

Green Marketing Strategies on Consumer Perception and Adoption of Eco-Friendly Products In Emerging Markets

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Introduction

Research Background

Consumption patterns have changed, as a result of environmental consciousness; predominantly in emerging nations, eco-friendly products are increasingly getting popular. Therefore, companies need to use green marketing to associate their products with customers' environmental concerns. This approach can abate product environmental impact, influence consumer perception and exploit consumer adoption of sustainability products. Green marketing can affect buying behaviour and attitudes toward eco-friendly products, despite the contexts are economic conditions and cultural difference. Therefore, the influence of green marketing strategy on consumer perception and adoption of eco-friendly products needs to be examined in emerging markets and a framework for assessing marketing strategy and consumer environmental consciousness is provided.

Research Rationale

Research on green marketing is fuelled by the rapid growth of emerging economies, increasing ecological awareness and changing consumer behaviour. Understanding if, how, and when green marketing positively influences consumer awareness and acceptance of environmentally friendly products is crucial because emerging countries account for a large share of global consumption and ecological degradation. This study fills a vacuum in the literature on green marketing's performance in different economic circumstances, providing valuable information for sustainable business organisations.

Research Objectives

1. To examine the influence of strategies related to green marketing on consumer perception of eco-friendly products in emerging markets.

2. To evaluate how green marketing affects the rate at which consumers adopt environmentally friendly products in emerging markets.
3. To find out which components of green marketing are most effective in altering consumer behaviours towards sustainability.
4. To examine the part of the cultural and financial environment in explaining how much difference the green marketing strategy appeals to the stakeholders in the emerging markets.

Research Questions

1. What impact do green marketing strategies have in influencing consumer perceptions of eco-friendly products in emerging markets?
2. Which main factors, such as cultural and economic, have an effect on the effectiveness of green marketing strategies in promoting acceptance of eco-friendly products for consumers in emerging markets?

Research Gap

The research gap occurs because it is unclear how individual pieces of green marketing strategies directly affect consumer behaviour towards green products in emerging markets, particularly the mediating influence of cultural and economic factors. The result is a call for a focused examination of the varying impact of green marketing across a range of emerging market conditions.

Research Hypothesis

Null Hypothesis (H0): Green marketing strategies have no significant impact on consumer perception of eco-friendly products in emerging markets.

Alternative Hypothesis (H1): Green marketing strategies have a significant impact on consumer perception of eco-friendly products in emerging markets.

Chapter Summary

Green marketing tactics' subtle effects on customer perceptions and acceptance of eco-friendly products in emerging economies will be examined in this chapter. The chapter will present how green marketing creates an uptake of environmentally safe products through careful examination of these green marketing aspects. Along with this, the cultural and economic factors which make these marketing techniques efficient are also investigated. The chapter emphasises on grasping

such intricate moves for rising sustainable product penetration in emerging markets and global environmental sustainability.

Literature Review

Introduction to Literature Review

The purpose of this review is to examine the existing body of research concerning green marketing strategies and the resultant impact of consumer attitude and perception towards sustainable products and services and the adoption of eco-friendly services and products, mainly focusing on emerging markets. This review is of utmost importance in order to clarify the complex association between green marketing activities and their impression on consumer behaviour towards sustainable products. The aim of this review is to investigate the extent by which green marketing strategies can create an atmosphere conducive to encouraging greater acceptance and adoption of ecologically friendly products and hence this also contributes substantially to improving the understanding of consumer behaviour towards sustainability in emerging market context.

Theme 1: Green Marketing and Consumer Perception

Section one of the literature review discusses how customer perception and green marketing methods affect environmental awareness and acceptance of eco-friendly products and services. Huber and Friedrich, (2023), define green marketing as assuming products and services are ecologically safe. Product modification, environmental labelling, environmental advertising, and others may involve unsubstantiated claims to protect the environment and change consumer attitudes, behaviours, values, and buying habits. Numerous studies have shown that green marketing shapes people's perceptions, according to Reddy et al. (2023). Green marketing is thought to help consumers understand and value eco-friendly products. Customers trust and appreciate eco-labelling because it clarifies risks and shows environmental care. Similarly, green advertising that emphasises product greenness usually improves product perception.

Not all scenarios show how green marketing affects consumer perception. Cultural values, economic progress, and environmental concerns might affect emerging market customers. In an environmentally conscious market, consumers are more likely to favour green-marketed items and buy them. Green marketing may be less effective in a low-awareness market. The literature also lacks knowledge of which green marketing factors best shape customer perceptions of sustainability. Some research has investigated green marketing's overall power, but fewer have examined which components (e.g., eco-labels, green advertising content) influence consumer attitudes and why they succeed or fail in emerging market situations. Green marketing is critical to influencing consumer perceptions of eco-friendly products, according to Kaur et al. (2022).

Cultural and economic factors affect its efficiency. Different green marketing strategies affect customer views differently, highlighting the need for more research, especially in developing countries.

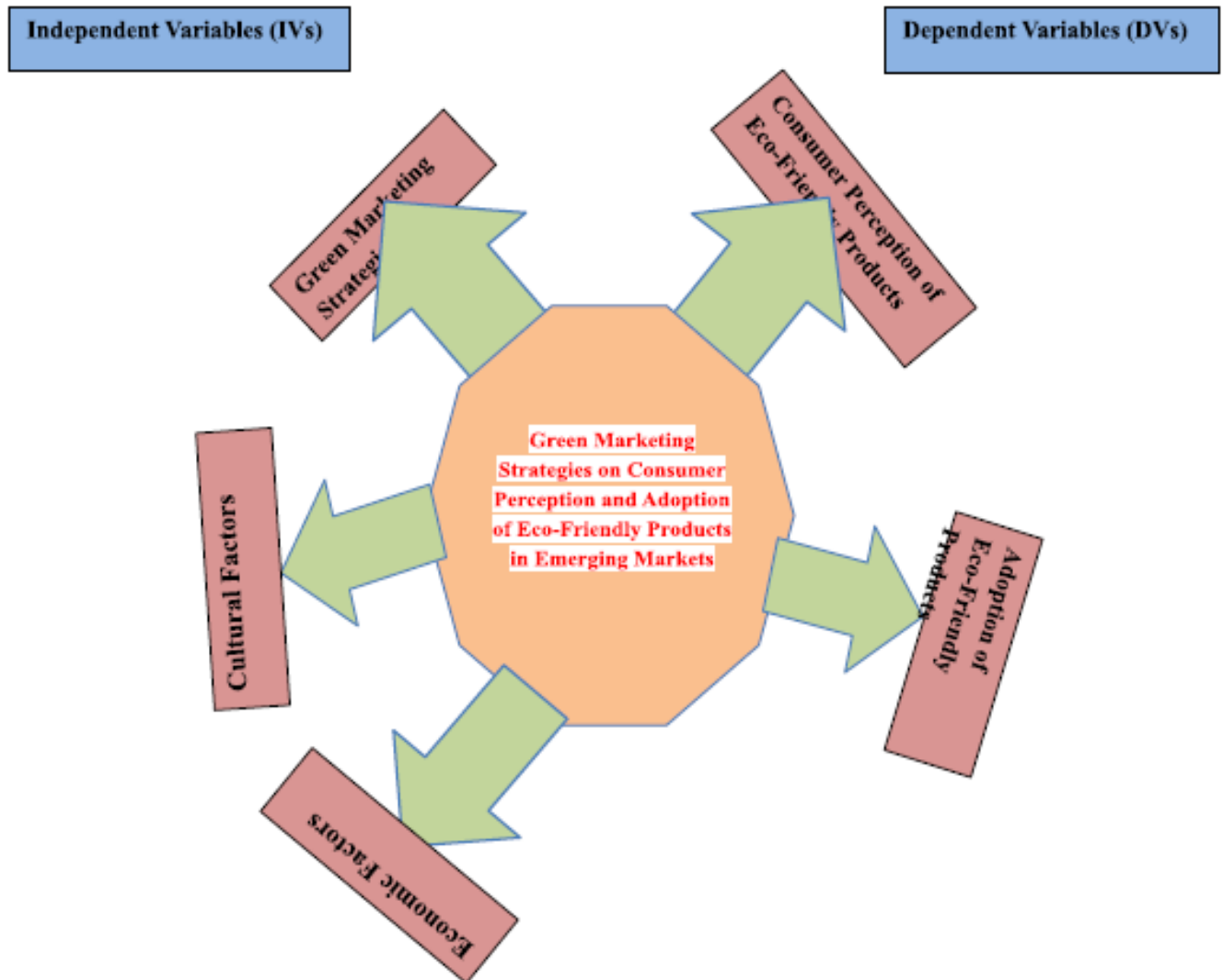
Theme 2: Adoption of Eco-Friendly Products in Emerging Markets

The second subject is eco-friendly concepts in new markets, which involves researching the market to determine new consumer behaviour and customer impact before green marketing becomes critical. According to Alamsyah & Muhammed (2019), eco-friendly product adoption involves multiple activities that affect consumer processes, such as environmental evaluations, individual differences, and effective environmental behaviours and beliefs. Understanding all these influences on consumer process and how marketers use them to generate consumer awareness and behaviour towards sustainable products for newcomers.

Kalaiselvi & Dhinakaran (2021) found that developing markets are becoming more environmentally conscious, driving demand for green products. However, how much this consciousness promotes product uptake varies greatly. Accessibility, affordability, and perceived value influence decision-making. Social influence and cultural salience are also important. These two elements strongly influence customers' environmental and "green" consumption views. Green marketing promotes green products by highlighting their environmental benefits. According to Mustafa et al. (2022), strategies related to green marketing that convey both environmental and functional benefits of green products are more successful than those that only emphasise environmental benefits, so emerging market consumers' values and needs must be considered when integrating green marketing strategies.

Although the literature doesn't show a direct link between green marketing methods and eco-friendly product adoption, several studies have studied green marketing's impact on consumer perception. Few studies directly link these techniques to green product adoption. This gap in the literature shows that more study is needed to identify and assess the green marketing components that best promote green product uptake in emerging markets' different socioeconomic and cultural situations. Eco-friendly product acceptance in emerging markets is influenced by various factors. Green marketing methods can influence customer behaviour, but they must be tested in varied circumstances to promote product acceptance.

Theoretical Framework



Literature Gap

The literature review suggests continued research on how eco-labelling, green advertising and other green marketing factors affect customer behaviour and perception of eco-friendly products in developed markets. Comparative studies that highlight how cultural and economic differences affect green marketing tactics emphasise this necessity. An additional difficulty is the lack of experimental evidence for the relationship between green marketing strategies and eco-friendly product adoption. This gap highlights the urgent need for targeted research to fill knowledge gaps and improve understanding of green marketing and sustainable consumption.

Summary of Literature Review

An appraisal of the literature is conducted which investigates the intricate relationship between customer perceptions and green marketing strategies, and the purchase of eco-friendly products in emerging markets. It situates the green marketing phenomenon that shapes consumer sustainability attitudes and appraises its diverse cultural and economic consequences. Although green product marketing research is growing, fundamental concerns remain concerning what components of these strategies drive consumption and how successful programmes interact with adoption thresholds. Answering these issues helps establish green marketing strategies that will resonate in emerging nations and promote sustainable shopping.

Methodology

Research Method:

The study of green marketing practices and their impacts on emerging market consumer perception and acceptance of green products will be conducted by using the mixed method (Snyder, 2019). The method uses quantitative surveys to capture a wide range of consumer responses and qualitative interviews to deep dive into it. The influence of consumer perception towards green products and consumer behaviour towards green products in the operating market influenced by green marketing will be taken into the investigation (Pandey & Pandey, 2021). In order to study cultural and contextual effects there will be an interview held with a few chosen consumers and marketing professionals via means of semi-structured interviews. The impacts of strategy used in green marketing in these regions are the focus of the investigation (Gupta & Gupta, 2022).

Research Strategy

The mixed method research technique will use the quantitative, survey-based method. The research will explore the impacts of green marketing on customer's adoption and perception of eco-friendly things in the emerging market. The structured questionnaire is created and distributed to a statistically significant sample of customers in the selected emerging economies (Oliva, 2019). The research will measure the eco-friendly product, green marketing awareness, perception, and purchase. The research will analyse the data and it will find the patterns, links, and impacts by using statistical tools. The empirical knowledge of systematic and data-driven consumer response toward green marketing will give proof of measurement of its success in emerging market scenarios (Mishra & Alok, 2022).

Research Approach

In investigating the impact of ecologically conscious advertising on the perceptions of consumers and acceptance of sustainable goods in emerging markets, utilised a mixed methods approach (Opie, 2019). The quantitative method, namely, identifies and investigates numerical data which has been gathered from customers in various emerging countries by utilising standardised questionnaires. Assesses conditions and relations that exist such as consumers in all emerging countries (Huynh et al. 2018). In this case, to classify the extent to which green marketing strategies lead to eco-friendly product acceptance and consumer perception, data will be analysed for statistical in addition to consumer behaviour trends, correlations, and further understanding.

Ethical Considerations:

When researching Green Marketing Strategies and their influence on Adoption of Eco-Friendly Products Consumer and Perception in Emerging Markets, ethics is at the core. Respecting all participants' informed consent ensures their understanding of the purpose, nature and their rights in the study (Arifin, 2018). The person whose information is being gathered is anonymous and data must be securely stored to guarantee privacy and confidentiality. The author will have deep respect for contributors of all backgrounds and will be cognizant of that throughout the entire study, and the researcher will be aware of any bias and manipulate nothing so that the audience can receive all information openly and honestly in the result (Fleming & Zegwaard, 2018). The researcher must exhibit these ethics to maintain reliability, integrity, and fairness.

Data Analysis

1. What impact do green marketing strategies have in influencing consumer perceptions of eco-friendly products in emerging markets?

Research on the effectiveness of green marketing strategies in influencing consumer perceptions of eco-friendly products in emerging markets is of paramount importance due to the rise of environmental consciousness and the evolving consumer behaviour in these regions. Green marketing entails actions such as product tweaking, eco-labelling, and green advertising; it seeks to associate products with consumer ecological concerns and promote sustainability. According to Alamsyah et al. (2018), it is essential to use this method to reduce the ecological impact of goods and to encourage customers to prefer eco-friendly items. Environmental marketing considerably impacts emerging markets, green product perception, however, is inconstant in different cultural and economic roots. Shopkeepers can educate consumers and enable consumers to evaluate green products in a better way by adopting this marketing method, for example, by implementing the eco-label, the uncertainty of environmental damage will be minimised, so

consumers will trust more to the information provider and have greater intention to purchase eco-label products. Additionally, thanks to the environmental values highlighted, green advertising leads customers to generate a positive attitude toward green products (Samsai et al. 2018).

However, the effects of green marketing are not the same in every situation. The cultural values, economic development at the time, and environmental knowledge all of these elements affect the reception and effectiveness of green marketing by different consumers. Consumers who live in markets where high environmental concerns exist may look more favourable in green marketing and may purchase more of such goods. In contrast, consumers who reside in emerging markets with low levels of environmental awareness may be less influenced by green marketing. Finally, although the literature generally agrees that green marketing has a positive effect on consumers' sustainability perception, the inclusion of specific aspects or means of green marketing into the strategies has received inadequate attention. Understanding how the different aspects of green marketing strategies (e.g., types of eco-labels, the content of green advertisements) influence consumer attitudes and why is another important question which needs to be further researched in emerging markets (Alamsyah & Othman, 2021).

To sum up, while green marketing techniques can affect purchasers' attitudes toward eco-friendly goods in emerging markets, even successful executions rely on factors such as cultural and economic contexts that alter the impact of green marketing efforts (Nguyen & Mogaji, 2022). So, it is crucial for corporations and marketers who endeavour to enhance new market entries for green goods and participate in global environmental protection to apprehend the dynamics appropriately. Hopefully, in the future, to better apprehend the dissimilarities of chosen consumer responses towards green marketing and to create more rationalised marketing strategies, thus, they will be compatible with buyers working in distinct emerging market contexts so more studies can be followed

T-test

Difference Scores Calculations

Treatment 1

N1: 57

$df1 = N - 1 = 57 - 1 = 56$

M1: 38.12

SS1: 706.14

$$s21 = SS1/(N - 1) = 706.14/(57-1) = 12.61$$

Treatment 2

N2: 62

$$df2 = N - 1 = 62 - 1 = 61$$

M2: 36.74

SS2: 667.87

$$s22 = SS2/(N - 1) = 667.87/(62-1) = 10.95$$

T-value Calculation

$$s2p = ((df1/(df1 + df2)) * s21) + ((df2/(df2 + df2)) * s22) = ((56/117) * 12.61) + ((61/117) * 10.95) = 11.74$$

$$s2M1 = s2p/N1 = 11.74/57 = 0.21$$

$$s2M2 = s2p/N2 = 11.74/62 = 0.19$$

$$t = (M1 - M2)/\sqrt{(s2M1 + s2M2)} = 1.38/\sqrt{0.4} = 2.2$$

The t-value is 2.19589. The p-value is .015036. The result is significant at $p < .05$.

In this case, our result is significant at the 0.05 level, with a t-value of 2.51947 and a p-value of 0.015036. So, the null hypothesis will be rejected. The null hypothesis is that green marketing strategies do not have a significant impact on consumer perception of eco-friendly products in emerging markets. Since the p-value is less than 0.05, there is evidence to suggest that green marketing strategies do have a significant impact on consumer perception in this case.

2. Which main factors, such as cultural and economic, affect the effectiveness of green marketing strategies in promoting acceptance of eco-friendly products for consumers in emerging markets?

The success of green marketing efforts that aim at promoting the adoption of eco-friendly products among consumers in developing countries is influenced by multiple factors, among which economic and cultural factors play a critical role. All these factors could facilitate or hinder the effective implementation of green marketing efforts, and therefore, influence consumer attitudes and behaviours for sustainable products.

Determining the success of green marketing strategies are cultural factors. Environmental

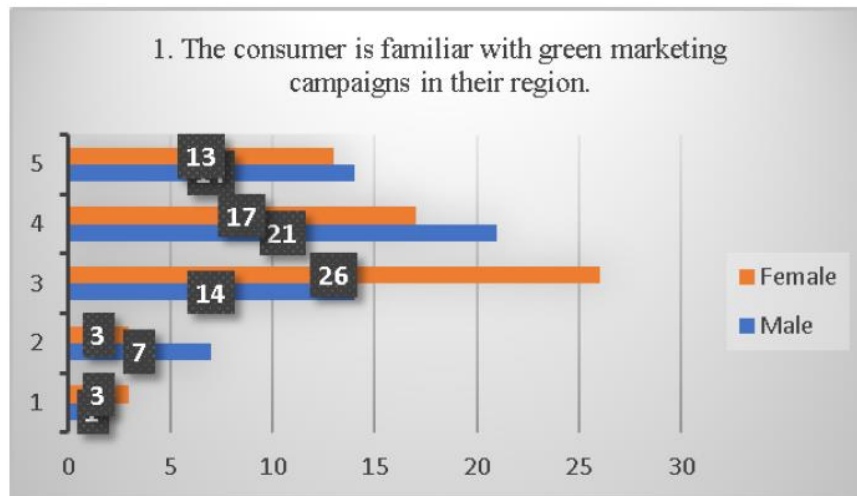
awareness and consumers' environmental consciousness are shaped by cultural values, beliefs and norms. Integration of environmental concern into societal values makes green marketing strategies successful (Sangvikar et al. 2019). It helps the acceptability of people towards nature-friendly products. Cultures where environmental awareness is very low have a consuming culture influenced by the traditional or convenience aspect of living thus making green marketing challenging. These cultural settings ask green marketers to have country-specific tailored marketing strategies that should be harmonised with local values and gradually educate consumers towards green products.

Another determiner of green marketing strategies' effectiveness is economic forces. For emerging markets, the economic environment, which showcases discrepancies in nearly all factors such as income, affordability and consumer spending, will have a roundabout effect on consumers' buying power of green products. In a higher-income economy, customers are more willing to use green products as environmental protection products prices are higher and there are individuals that like to purchase that product but for help. So, in a lower-income country, these environmental products are on a lower level which can be a big choice for people. Among all strategic factors, affordability is the most important factor that enables a consumer to like and impact eco-friendly products. The level of consumer exposure to and understanding of green products in developing countries is affected by the levels of economic development.

In addition, the level of economic development shapes consumer priorities and choices. In more advanced parts of emerging markets, consumers might value ecological sustainability in addition to product quality and price. By contrast, in less advanced regions, economic needs might overshadow ecological considerations, so green marketing may not work as well. Aside from cultural and economic factors, a number of other factors such as governmental policies, information accessibility and social influences also take part in the success of green marketing. Governmental regulations and incentives will trigger or force companies to take green practices, so consumers may have more chances to accept the product with a green claim. Accessible information about the environmental impact and benefits of eco-products and sustainable consumption also maximises the level of adoption of green marketing strategies.

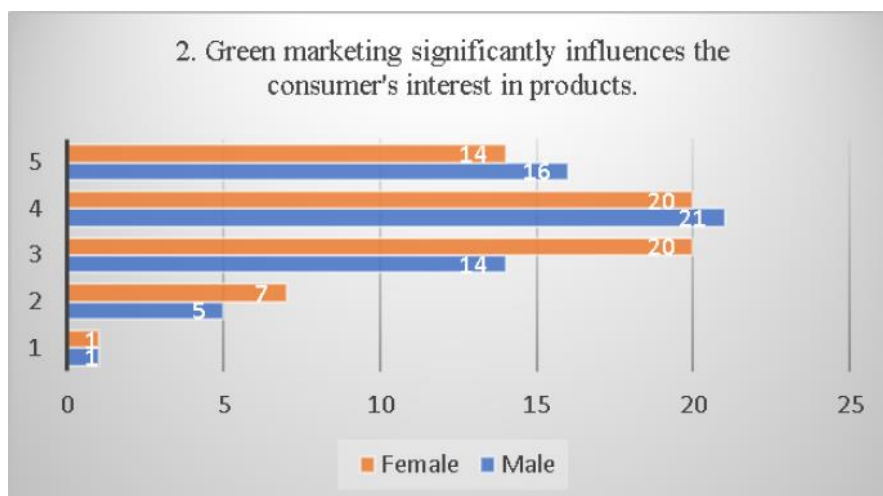
Results

Figure-1



As shown in the graph above, there is a great difference between males' and female's responses to this statement. On this graph, it is shown that the male's response is 57 and the female's response is 62, where this is shown respectively as 14 males strongly agree here 13 females strongly agree here, and 1 male strongly disagrees with this statement and 3 females strongly disagree here.

Figure 2



The above graph shows that on the survey statement that “Green marketing significantly influences the consumer’s interest in products”, the response between males and females varies a

lot. The graph shows that the male response is 57 and the female response is 62, where 16 males strongly agree with this statement and 14 females strongly agree here. Respectively it is also shown that 1 male strongly disagrees with this statement and 1 female strongly disagrees here.

Figure 3



The above graph shows that on the survey statement that “The Consumer trust labels indicating products are eco-friendly”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 16 males strongly agree with this statement and 17 females strongly agree here. Respectively it is also shown that 1 male strongly disagrees with this statement and 0 females strongly disagree here.

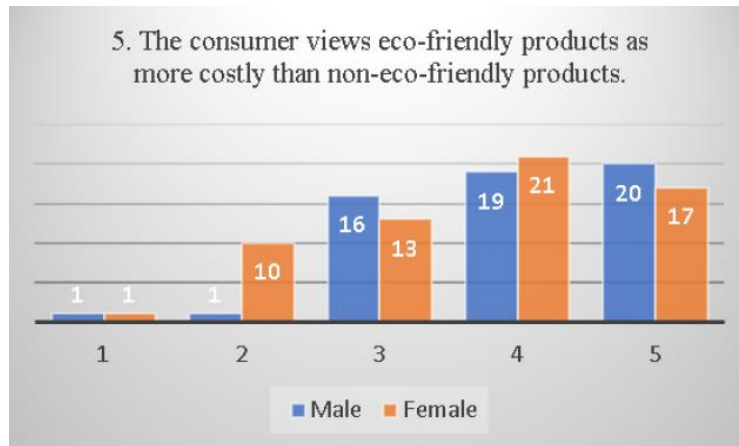
Figure 4



The above graph shows that on the survey statement that “Green marketing initiatives increase the consumer’s likelihood of buying eco-friendly products”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62,

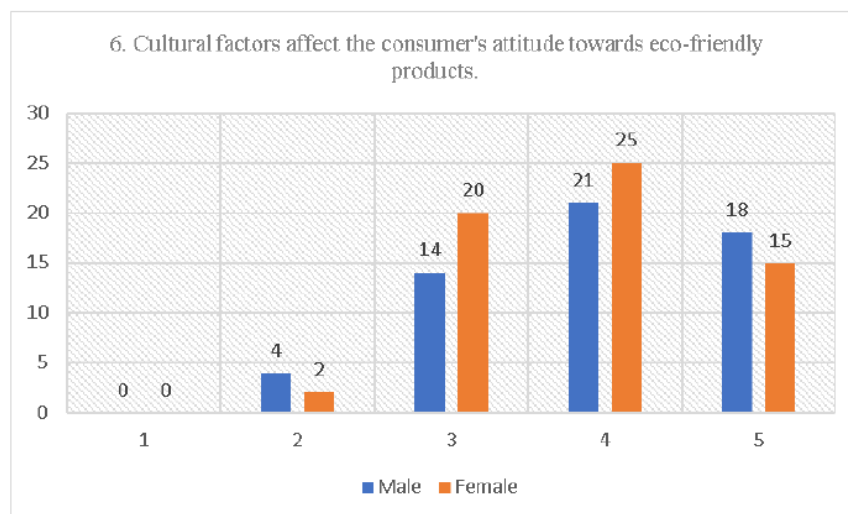
where 14 males strongly agree with this statement and 13 females strongly agree here. Respectively it is also shown that 2 males strongly disagree with this statement and 0 females strongly disagree here.

Figure 5



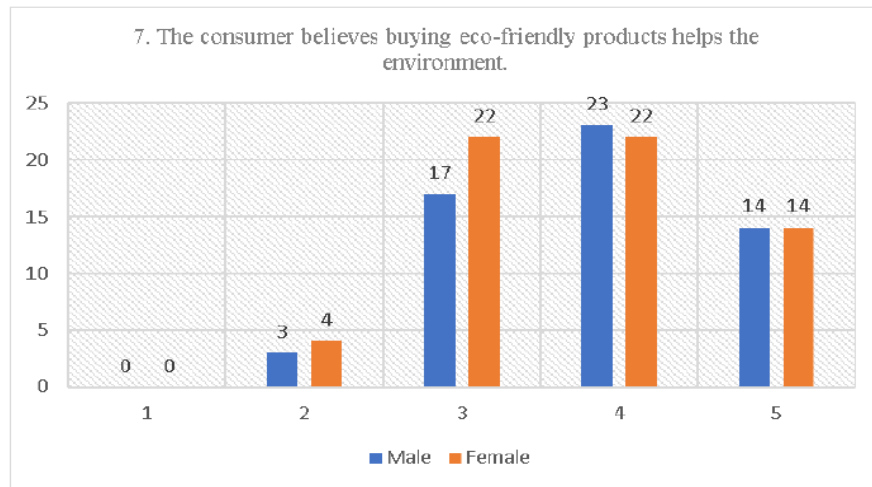
The above graph shows that on the survey statement that “The consumer views eco-friendly products as more costly than non-eco-friendly products”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 20 males strongly agree with this statement and 17 females strongly agree here. Respectively it is also shown that 1 male strongly disagrees with this statement and 1 females strongly disagree here.

Figure 6



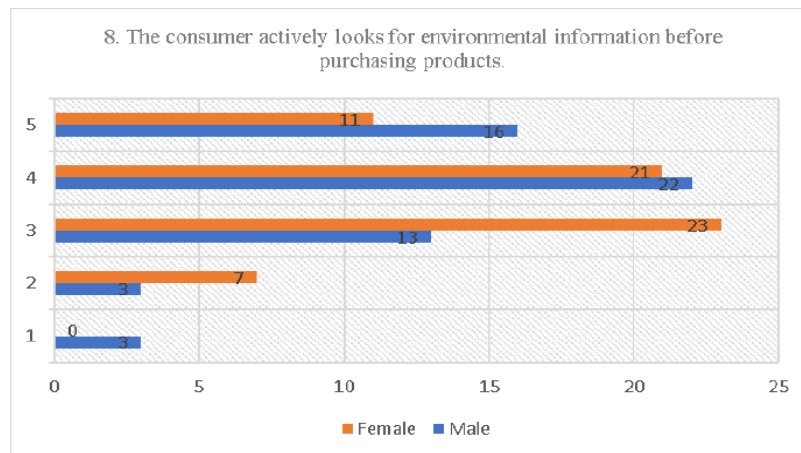
The above graph shows that on the survey statement that “Cultural factors affect the consumer’s attitude towards eco-friendly products”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 18 males strongly agree with this statement and 15 females strongly agree here. Respectively it is also shown that 0 males strongly disagree with this statement and 0 females strongly disagree here.

Figure 7



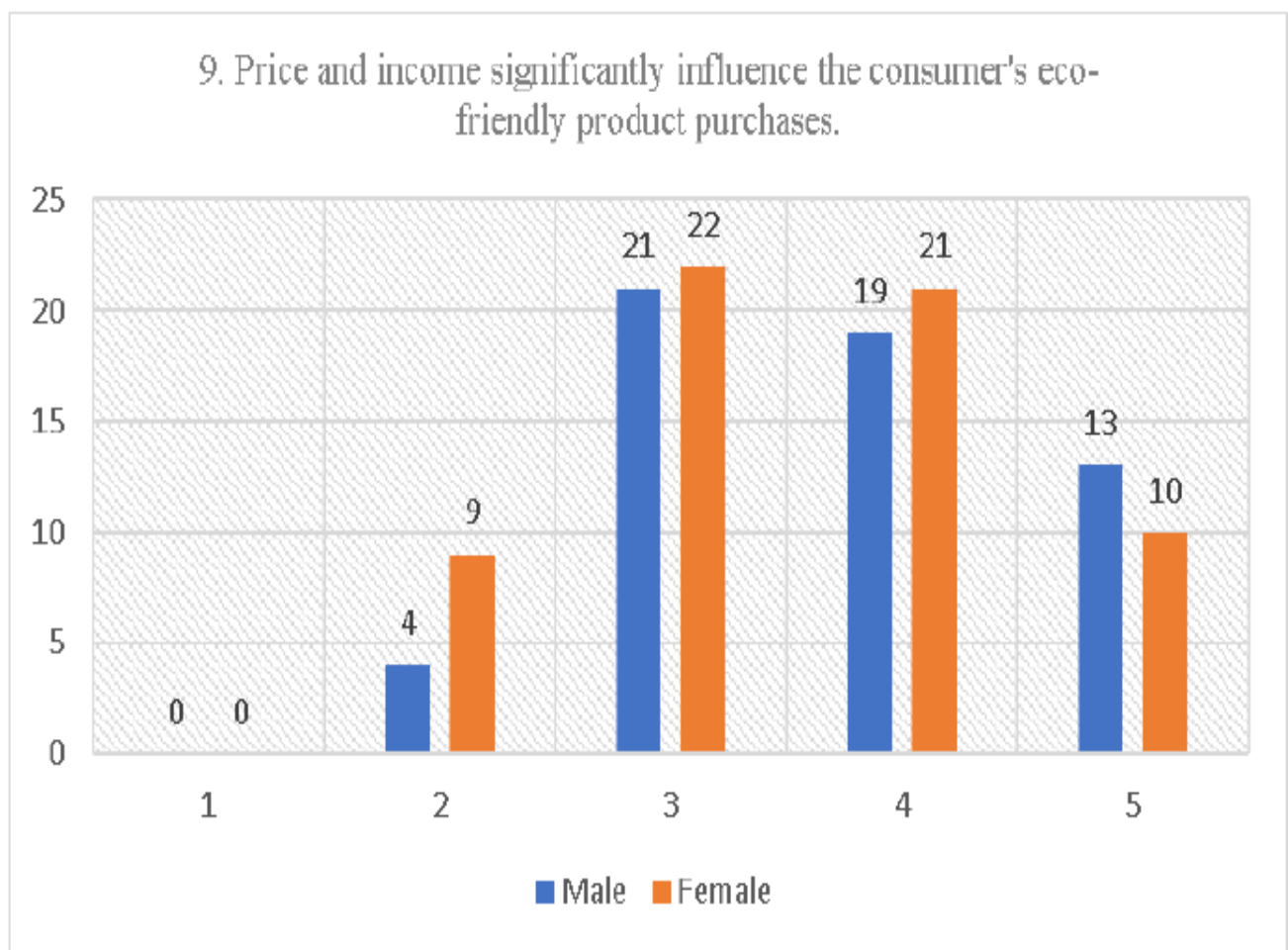
The above graph shows that on the survey statement that “The Consumer believes buying eco-friendly products helps the environment”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 14 males strongly agree with this statement and 14 females strongly agree here. Respectively it is also shown that 0 males strongly disagree with this statement and 0 females strongly disagree here.

Figure 8



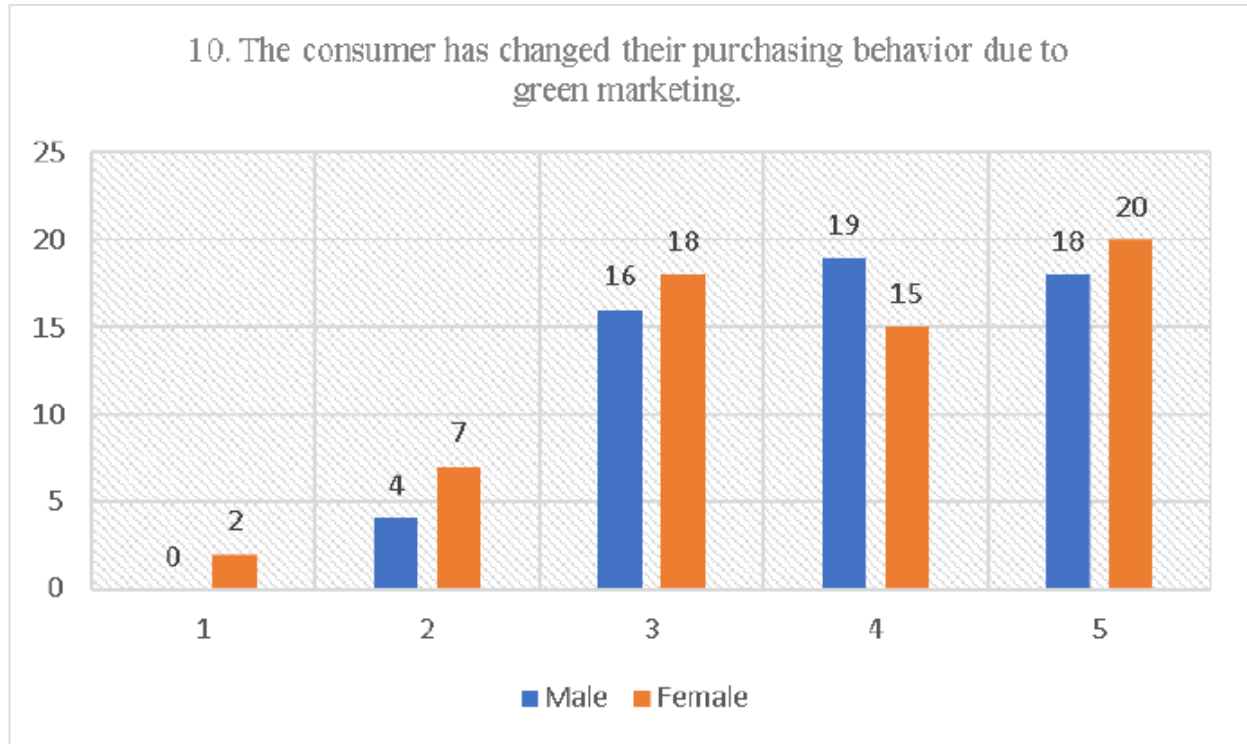
The above graph shows that on the survey statement that “The Consumer actively looks for environmental information before purchasing products”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 16 males strongly agree with this statement and 11 females strongly agree here. Respectively it is also shown that 3 males strongly disagree with this statement and 0 females strongly disagree here.

Figure 9



The above graph shows that on the survey statement that “Price and Income significantly influence the consumer’s eco-friendly products purchases”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 13 males strongly agree with this statement and 10 females strongly agree here. Respectively it is also shown that 0 males strongly disagree with this statement and 0 females strongly disagree here.

Figure 10



The above graph shows that on the survey statement that “The Consumer has changed their purchasing behaviour due to green marketing”, the response between males and females varies a lot. The graph shows that the male response is 57 and the female response is 62, where 18 males strongly agree with this statement and 20 females strongly agree here. Respectively it is also shown that 0 males strongly disagree with this statement and 2 females strongly disagree here.

Conclusion and Recommendation

Conclusion

Based on the study’s findings, it can be concluded that green marketing tactics affect consumer perceptions and the purchasing of green products in developing nations. Nevertheless, their efficacy is mainly determined by the cultural and economic elements that are confined to those specific markets. To emphasise environmental responsibility, our priority is to comprehend the interrelationship between these tactics and the native contexts, which is essential for managerial practice. Marketers should adopt and adjust cultural norms, and specify economic development. Further studies should pay consideration to the consumer behaviour of the green marketing process and effectiveness-focused strategy.

Recommendation

In order to effectively engage green marketing in heeding markets businesses should:

- Tune green marketing strategies to adapt to specific cultural values and economic situations of the target market.
- Utilise eco-labels and green advertisements which obviously deliver the environmental benefit of the products.
- Invest in consumer education to enhance the environmental consciousness and the knowledge of eco-products.

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