

# **A Review of Green Marketing Strategy Literature: Mini-Review Approach**

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## **Abstract**

Green marketing is one of the strategic efforts to create a business based on environment and health, has been known in the late 1980s and early 1990s. There are many terms regarding green marketing, including environmental marketing, ecological marketing, sustainable marketing, green marketing and societal marketing. Green marketing develops in line with the public's attention to environmental issues so that society demands responsibility from business people in carrying out business activities. This paper seeks to provide literature on green marketing or sustainable marketing. Reviews of green marketing are carried out by reading and analysing 34 review journal articles and summarised in two tables, namely journal articles and publisher distribution and article categorisation based on their subject. The problem faced in this study is that companies must understand that when entering the market, it does not cause confusion in consumers' minds and does not violate regulations. There is a mismatch of market perceptions with consumer perceptions, the existence of uncertain market competitive pressures, even though the government has enacted laws to allow consumers to make better decisions and motivate consumers to be environmentally friendly. There is always difficulty in determining policies that cover all environments. And lastly is the lack of consumer knowledge about environmental issues, causing companies to represent products or services in a market where consumers do not believe that the product or services being promoted is environmentally friendly. In conclusion, this study finds a significant effect of green marketing on its brand image, impacting consumer purchasing decision behaviour.

## **Keywords**

Green marketing, environmental marketing, brand image and purchase decision, mini-review approach

## **1. Introduction**

Green Marketing (GM) is one strategy that can help the marketers selling their good and services and achieve their primary goals of the business. This type of strategy focuses on the creation of recognisable environmental benefits. GM is a process by which individuals and groups fulfil their demands and desires through a principled approach that minimises the negative environmental impact. Increased green marketing activities can occur as a result of internal or external pressures. Among external forces, such as responding to consumer demand and rising environmental pollution can be caused (Syafei, 2020). The biggest challenge for companies is how to create an environmentally friendly marketing communication mix platform that is mandatory for direct dialogue and to build consumer trust, especially

when it comes to green marketing activities. Consumers demand new eco-value market offerings by assessing offers based on green marketing elements such as product features, quality, origin, taste, price, packaging, labelling, performance, durability, service, or whatever environmental features might satisfy them (Ganimete and Fatos, 2019). The growing awareness of environmental awareness around the world is beneficial for building consumer awareness of the need for environmentally friendly products or services, which will affect companies' environmentally friendly behaviour (Ganimete and Fatos, 2019).

In the company practice, the green marketing strategy aims to educate consumers about the awareness of environmental condition on the basis of the consumed product or services. Thus, consumers must increase their level of environmental awareness. The consumers also play an important role in protecting the environment by changing their buying habits (Edeh., 2020). Of these, the marketing strategies must be developed in new innovative ways to practice green marketing. Providing good illustrations by companies can change consumers' habits willing to switch to green marketing systems in the buying process. Sanker and Janani (2020) studied motivating customers towards green marketing with different awareness programs such as green market tools, environmentally friendly labelling, and packaging must be based on environmentally friendly features. Product attractiveness, geo-culture, and marketing performance are all closely related to green marketing practices.

The issue occurs in implementing green marketing today because many companies do not understand the practice of green marketing. Thus, confusing consumer perceptions of the green marketing strategy practised by the company. There is a gap between marketing perceptions and consumer perceptions of the products being offered. Lack of proper consumer knowledge about environmental issues creates problems for companies to represent their products in a market where consumers do not believe that the product being promoted is environmentally friendly (Tanwari, 2020; Burhan, 2020; Kayalvizhi and Raghuram, 2020). In conjunction with the existing issues, the present study aims to provide literature regarding the in-depth understanding of green marketing or sustainable marketing.

## 2. Methodology

This qualitative study uses a mini-review approach in achieving the research objectives. The mini-review on green finance was conducted by reading and analysing 34 peer-reviewed journal articles. These articles are summarised in the tables below. The first table presents the journal article's information regarding the title, authors, publishers, and the year of publication. The second table represents the contents of the journal articles, including the study's objectives, the findings, and the recommendations.

**Table 1.** Journal and Publisher Distribution

No	Article Name	Author(s)	Journal	Publisher	Year
1	The Role of Consumers' Behaviour in Applying Green Marketing: An Economic Analysis of the Non-alcoholic Beverages Industry in Kosova.	Ganimete Podvorica, Fatos Ukaj.	Wroclaw Review of Law, Administration & Economics.	Sciendo	2019
2	Investigating and Extracting Green Marketing Strategies for Eco-Friendly Packaging in the Food and Pharmaceutical Supply Chain (Case Study of Arian Daru pharmaceutical Company).	M. Safaei.	International Journal of Advanced Science and Technology.	SERSC	2020
3	Green marketing and its impact on consumer purchasing behavior and the tourism sector/an analytical study -the jordanian green market.	Burhan Mahmoud Awad Alomari.	Journal of Economics, Business and Market Research.	SciTech Central Inc., USA	2020

4	Integrating Green Marketing Issues in Water Sport Recreation Activities.	Kontogianni, E, Zafeiroudi A. & Kouthouris C.	Journal of Physical Education and Sports Management.	American Research Institute for Policy Development	2020
5	The influence of green marketing strategies on business performance and corporate image in the retail sector	Chipo Mukonza, Ilze Swarts	Bussiness Strategy and The Enviroment	Wiley	2019
6	Perceived greenwashing: the effects of green marketing on environmental and product perceptions.	Szerena Szabo · Jane Webster.	Journal of Business Ethics.	Springer	2020
7	Effects of green marketing strategies on entrepreneurship in medicinal herbs in Sistan and Baluchestan Province.	Ali Asghar Tabavar , Hamed Aramesh , Nima Vakili & Nadia Vakili.	Asia Pacific Journal of Tourism Research.	Taylor & Francis	2020
8	Green marketing orientation: achieving sustainable development in green hotel management.	Kuo Cheng Chung.	Journal OF Hospitality Marketing & Management.	Taylor & Francis	2020
9	Green marketing and the SDGs: emerging market perspective	George Kofi Amoako, Robert Kwame Dzogbenuku and Joshua Doe, Geoffrey Kwasi Adjaison.	Marketing Intelligence & Planning	Emerald Publishing Limited	2018
10	Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label–Informed Purchase	Yao Song , Zhenzhen Qin , and Zihao Qin.	Sage Open	Sage Publishing	2020
11	Green Marketing As A Marketing Tool And Consumer Purchase Behavior	Mark Bekweri Edeh	Journal of Global Social Sciences	Nile Univeristy of Nigeria	2020
12	A Study on Assessing the Relationship between Green Marketing and Brand Loyalty in Manufacturing Sector of Greece: A Moderating Role of Green Supply Chain Practices	Anwaruddin Tanwari.	Journal of Business Management and Accounting	Arthatama	2020
13	Green Marketing A Trending Factor In Modern World	Kayalvizhi K, J.N.V.Raghuram.	Journal Of Critical Review	Research Scholar	2020
14	The Effect Of Green Marketing And Brand Image Toward Purchase	Wahyu Liana, Farah Oktafani.	International Journal of Economics, Business and	STIE AAS Surakarta, Indonesia	2020

	Decision On The Face Shop Bandung		Accounting Research (IJEBAR)		
15	The Impact of Green Entrepreneurial Orientation on Firm Performance through Green Innovation: The Moderating Role of Strategic Green Marketing Orientation	Sami Ullah, Rizwan Qaiser Danish.	European Online Journal of Natural and Social Sciences	Skripta s.r.o., Česká Republika	2020
16	Green Marketing Tools, Religiosity, Environmental Attitude and Green Purchase Behaviour Among Millenials Generation	Nihayatu Aslamatis Solekah.	Management and Economics Journal	Universitas Islam Negeri Malang	2020
17	Identification of green marketing strategies: perspective of a developing	Maria Hayu Agustini, Sentot Suciarto Athanasius and Berta Bekti Retnawati	Innovative Marketing	Business Perspectives Publishing	2019
18	God and green: Investigating the impact of religiousness on green marketing	Denni Arli, Fandy Tjiptono.	International Journal of Non Profit and Voluntary Sector Marketing	Wiley	2017
19	Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mu'tah University Students	Malek Mohammad Al-Majali and Saeed M. Z. A. Tarabieh.	Jordan Journal of Business Administration	University of Jordan.	2020
20	Green Marketing Practice In Purchasing Decision Home Care Product	Syahnur Said, Ackhriansyah Ahmad Gani, Rezky Ratnasari Taufan, M Haerdiansyah Syahnur, Jafar Basalamah.	International Journal of Scientific & Technology Research	International Journal of Scientific and Technology Research, India	2020
21	Significances and Challenges of Green Marketing	C. Sanker, G. Janani.	International Journal of Engineering Research & Technology	International Research Publication House, India	2020
22	Green marketing – A Theoretical study of opportunities and threats in the context of Indian market	Anjali Yadav, Urvashi Sharma.	Journal of Management Research and Analysis	IP Innovative Publication Pvt. Ltd.	2020
23	Linking green marketing strategy, religiosity, and firm performance: Evidence form Indonesian	Harini Abrilia Setyawatia, Agus Surosoa, Pramono Hari Adia and Irfan Helmy.	Management Science Letters	Growing Science	2020

24	Linking green marketing strategy with geo-cultural product attractiveness on SME's marketing performance in South Sulawesi, Indonesia	Abdul Razak Munir, Jumidah Maming, Nuraeni Kadir and Muhammad.	IOP Conference Series: Earth and Environmental Science	Earth Environ	2020
25	Is green marketing a label for ecotourism? the romanian experience	Puiu Nistoreanu , Alina-Cerasela Aluculesei and Daniel Avram .	Journal Information	MDPI	2020
26	Green marketing: legend, myth , farce or prophesy?	Ken Peattie, Andrew Crane	Qualitative Market Research: An	Emerald Group Publishing Limit	2015
27	The influence of brand equity and green marketing on consumer's decision to purchase honda beat series in surabaya	Syaifurrizal Wijaya Putra, Tatang Ary Gumanti.	Journal of Management and Marketing Review	Global Academy of Training & Research (GATR) Enterprise	2017
28	Green supply chain management and green marketing strategy on green purchase intention: smes cases	Dyah Sugandini, Muafi Muafi, Christin Susilowati, Yuni Siswanti, Wirman Syafri.	Journal of Industrial Engineering and Management	OmniaScience	2020
29	Green marketing strategies for sustainability development of firm's performance in malaysia: for green economy	Siti Hindun Supaat, Amiruddin Ahamat and Nurul Zarirah Nizam	Int. J. Business Competition and Growth	Inderscience Enterprises Ltd.	2020
30	The impact of enviropreneurial orientation on small firms' business performance: the mediation of green marketing mix and eco-labeling	Eijaz Ahmed Khan , Pradip Royhan, M. Ashiqur Rahman, Mohammed Mizanur Rahman	Sustainability	MDPI	2020
31	Coordinating a green agri-food supply chain with revenue-sharing contracts considering retailers' green marketing E	Li Cui, Siwei Guo and Hao Zhang.	Sustainability	MDPI	2020
32	Green marketing approaches and their impact on consumer behavior towards the environment a study from the uae	Muhammad Salman Shabbir , Mohammed Ali Bait Ali Sulaiman, Nabil Hasan Al-Kumaim , Arshad Mahmood and Mazhar Abbas.	Sustainability	MDPI	2020
33	The impact of green marketing strategies on marketing performance of	Layla Hodaed Alsheikh	Test Engineering & Management	The Mattingley Publishing Co., Inc.	2020

	small and medium-sized restaurants in saudi arabia				
34	Factors affecting implementation of green marketing orientation	Neringa Vilkaite-Vaitone, and Ilona Skackauskiene	Globalisation and its Socio-Economic Consequences	SHS Web of Conferences	2019

**Table 2.** Articles Category Based on the Subject

No	Article Name	Objectives	Findings	Recommendations
1	The role of consumers' behaviour in applying green marketing: an economic analysis of the non-alcoholic beverages industry in kosova.	To identify how consumers' environmentally friendly behaviour drove the demand for new eco value market offerings.	The positive influence of family and media in shaping consumers' environmentally friendly behaviour and, in contrast, consumers' mistrust in producers' marketing activities as a consequence of misleading advertising.	
2	Investigating and extracting green marketing strategies for eco-friendly packaging in the food and pharmaceutical supply chain (case study of arian daru harmaceutical company).	To examine the alignment of marketing strategies in supply chain and organisational performance in the industrial group.	The strengths and weaknesses of the company in the field of green packaging have identified.	Future research can add research variables regarding green marketing, for getting more precise in green marketing strategy.
3	Green marketing and its impact on consumer purchasing behavior and the tourism sector/an analytical study -the jordanian green market.	To examine the effect of the total green marketing mix variables	The variable market mix has a significant effect on conductive behaviour conductor(s).	Future research can consider the environmental dimension in the field of environmental tourism program development.
4	Integrating Green Marketing Issues in Water Sport Recreation Activities.	To examine participants environmental awareness in water sport recreational activities	This study identified that the important relationship between environmental friendly behaviour, and the participation in water-based sport recreational activities.	Further research can analyse the environmental attitudes that influence citizen involvement in real green action.
5	The influence of green marketing strategies on business performance and corporate image in the retail sector	To analyse the green marketing strategy used by many companies to improve their corporate image and business performance.	Green marketing strategy has a positive influence on corporate image and business performance.	
6	Perceived greenwashing: the effects of green marketing on environmental and product perceptions.	To examine green marketing on environmental and	The perceptions of greenwashing were not only related to environmental and	Further research can add the place factor in promoting more ethical

		product perceptions.	product perceptions and consumer happiness. Also, the website interactivity was related to greenwashing perceptions, environmental and product perceptions, and quantity	green marketing practices in organisations.
7	Effects of green marketing strategies on entrepreneurship in medicinal herbs in Sistan and Baluchestan Province.	To investigate the effect of green marketing strategies based on entrepreneurship in medicinal herbs in Sistan and Baluchestan Province of Iran	Preparing necessary grounds for exploiting organic medicinal herbs, contributing to the diversity of natural environments and geographical landscapes, enhancing the proportion of plant elements in regions, constructing natural and vegetation-based tourist resorts.	
8	Green marketing orientation: achieving sustainable development in green hotel management.	To study the benefits of green hotel management in protecting the earth and establishes a green marketing-oriented model through cognitive stress theory	Stakeholders and executive corporate social responsibility hotels could indirectly increase consumer loyalty to the image of the hotel through green marketing.	Further research can consider the environmental protection strategies must be implemented first within the company, such as internal staff training so that the company's goals
9	Green marketing and the SDGs: emerging market perspective	To investigate how sustainable marketing strategies contribute to attaining the SDGs in Ghana.	There is a positive relationship between green marketing and purchase behaviour. Also, price mediates the relationship between green marketing strategies and purchase behaviour.	Further research can in-depth analysing loyalty, which increases the ability to pay for environmentally friendly marketing costs.
10	Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label-Informed Purchase	To analyse product attributes' mediating role, perceived consumer effectiveness (PCE), and environmental awareness.	Purchases labelled environmentally friendly can significantly increase the two PCE threads and product attributes. The two threads positively correlate eco-labelling and environmental awareness and ultimately lead to purchasing behaviour.	Future studies can use the university to recruit participants and focus on aesthetics, religious beliefs, and cultural effects.

11	Green Marketing As A Marketing Tool And Consumer Purchase Behavior	To determine the effects of green marketing tools on consumer's behaviour towards purchasing.	A major determinant of success globally, reveal that eco-labels and product eco-brands will positively demonstrate and have a significant impact on behaviour actual consumer purchases.	
12	A Study on Assessing the Relationship between Green Marketing and Brand Loyalty in the Manufacturing Sector of Greece: A Moderating Role of Green Supply Chain Practices	To measure the relationship between green marketing and brand loyalty in the manufacturing sector of Greece. The researcher has also measured the moderating effect of green supply chain practices between green marketing and customer loyalty.	Green branding and green supply chain practices have a significant association and positive with brand loyalty. Green supply chain practices significantly and positively moderate the relationship between green branding and brand loyalty whereas, green supply chain practices significantly but negatively moderate the relationship between green advertising and brand loyalty	Future studies are important to examine whether these green SCM practices and green marketing contribute to brand and customer loyalty or not.
13	Green Marketing A Trending Factor In Modern World	To review and describe the evolution and basic concepts about the selling of sustainable products/services.	The green products adoption may not be easily acceptable by the consumers in a short time.	Future studies can investigate the ideology of sustainable selling.
14	The Effect Of Green Marketing And Brand Image Toward Purchase Decision On The Face Shop Bandung	To determine and analyse the effect of Green Marketing, Brand Image toward Purchasing Decisions	Green Marketing has a significant effect on Purchasing Decisions, and partially Brand Image has a significant effect on Purchasing Decisions.	Future researchers can consider the green marketing and brand image, for example, the attitudes of other people/ friends, price, and income. Also, purchase intention through in-depth interview
15	The Impact of Green Entrepreneurial Orientation on Firm Performance through Green Innovation: The Moderating Role of Strategic Green Marketing Orientation	To investigate the impact of GEO on FP through GI and moderating the role of strategic green marketing (SGMO) in Pakistani SMEs.	There was an increase in the performance of SMEs without affecting the environment.	
16	Green Marketing Tools, Religiosity, Environmental Attitude and Green Purchase Behaviour Among Millenials Generation	To examine the relationship between Green Marketing Tools (GMT), Environmental	The individual factors in the form of religious and situational factors in the form of green marketing tools in the form of eco-labels, eco	Further research can use behavioural analysis associated with technological developments, e.g. psychological aspects.



		Attitudes (EA), Religiosity and Green Purchase Behavior (GPB) and test Religiosity moderates between Environmental Attitudes (EA) and Green Purchase Behavior (GPB).	brands, trusts or trust in eco-labels and eco brands, and environmental advertising affect green behavioural.	
17	Identification of green marketing strategies: perspective of a developing	To explore the marketing practices of the selected companies in Indonesia.	The companies undertook only quasi green marketing: dealt with green product and conducted green practices but did not apply green pricing, green distribution, and green promotion.	Future research can add more sample to increase the generalizability of the results.
18	God and green: Investigating the impact of religiousness on green marketing	To determine consumer religiosity's effect on pro-environmental identity, attitudes toward environmental issues, and subjective norms about the environment. Furthermore, this study investigates the effect of these variables on green product purchasing intention.	This study's results have significant implications not only to managers but also to religious leaders on how to encourage more positive attitudes toward the environment.	Future research may investigate the impact of these demographics, regarding religion, on their intention to purchase green products, especially in regards to their willingness to pay.
19	Effect of Internal Green Marketing Mix Elements on Customers' Satisfaction in Jordan: Mu'tah University Students	To investigate the effect of internal green marketing mix elements on Mu'tah University students' satisfaction in Jordan	There are seven supported hypotheses related to the green product, green price, green place, green promotion, and green provided information, green process and green people, respectively	Future studies can discuss the importance of external elements, such as people, providers, politicians, problems, prediction and partners.
20	Green Marketing Practice In Purchasing Decision Home Care Product	To examine the effect of green marketing on buying interest and purchasing decisions on personal and home care products commonly used in	The attribute of environmentally friendly product design (green label) is a variable that dominates consumers' choice in making purchases.	Future studies can add more variables and larger sample size.

		people's daily activities in Indonesia.		
21	Significances and Challenges of Green Marketing	To study the main prominence has been given on concept, need, importance, golden rules of green marketing. It's the slant of difference from traditional marketing.	This finding is significant because the earth's resources are gradually depleting, and the earth is getting more and more tainted. Green marketing is a strategy which benefits the environment and the firms; it is a win-win strategy.	Future researchers can focus on green marketing and purchase intentions.
22	Green marketing – A Theoretical study of opportunities and threats in the context of Indian market	To study the green marketing concept, to discover, possible difficulties that arise in green marketing, to understand the opportunities associated with green marketing, to analyse the case of green marketing in India.	The green product, green promotion, and green price have a positive relationship with firm performance. On the other hand, the study found an insignificant relationship between green distribution on firm performance.	
23	Linking green marketing strategy, religiosity, and firm performance: Evidence from Indonesian	To investigate the moderating effect of religiosity on the relationship between green marketing strategy and firm performance in the context of Indonesian small-medium enterprises (SMEs).	The green product, green promotion, and green price have a positive relationship with firm performance. Insignificant relationship between green distribution on firm performance. The moderating effect of religiosity, the interaction between green marketing strategy dimensions and religiosity was significantly related to SMEs' performance with the notable exception of green distribution.	Further research can increase the number of samples in the study and not only focuses on Muslim groups
24	Linking green marketing strategy with geo-cultural product attractiveness on SME's marketing performance in South Sulawesi, Indonesia	To analyse the inconsistent effect of Green Marketing Strategy on Marketing Performance.	The green marketing strategy has a negative and not significant effect on marketing performance directly. geo-cultural product attractiveness has a direct impact on	Further research needs to incorporate some variables, the study scope area, and the types of industries to gain broad research findings.

			marketing performance, and green marketing strategy has an indirect impact on marketing performance through geo-cultural product attractiveness	
25	Is green marketing a label for ecotourism? the romanian experience	To describe the presence of green marketing in Romanian ecotourism and its impact on tourist's perception.	High interest of the accommodation units from the ecotourism field for green marketing practices which tourists also perceive. The tendency of tourism stakeholders to apply for an accreditation system provided by a non-governmental organisation instead of choosing a European accreditation shows the impact of such a national initiative and emphasises the need to develop a legal framework for green ecotourism practices	
26	Green marketing: legend, myth , farce or prophesy?	To review the history of "green marketing" since the early 1990s and to provide a critique of both theory and practice to understand how the marketing discipline may yet contribute to progress towards greater sustainability	Green marketing has been underpinned by neither a marketing nor an environmental, philosophy. Five types of misconceived green marketing are identified and analysed: green spinning, green selling, green harvesting, enviropreneur marketing and compliance marketing	
27	The influence of brand equity and green marketing on consumer's decision to purchase honda beat series in surabaya	To examine the relationship between brand equity, green marketing, and the decision to purchase certain goods	Brand equity and green marketing both have a significant positive effect on a consumer's decision to purchase.	Further research can consider the loyalty variable.
28	Green supply chain management and green marketing strategy on green purchase intention: SMEs cases	To analyse green supply chain management (GSCM) and green marketing strategies (GMS) to	There is an influence of green supply chain management on green marketing strategy, and there is an influence of green marketing	Future research can accommodate these two types of companies, namely SMEs and large companies so that it can be easier to generalise

		green purchasing intentions (GPI).	strategy on green purchase intention.	study findings and allow different tests of GSCM to be applied to SMEs and large companies.
29	Green marketing strategies for sustainability development of firm's performance in malaysia: for green economy	To tackle the breach by offering a full view of tactical green marketing strategies and its competitive advantage.	The contemporary green marketing literature indicates an essential interaction among strategy and industrial people, increasing the competitive advantage for humankind and the ecosystem.	Future studies can measure environmental performance, such as life cycles analyses.
30	The impact of enviropreneurial orientation on small firms' business performance: the mediation of green marketing mix and eco-labeling	To analyse the impact of enviropreneurial orientation on small firms' business performance: the mediation of green marketing mix and eco-labeling	Green marketing mix and eco-labeling strategies transmit the effect of enviropreneurial orientation on business performance of small firms. Both strategies are mediators in the relationship between enviropreneurial orientation and business performance of small firms.	Future research can use longitudinal research designs and carry out within a specific area of a small company and in a single country.
31	Coordinating a green agri-food supply chain with revenue-sharing contracts considering retailers' green marketing E	To discuss coordination issues of the green agri-food supply chain under the background of farmers' green farming and retailers' green marketing and the impact of a revenue-sharing contract on supply chain participants' key decisions.	The revenue-sharing contract is beneficial to increase the greening level and improve both the farmer's profit and the retailer's profit. Moreover, the revenue-sharing contract's effectiveness is positively correlated with consumers' sensitivity to the greening level.	
32	Green marketing approaches and their impact on consumer behavior towards the environment a study from the uae	To analyse the main green marketing approaches and their impact on consumer behaviour towards the United Arab Emirates (UAE).	The interesting findings is eco-labeling (EL), green packaging and branding (GPB), green products, premium, and pricing (GPPP), and the environmental concerns and beliefs (ECB) of consumers and their perceptions of the environment.	Future research can consider consumer behaviour environment-related and also using sustainable development concepts

33	The impact of green marketing strategies on marketing performance of small and medium-sized restaurants in Saudi Arabia	To study the impact of green marketing strategies on marketing performance of small and medium-sized restaurants in Saudi Arabia	The lean green marketing strategy was the most influential strategy on marketing performance, followed by shaded GMS. The other two green marketing strategies had no significant effect on marketing performance	Future studies may use organisational culture as a mediator variable in the relationship between green marketing strategies and marketing performance.
34	Factors affecting the implementation of green marketing orientation	To investigate the factors affecting the implementation of green marketing orientation	Cohesive marketing activities in these levels have the crucial impact of green marketing in organisational, environmental, and social contexts. Strategic, tactical, and operational activities in green marketing may lead to business development, improvement of the natural ecosystem, and increased quality of life.	Future research can apply green marketing orientation.

Source: Data processed by researchers (2021)

### 3. Result and Discussion

Green marketing is a marketing strategy that can impact consumer behaviour (Burhan, 2020). A green marketing strategy aims to provide satisfaction to environmentally friendly consumers to be attracted to environmentally friendly behaviour. Also, green marketing is used to develop effective marketing strategies committed to environmentally friendly purchasing practices (Sharma et al., 2013). Green marketing strategy is gaining traction as a strategic initiative in retail sector companies and is used as a tool to enhance the company's image and business performance (Mukonza and Swarts, 2019). With a mini-review approach, this study found that green marketing strategies' performance positively influences the attractiveness of geo-cultural products on marketing performance. The attractiveness of geo-cultural products certainly plays a role as a mediator in the Green Marketing model and marketing performance. Theoretically, this study's findings help solve the problem of research gaps in the relationship between green marketing strategies and marketing performance (Munir Abdul Razak et al., 2020).

Environmentally friendly consumer behaviour encourages the market's new supply of eco-value. In shaping environment-friendly consumer behaviour, the family environment and the media have significantly influenced its formation. In contrast, the effect of advertising on company marketing activities has less effect on consumer behaviour. Consumer perceptions of advertising think that advertising is sometimes misleading (Ganimete and Fatos, 2019). The research conducted by Safari (2020) confirms that the marketing mix's polarisation with green marketing elements can identify the strengths and weaknesses of a company in the green product field. A positive and significant influence also occurs between the marketing mix and conductive consumer behaviour against these brands in a market. A positive and significant effect of green marketing can elevate the image of a product or service. Still, green marketing will also have a significant effect on corporate image and impact business performance. (Mucosa and Swarts, 2019). Besides being able to drive business performance, green marketing strategy has a significant effect on consumer products' environmental perceptions and perceptions (Szabo and Webster., 2020).

In the application of green marketing, green products must make consumers aware of the products used as environmentally friendly products. It is done by labelling the product with an eco-label label. In addition to the success and failure of companies in implementing green marketing strategies, we can see environmentally friendly products, premium prices and environmentally friendly distribution systems (Abdul at al., 2020;(Ali Asghar et al., 2020; Yadav and Sharma 2020; Anwaruddin, 2020; Burhan, 2020; Sanker and Janani, 2020). Furthermore, the implementation of

green marketing will also affect the brand image of a brand. Consumers will trust a product more if the experience related to the product or service is beneficial and known. A brand is an important factor in a product.

For this reason, concerning the green marketing strategy, the inclusion of a brand in a product must include an eco-label (Song et al., 2020; Edeh, 2020). Then, as Syaifurrizal et al., 2017; Sugandini et al., 2020; Ahmed et al., 2020; Hodaed, 2020), GM is very significant in influencing brand equity and environmentally friendly behaviour of consumers such as buying interest behaviour to consumers making a green purchase decision.

#### 4. Conclusions

Green marketing (GM) is marketing activities that consider environmental issues. Explicitly, GM defined as the consistency of all activities that design services and facilities for the satisfaction of human needs and desires without having an impact on the natural environment. However, there is a mismatch of market perceptions with consumer perceptions, the existence of uncertain market competitive pressures, even though the government has enacted laws to allow consumers to make better decisions and motivate consumers to be environmentally friendly. There is always difficulty in determining policies that cover all environments. And lastly is the lack of consumer knowledge about environmental issues, causing companies to represent products or services in a market where consumers do not believe that the product or services being promoted is environmentally friendly. Using the literature review, we found a significant relationship between green marketing elements on brand image, consumer behaviour, brand equity, purchase intention, and purchase decision. In conclusion, this study finds a significant effect of green marketing on its brand image, impacting consumer purchasing decision behaviour.

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