



Green Marketing Strategies and Their Influence on Consumer Behavior

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Abstract: *This study explores the effectiveness of green marketing strategies in shaping consumer purchasing behavior. We analyze the role of eco-labeling, corporate social responsibility campaigns, and sustainable product designs. Findings reveal that consumers increasingly value sustainability, but price sensitivity and trust in green claims remain key factors in purchase decisions.*

Keywords: *Green marketing, sustainability, consumer behavior, eco-labeling, corporate social responsibility*

1. INTRODUCTION

In a number of year Lastly, awareness will issue environment the more increasing among consumers. According to report from Nielsen (2015), around 66 % of consumers worldwide world willing pay more For sustainable products . Phenomenon This show that consumer No only care to the products they buy , but also against impact environment from choice them . By Because that , company start adopt strategy marketing green (green marketing) for interesting attention conscious consumer environment. Strategy This covers use of eco-labeling, campaigns not quite enough answer social company (CSR), and design sustainable products.

Importance strategy marketing green No only located on creation image positive for company, but also on its influence to behavior consumers. According to Kotler and Keller (2016), marketing green can increase loyalty brand And create superiority competitive . However , even though There is improvement interest to product sustainable , there is challenges faced by companies , including skepticism consumer to claim green And sensitivity price . By Because that , research This aiming For investigate How strategy marketing green influence behavior purchase consumers .

Eco-Labeling As A Green Marketing Strategy

Eco-labeling is Wrong One strategy marketing the most effective green in interesting attention consumers . Eco-label is a sign that indicates that product has fulfil standard environment certain . According to study by The Thugs and Zhou (2012), product with eco-label can increase trust consumer to claim sustainability a product . As example , product food organic labeled organic often seen as more Healthy And more friendly environment compared to product conventional .

Data shows that eco-labeling can in a way significant influence decision purchase .

A studies by Dangelico And Vocalelli (2017) found that exposed consumers on eco-label

more tend choose product the compared to with products that are not has a label. This is show that eco-labeling does not only functioning as tool communication , but also as booster behavior consumers . However , it is necessary noted that the effectiveness of eco-labeling is very depends on understanding consumer about the label . If consumer No understand or doubtful authenticity of the label, then its influence to behavior purchase can reduce .

More continue, important For consider that No all eco-labels are created same . Some labels have more credibility tall compared to others, which can influence level trust consumers . For example , the labels issued by organization independent often considered more credible compared to the label issued by manufacturer That themselves (Luchs et al., 2010). By Because that , company need choose the right type of eco-label For product them so they can maximize its influence to behavior consumers .

Corporate Social Responsibility Campaigns

Campaign not quite enough answer social companies (CSR) also play a role role important in strategy marketing green . CSR includes various initiatives undertaken by company For give impact positive for public And environment . According to Porter and Kramer (2006), companies that integrate CSR into their in strategy business they No only can increase reputation brand , but also create mark term long . Consumer the more tend choose brands that have commitment to sustainability And not quite enough answer social.

A studies by Cone Communications (2017) shows that 87% of consumers will buy product from companies that support issue social And environment . This is show that consumer No only look for friendly product environment , but they also want contributing companies positive to society . Example success from CSR strategy is TOMS Shoes' "One for One" campaign , in which the company This donate pair shoe For every shoes sold . Campaign This No only increase sales , but also create loyalty among caring consumers to issue social .

However , the challenges faced in CSR campaign is need For transparency . Consumers the more skeptical to CSR claims and expect proof concrete from action company . According to the Edelman Trust Barometer (2020), 81% of consumers say that they need trust company For buy product them . By Because that , company need ensure that their CSR campaign No only nature symbolic , but also followed with action real that can measured .

Sustainable Product Design

Design sustainable products is aspect important from strategy marketing green . Products designed with consider impact environment can interesting attention caring consumers will sustainability . According to study by McKinsey (2020), 60% of consumers willing pay more For designed product with Good And friendly environment . Design sustainable products No only covers election friendly material environment , but also efficient production processes And subtraction waste .

Example real from design product sustainable is use material recycle repeat in product consumers . For example , companies as Coca-Cola has committed For using 50% of the ingredients recycle repeat in packaging bottle they on 2030. Initiative This No only reduce impact environment , but also improve image brand in the eyes consumers . According to report from The Hartman Group (2019), 72% of consumers more choose brands that use material recycle repeat in product they .

However , the challenge in design product sustainable is more costs tall And complexity in chain supply . The company needs invest in study And development For create products that are not only friendly environment but also competitive in the market . Besides that, the company must also Ready For face skepticism consumer to claim sustainability , so that transparency in the design process And production become very important .

2. CONCLUSION

In conclusion, strategy marketing green own impact significant to behavior consumer. Eco-labeling, CSR campaigns , and design product sustainable is element the key that can influence decision purchase . Although consumer the more value sustainability , challenges like sensitivity price And trust to claim green still there is . By Because that , company need develop a holistic strategy And transparent For interesting conscious consumer environment . Research more carry on required For understand dynamics This And For help company in formulate strategy marketing more green effective .

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