasoline products. Thus, it may be best for some companies to recreate themselves with regard to strategic goals, product design, packaging, branding, marketing communication tactics and so forth. Moreover, firms should introduce remarkable endeavors to its customers in a way that shows the firm is effectively attempting to diminish its current environmental problems. Ultimately, carrying out green marketing is a relative idea that reliably contrasts throughout the time, but, without doubt, plays a role in consumer behavior.

Notes

1. 'Environmentally-Friendly Promotional Products Can Aid Your Organization With "Green" Branding', <http://www.igreen-home.com/environmentally-friendly-promotional-products-can-aid-your-organization-with-green-branding/> (accessed 4 February 2011 by The iGreen-Home Team).
2. National Standard of the People's Republic of China, GB15037-2005, Replacing GB/T 15037-1994 (http://www.puntofocal.gov.ar/1_reunion08/chn197_t.pdf).

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