

GREEN MARKETING AS A MARKETING TOOL AND CONSUMER PURCHASE BEHAVIOR

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Abstract

The paper gives useful data for green marketers and producers of green products on the planet. This paper offers helpful guidelines for the government of the countries in the world government to form and formulate the green policies in nature, such as providing exceptional incentives to green products, manufacturers, enlightening the masses and encouraging the public to buy products with eco-label. The purpose of this research is to determine the effects of green marketing tools on consumer's behavior towards purchasing. A critical audit of past works of literature was utilized in the study to distinguish critical success factors of green marketing as it impacts comprehensively on the purchase behavior of customers globally. Thus, giving solutions to existing problems within the company and how individuals can increase their interest in the idea of "Green Marketing" and "Going Green" respectively. A critical analysis of four successful green marketing tools from all around the world revealed four critical success factors. The study's result, which is a major critical success factor globally, reveals that the eco-label and eco-brand of products will positively show and impact significantly on their actual consumer purchase behavior.

Keywords: *Green Marketing, Brands, Advertisement, Buying Behavior, Labeling.*

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1. Introduction

Producing and consuming responsibly are one of the seventeen sustainability development targets of the 2030 Agenda for Sustainable Development of the United Nations (2018), which states that it is to organizations' greatest advantage to proffer better and newer patterns of solution that enables production and consumption in a sustainable way. Green living is perhaps the most ideal approach not only to protect our natural resources but to save planet earth also (Byrum, 2019; Sukhu & Scharff, 2018). Environmental awareness has become not only a global interest but also a pressing topic in academic research (Groening, Sarkis, & Zhu, 2018; Hong & Guo, 2019; Lewandowska et al., 2018; Souri, Sajjadian, Sheikh, & Sana, 2018). The green issue has positively cultivated a change in how consumers behave since the 1970s (Groening et al., 2018; Jaiswal & Kant, 2018; Lewandowska et al., 2018). This change has prompted a huge upset in the perceptual experience of consumers with a rising worry for the conservation and anticipation of any further harm to the planet (Jaiswal & Kant, 2018; Lewandowska et al., 2018; Sukhu & Scharff, 2018). As a matter of fact, green marketing is a push to reduce these upsetting effects on our environment through introducing other courses of green concepts through designing and redesigning, producing and reproducing, packaging and repackaging, labeling and relabeling, and consuming goods and services that are eco-friendly (Jaiswal & Kant, 2018; Sukhu & Scharff, 2018).

Establishments frequently apply distinctive strategic methodologies toward various parts of the business to increase or gain advantage competitively by means of repositioning the buyer's perception through imaginative and innovative green products (Hong & Guo, 2019; Souri et al., 2018). In the years gone by, the concept of green marketing has only been highlighted over the packaging and labeling of product and incentive strategies (Groening et al., 2018). An assessment should be conducted to know how various organizations put their efforts into green activities (Lewandowska et al., 2018).

A consumer's purchase and purchase decision-making process usually consist of five stages: a perceived need for a benefit, information search, alternative assessment, purchase decision and post-purchase assessment (Groening et al., 2018). A number of factors, such as financial, economic, psychological, behavioral, and the marketing mixes, all have an impact at some stage in the customer purchase decision process (Byrum, 2019; Jaiswal & Kant, 2018; Sukhu & Scharff, 2018).

All key actors, the organizations and the customers have an environmental responsibility and are involved in the process by providing and buying green goods (Byrum, 2019; Canavari & Coderoni, 2019). It should be noted here that environmental commitment and engagement in green activities are two separate issues, where both organizations and consumers have a crucial role to play, but consumer decision is the most important because it motivates companies to deliver green goods (Canavari & Coderoni, 2019). It is common sense for customers not to purchase such products which are harmful to human health, the climate, plants, animals and all natural resources (Chin, Chin, & Wong, 2018; Drexler, Fiala, Havlíčková, Potůčková, & Souček, 2018; Zahid, Ali, Ahmad, Thurasamy, & Amin, 2018).

Learning all these facts might play an influential role in the change of how consumers behave towards purchasing and positively create a huge perception toward environmentally friendly products (Zahid et al., 2018). Consequently, there are substantial studies that have looked into the effectiveness of Green Marketing on consumer's buying perception, where people who show care concerning the climate, their issues will be illustrated by different behaviors, such as avoiding the buying of a product, may be because it is potentially not only harmful but also destructive to the environment (Cerri, Testa, & Rizzi, 2018; Zahid et al., 2018).

This study explores the effectiveness of green marketing as a marketing tool on consumer purchasing behavior by identifying the important proxies of the impact and effect of green marketing on customer purchase behaviour. Secondly, the study develops a measure of the association between consumer buying behavior and green marketing tools, consumer attitude and the meaning of green marketing, consumer buying and green market. The study further applied a critical and empirical review and analytical model of investigation, which is, the major success factors of green marketing as it impacts consumer purchase behavior globally. The aim of the study as an applied research is to solve existing problems between organizations and individuals in order to make them more informed about the concept of Green Marketing and Going Green, respectively as the major gap to be filled.

2. Limitation of the Study and Area for Further Studies

This study is largely limited to critical review of previous but recent works of literature as it only sources of data for the findings discussed. However, in further research, the use of questionnaires should be considered in order to test the validity of any research hypothesis that may arise. The respondent's emotional actions and the way they were driven while they were

acquiring products should be considered in a future research of this kind which may possibly interfere with the results; this can be done through the use of focus group discussion (FGD). Lastly, combining the quantitative research with a qualitative which may require developing interviews directed to an example of a company which is now introducing green marketing practices as its strategy should be considered in further study.

3. Methodology

In conducting this study, in order to determine how effective sustainable marketing has been as a strategy in the marketing environment, the method of research used was a critical review which employed the “systematic quantitative assessment technique” (SQAT). SQAT was developed by Pickering and Byrne (2013). SQAT is systematic in the way papers are evaluated to decide their inclusion or exclusion in the process of review, and it centers on peer-reviewed original journal publications in other to maintain papers of high quality (Pickering & Byrne, 2013). The researcher found out that the SQAT techniques can be used easily it is very logical and also replicated easily, which are all vital components of a critical review.

Eight databases were used to source for peer-reviewed journal articles: Cambridge, JSTOR, Inderscience, and Hein Online, Emerald, Elsevier, Sage, Springer, Taylor & Francis, Wiley. These databases were chosen because they publish a large percentage of peer-reviewed journals.

SQAT highlights five important steps that are effective in conducting a review. Each step and how it was applied in this study are described in Table 1. A total of thirty-six peer-reviewed sustainable marketing articles met the selection criteria from the ten databases.

Table 1: Description and Application of SQAT

S/N	STEP	APPLICATION OF CURRENT STUDY
1	Define topic	The effect of green marketing tools on consumer's purchase behavior.
2	Formulate research question	One central research question: “To what extent do green marketing tools effect consumer’s purchase behavior?”
3	Identify key words	“Green Marketing” “Purchase behavior”, “Advertising”, “Brand”
4	Identify and search data bases	1) 12 databases utilized: Emerald; Elsevier; Sage; Springer; Taylor and Francis; Wiley; Cambridge; JSTOR; Oxford; Inderscience; Igenta; HeinOnline 2) “All in title” search using 3 combinations

		“Green marketing” + “Consumer purchase behavior” “Green marketing tools” + “purchase” “brand loyalty action” + “gender discrimination” 3) Anywhere in the article using 3 combinations: “Green marketing” + “consumer purchase” + “marketing tools”
5	Read and access publication	1) Abstracts of papers found were read to ensure that they were dealing with affirmative action effectiveness in addressing gender inequality. 2) Literature reviews on peer-reviewed conceptual and empirical papers were included.

Source: Author's analysis

The table above clearly describes the effective and efficient systematic description and application of SQAT. Thus, a total of thirty-six peer-reviewed English green marketing articles met the selection criteria from the twelve databases. More so, given the rareness of research on green marketing tools, the journals are enhanced with book chapters so as gain an in-depth over view of the concept of green marketing or going green, in order to ascertain whether or not it has been effective tool for addressing problems consumer purchase behavior.

Table: 2 Details of literatures consulted (2017-2020)

S/N	Database	Number of peer-reviewed articles	Conference proceedings	Book chapter
1	Emerald	5	0	0
2	Elsevier	5	0	1
3	Sage	8	0	1
4	Springer	5	0	1
5	Taylor and Francis	4	0	0
6	Wiley	6	0	0
7	Cambridge	0	0	0
8	JSTOR	2	0	0
9	Oxford	1	0	0
10	Inderscience	0	0	0
11	Igenta	0	0	0
12	HeinOnline	0	0	0
Total		36	0	3

Source: Author's analysis

From the aforementioned table, a total of thirty-six peer-reviewed articles and three book chapters describing “green marketing and consumer purchase behavior” were adequately used to answer the central research question “To what extent does green marketing tools effect consumer’s purchase behavior?” as at 5th December, 2019.

4. A Global Review of Effect of Green Marketing on Consumer Purchase Behavior

This section presents a series of Green Marketing tool as a marketing tool and how it influences consumer purchase behavior from four different continents. The purpose is to understand the need and importance of green marketing, with particular emphasis on the concept of “Going Green”. Furthermore, the actual measures of “successes” are examined as well. The eventual objective is to identify critical success factors as well as challenges common to the concept of “Green Marketing”, so that countries interested in embarking on Green Marketing can learn from their findings.

4.1. Europe: Italy

In analyzing a product's value chain and identifying life cycle hot spots where initiatives have great potential for minimizing environmental impacts that leads to economic benefits (Chamorro, Rubio, & Miranda, 2009; Testa, Iraldo, Vaccari, & Ferrari, 2015). The EU Sustainable Development Strategy in Europe sets out the goal of promoting sustainable patterns in consumption and production (Testa et al., 2015). The ultimate goals are to uncouple growth in the economy from environmental degradation and combat socioeconomic development within the ecosystem capacity (McDaniel & Rylander, 1993; Testa et al., 2015). The secret to this difficult phase is to balance producers' and consumers' behavior: on the one hand, producers should always aim to improve their business performance by adopting more sustainable business models; on the other, consumers should be aware of the consequences of their consumer choices and change their behavior accordingly (Fiore, Silvestri, Contò, & Pellegrini, 2017; McDaniel & Rylander, 1993). It is therefore important that consumers have access to information about the environmental sustainability of production processes (Blengini & Shields, 2010; Fiore et al., 2017). Therefore, businesses willing to actively target customers interested in more sustainable goods should therefore adopt effective green marketing strategies (Blengini & Shields, 2010; Fiore et al., 2017).

The most widely recognized instruments to help changes in patterns of consumption are the supposed sustainable labels, that is, sorts of labels that are intended to pass on to the purchaser

ideas identified with sustainability, considering the ecological, moral, and social components involved (Blengini & Shields, 2010; Peano, Baudino, Tecco, & Girgenti, 2015).

Sustainable labels, for example, can help in the orientation of the customer toward purchasing Greener House Gas (GHG) saving products and in this way relieve or reduce how they contribute to climate change. To this degree, they are alluded to as "carbon footprint" (CF) marks, as they show the grams of carbon dioxide equal to (CO₂e) 1 transmitted into the air along all the life cycle of a service or a product, which involves all the steps from producing, transporting, transforming, distributing and lastly purchasing (Blengini & Shields, 2010; Peano et al., 2015).

In 2010, IPCC records showed that agriculture alone accounted for 24% of global emissions (IPCC, 2014) and so trying to apply damage control is pivotal as one of the goals in worldwide agricultural production. At the European level, tackling the challenges to climate is one of its major priorities and with the introduction of the Common Agricultural Policy (CAP), farmers now see that it makes economic sense to adopt GHG reduction options. Vast research in this field still yields little or no result on how to tackle GHG, when looking at emission transmission from the supply side, and the ambitious efforts to develop ways of mitigating GHG are still behind schedule as per the targets set by the European and international policy agenda (Blengini & Shields, 2010; Nassivera & Sillani, 2015; Peano et al., 2015). Sustainable patterns in consumption from the demand side could be instrumental in curbing GHG emissions by promoting a particular habit in food consumption that would in turn reduce agricultural emissions (Iraldo, Testa, & Bartolozzi, 2014; Nassivera & Sillani, 2015; Peano et al., 2015).

A survey conducted on Italian customers revealed that when it came to milk that had low carbon footprint in their labels, there was a willingness to pay. What helped convey the right information to the customers was the business model applied by the company towards the course of green marketing and labelling sustainably. That zeal to spend as long as there is proof of low carbon footprint is positively significant as analysed by the pilot study. Their preparedness to pay as long as it relates to their income, the sensitivity in the prices and also how it impacts on climate change (Nassivera & Sillani, 2015; Peano et al., 2015).

4.2. Asia: Malaysia

In the case of Malaysia, speedy urbanization and Malaysian consumption lifestyles have step up the resource-waste problems (Rahbar & Abdul Wahid, 2011). From the production side of

things, the lack of well-defined proper management of waste can trigger pollutions and greatly reduce the amount of energy that could be available for the future generations. Hence, numerous organizations have executed various techniques such as eco-friendly practices to safeguard the environment and urge people to only consume products which cause less damage to the surroundings. The concept of sustainable consumption would help to change the consumers' lifestyle (Azizan & Suki, 2014) and green marketing has become part of the new marketing approaches and since provide a significantly different perspective to achieve human needs' and satisfaction with minimal damages on the environment (Yusof, Singh, & Razak, 2013). Therefore, by providing environmental products or services which could meet the customer necessities, the customer would prefer to purchase such product or service and companies would be able to efficiently adopt green marketing (Musa, Pallister, Robson, & Mohd Daud, 2010). Green practices have since helped organizations to reduce their costs whilst gaining long-term competitive benefit through reputation and loyal customers (Musa et al., 2010; Yusof et al., 2013).

In Malaysia, the government has launched several projects, such as developing "green technology", "green business" and promoting "green consumerism" (Rashid, 2009). The role of new technology has greatly led to solving the huge problem of unsustainable consumption across different industries through promoting eco-friendly products which adds trustworthiness among the consumers (Hasan & Ali, 2015; Rashid, 2009). Green product is characterized as a uniquely developed product which is reusable, comprising of common components and endorsed synthetic or chemicals that are approved that would not contaminate the environment (Selvanathan, Selvanathan, Keller, & Warrack, 2004). Reused and biodegradable products, foods that are organic, non-dangerous cleaning products, efficient energy products are mostly among the examples related to green products. As a result, customers have been encouraged to pay greater attention to the ecofriendly products with an environmental advantage, this has increased consumer awareness and their attitudes toward green products and hence how they purchase has increased dramatically (Hasan & Ali, 2015).

Several factors which influence customer's attitude towards purchasing green products have already been explored in the region. Factors such as the two intrinsic determinants namely; green trust and product quality. Green trust is defined as reliance on something according to consumer expectations on its effect on environmental performance (Delafrooz, Taleghani, & Nouri, 2014) which could be identified from its ability to fulfill customer's expectations and

needs. As seen from previous works of literature, there are very few studies that consider the intrinsic factors in green purchase and customers' loyalty towards green products. Many of the studies did not consider factors that motivate individuals to buy into the idea of purchasing green products (Rahbar & Wahid, 2010).

4.3. Africa: South Africa

Concerns in relations pollution, draining non-renewable energy reserves and the environmental change shows that consumers have become more aware of the overall effect of their good, bad or nonchalant behavior towards the environment (Rao, 1997), and this has birthed the term green consumerism (Follows & Jobber, 2000). Many companies in different countries including South Africa are adopting various green marketing techniques and environmental product attributes as a form of competitive advantage (Nkamnebe, 2011).

In South Africa, in the automotive industry, there has been the introduction of alternative fuel vehicles (AFVs) as another form of going green and this is less damaging to the environment. AFVs utilizes a form of conventional petroleum or diesel internal combustion engine (ICE) in addition to at least one other type of propulsion system, including electric-drive vehicles (EVs), bio-fuels, fuel-cells, compressed natural gas, etc. (Sonnenberg, Jacobs, & Momberg, 2014; Strong, 1997). AFVs are referred to as hybrid EVs that uses ICE alongside electric engines for drive and EV that incompletely or completely utilizes power for its push or drive, as these are the main sort of AFVs as of now accessible in the South African market (Anvar & Venter, 2014). Offering green products that are less unsafe for the earth, for example, AFVs, has numerous potential advantages as it does not just address the issues of environmentally concerned purchasers but also in addition impacts decidedly on the brand image, goodwill and reputation, and also bolster the company's financial position and performance which is thus a great success factor. It also contributes massively to various solutions that are sustainable to environmental, economic and energy concerns (Anvar & Venter, 2014; Heyns, Herbst, & Bruwer, 2014). Be that as it may, regardless of a critical ascent in green awareness among consumers, merely offering products that are green in nature does not ensure long-term market accomplishments for companies (Anvar & Venter, 2014; Heyns et al., 2014).

4.4. Australia: Gold Coast

Gold Coast is located in the South-east Queensland region. In the Gold Coast of Australia, the behavior of consumers are increasingly being affected by the ecological or the green values

impacting what individuals purchase and the cafés they might want to eat in (Chamorro et al., 2009). This new pattern has formed another new market with a conscience that is environmentally changing and is giving companies the upper hand because they are eager to adjust their activities to these strategies. Economic development and the increment in food demand globally has set noteworthy demand on the food industry; and consequently, place more prominent effects on the global environment. Of specific concern are land degradation, over-consumption of natural resources and greenhouse gases emissions (Chamorro et al., 2009; Mendleson & Polonsky, 1995). Rising environmental awareness and health concern about the safety of current food production systems have contributed to increasing number of people considering the purchase of “eco-friendly” food (D’Souza, Taghian, & Lamb, 2006).

Furthermore, the search for better flavors and taste are promoting the consumption of organic food with less chemical incorporation (D’Souza et al., 2006; Ford, Moodie, & Hastings, 2012; Peattie & Peattie, 2009). The steady decrease in the overwhelming consumption of red meat, an increase in more and more vegetable intake, cutting of high fructose corn syrup use, and the help of the local market are recorded as environmentally responsible initiatives at the consumption stage (D’Souza et al., 2006; Ford et al., 2012; Peattie & Peattie, 2009). The emergence of a ‘green customer’, a person who is interested in the environment is worldwide evident.

Those who implement green practices at home are stereotyped typically as the green customer, they are mid-high-income earners, female and youths. Polonsky (1994) surveyed 264 students in Australia; their results showed that although only 34% were aware of the green restaurant concept, 95% consider themselves as highly environmentally concerned. To young adults, the ecofriendly café traits are; utilization of sustainable power sources, consideration regarding the utilization of ingredients, avoidance of frying procedures, and the more use of ingredients that are organic (Polonsky, 1994).

Of specific concern is the methodology of the food companies to green customers, which regularly depends on charging significantly higher prices and use of complex jargon. This poor relations and trying to understand the customers’ wants and needs, shortages in the product and the shallow collection of managers-staff and establishments-customers are some of the obstacles to the development of the eco-friendly food market (Ford et al., 2012; Peattie & Peattie, 2009; Polonsky, 1994). Eco-labeling is an instrument that recognizes ecologically dependable goods and services and is strategically used as a competitive, and differentiation

tool. The green certification's primary objective is to guarantee that the goods and the service accomplishes certain environmental conditions as presented by the Australian Food Protection Agency. For the most part, there are two broad and expansive eco-labeling classes: a certification done interminably by the companies or owners of the brand and third-party certification which includes an external agent for the environmental assessment. An advantage of eco-certification is that it can reduce the risk of 'green washing', which is a great success factor for the Green marketing in the Gold Coast.

Critical success factors identified from the review

Most of the successful strategies of green marketing on consumer purchase behavior discussed in the previous section of this paper had clear and comprehensive policies which served as a guide to all stakeholders on how to successfully implement the green marketing tool and thus impacting on the consumer purchase behavior.

Most especially the policy of CF (carbon footprint) labels by the Australian government, the product that the customers are meant to purchase has a huge impact on the environment in terms of risk and the onus is on the manufacturers and or producers to pass this useful information to their customers. Applying business models that are sustainable may go a long way in mitigating externalities that are negative while allowing companies to meet their desired targets and add more values as the use greener marketing strategies. Despite the efforts put in to reduce climate change, CF labels in the Italian sector is still scarce (Chamorro et al., 2009; Polonsky, 1994).

Another crucial success story on the tool implementation in green marketing by few countries was the government and policy makers of those sovereign states were dogged and willed to not only uplift their citizens awareness in the role they play and how they can help curb excess emission by tweaking how they purchase, but to also make sure that these policies that address production and consumption patterns complement themselves and help in promoting the harmonization of standards for the calculation of products that are ecologically friendly and avoid the spread of different philosophies that create confusion amongst customers (Heyns et al., 2014; Nkamnebe, 2011).

5. Implementing Green Marketing in Nigeria: Recommendations

This section assesses the potential of implementing green marketing in Nigeria via the lens of the critical success factors discussed in the preceding section. Practical recommendations are made to help redress any weaknesses that could hamper the country's successful implementation of GM initiatives.

Adopting green marketing practices will be more profitable for Nigeria because marketing in a sustainable way does not just address the economic challenges being faced by the country but will critically address other problems like environmental and social problems. Focusing on green marketing alone could be catastrophic and this could cause other challenges to emanate but adopting a holistic approach to green marketing will go a long way to addressing all aspects of these challenges.

Based on the critical success factors identified from the review of successful green marketing, this study will propose a potential green marketing initiative which will be referred to as “Green White Green Marketing” initiative, using the Nigerian nation flag so that people can identify the initiative easily. This initiative would help in the development of the community, help improve the living standards of the people and help in job creation. The proposed steps are discussed below:

The *first step* would be to develop a specific policy with regards to green marketing implementation having in mind the environmental impact on Nigeria as a whole. One of the ways would be to help disseminate information about CF reduction and also provide subsidies to farms to be able to assess their CF (Jaiswal & Kant, 2018; Sukhu & Scharff, 2018). The government should pursue residents with environmental concerns and educate the public on environmental concerns to the different levels of the education, as well as to work with the business community and build up customer's positive “green purchase attitude” through the social network such as internet, television, newspaper and books (Canavari & Coderoni, 2019). A rebate would be given to people who purchase green polythene bags. These bags would come in 3s, one for food wastes that can be used for manure, the second would be for plastics ranging from rubber plates to even those plastics used to seal newly purchased goods and the third would be for used papers and tissues. These bags would have three (3) distinct colours, dark green, white and a lighter green so individuals can easily identify which serves its own peculiar purpose. The streets of Nigeria are filled with dirt and these clog drainages and in turn making

the environment uninhabitable. People tend to buy but disposing is one of the challenges faced by the country, so educating people on the initiative would encourage people to not only buy in a green manner, but also dispose in a greener manner. This now leads to the second step on who needs to be involved in the policy implementation.

The *second step* would be to involve different stakeholders to be charged with the responsibilities of the implementation of the developed policies. The key shareholders that would be involved would be NIM, FEPA, and NAFDAC, these bodies would be saddled with the responsibility of making sure goods and services offered in the country will be of the highest standards, also all marketers would have the required certification to sell and introduce products into the society for general consumption. We need the people to have faith in the bodies and trust the goods put out there for them to purchase. As seen from the reviews, “green trust” has significant relationship with green products purchase attitude and loyalty. To do this, trustworthy green marketers should acquire multiple types of product certificates. This would help clients feel more confident when buying green goods (Byrum, 2019; Canavari & Coderoni, 2019).

The *third step* is to provide enlightenment programmes on sustainability: the need for people to imbibe a sustainable culture in terms of how they purchase, the benefits that will be achieved, and how they can be involved in bringing the policies to fruition. The stakeholders mentioned above needs to know their roles and the benefits they stand to get if they play those roles well. This can be done through various meetings, writing proposals, training, webinars and seminars, even issuing out pamphlets. Through advertising and enlightenment people would be aware of the initiative. This enlightenment and advertising would be done by television adverts, radios, social media etc.

The *fourth step* would be to raise finance to build well developed green factories that can test the performances of the products anyone intends to sell. Finance would be raised through the government, investors and other stakeholders. “Product performance” is an important factor for consumer to buy back the green goods in terms of “quality of green products” related to “conventional equivalents”. To succeed in the green marketing, marketers should enhance the benefits of the green products for consumers which are considered as valuable and durable products. It is also appropriate to follow the regulation for controlling the product life cycle (producing, packaging, contributing, and recycling) and make sure that products are environmentally protected (Chin et al., 2018; Drexler et al., 2018; Hong & Guo, 2019).

The *final step* would be to adopt the “Green White Green Marketing” initiative; the belief is that this initiative would help tackle consumer worry in respect to fear, myopia and trust for the product. Also, a report would be made and sent to the government for adoption into law, so people know who is to be held accountable for goods that are not green in nature.

6. Conclusion

This paper reviewed a total of thirty-six peer-reviewed articles and three book chapters describing “green marketing and consumer purchase behavior” that were adequately used to answer the central research question “To what extent does green marketing tools effect consumer’s purchase behavior? The review looked at the global effect of green marketing also looking at the global success recorded. Although quite a number of articles have been conducted, there is still room for an in-depth research considering how the world is going green. Notably, there are still gaps in the research that could be explored for future reference. The first limitation is the use of 8 databases. Most did not have the required materials needed for the work.

The second limitation is the grading of using peer reviewed journals first before using book chapters and or conference papers; SQAT maintains a high quality of articles reviewed. However, there is potentially very useful insight in book chapters and conference proceedings, which future research would do well to include.

Notwithstanding these limitations, this study concludes that making green marketing pivotal, as a form of marketing could help people to understand better the difference between green and non-green products (Drexler et al., 2018). Consumers must be aware of what they are purchasing and consuming because marketers could be misleading. Consumers should thus increase their level of environmental awareness and the crucial role they play in protecting the environment by altering their buying habits.

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