

# 2022 - Thoriq, Hermawan - Can Green Marketing Increase Product Sales.

*by Sigit Hermawan*

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## Research article

# Can Green Marketing Increase Product Sales?

Muhammad Toriq Maulana<sup>1</sup>, Sigit Hermawan<sup>2\*</sup>, and Hadiyah Fitriyah<sup>3</sup>

Magister Management, Universitas Muhammadiyah Sidoarjo, Indonesia

ORCID

**Abstract.**

The world is becoming increasingly aware of the adverse effects of using materials that harm the environment. As a result, green marketing is increasingly being used as a marketing strategy to help business growth. However, environmentally friendly products are generally more expensive than their conventional counterparts, as the materials used are more expensive. The purpose of this article was to address the question of whether a green marketing strategy can attract consumers and increase the sales of a product? The method used in this study was a systematic literature review using lens.org as the literature source. The results indicated that not all green marketing strategies are effective in increasing sales such as those carried out in underdeveloped areas. However, it is effective if used in big cities and on consumers who are aware of the importance of environmentally friendly products.

**Keywords:** green marketing, systematic literature review, salesCorresponding Author: Sigit  
Hermawan; email:  
sigithermawan@umsida.ac.id

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## 1. Introduction

Today's society is easier to get knowledge about the dangers of waste that is not environmentally friendly. People are starting to care about the bad impact of the goods they buy on the environment, care about the existing waste, begin to connect the habit of buying goods to environmental cleanliness [1]. The more people who care about the environment, this can increase the opportunity to use green marketing strategies. This is because consumer knowledge of environmentally friendly products is one of the factors supporting the success of a green marketing strategy [2].

Consumers today tend to prefer products that are friendly to the environment. Therefore, entrepreneurs today need to also focus on the environment not only on consumer desires [3]. Green marketing strategy is very important today, because more and more consumers are concerned about the environment. Consumers currently trust the eco-friendly label on a product for the safety and cleanliness of the surrounding environment [4]. This shows how influential a green marketing strategy is to increase sales of a

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product. More than 50% of consumers in Europe prefer green products or those labeled as environmentally friendly, Australia 86% of consumers prefer environmentally friendly products over products that are not environmentally friendly [5].

Environmentally friendly products or green products are part of a green marketing strategy. Making green products requires more expensive costs than making ordinary products. The use of high technology so that it does not cause pollution, environmentally friendly materials require expensive costs [5]. Products that are more durable but not easily damaged as well as safe for the environment require costs that are not cheap. Costs for product promotion and also need to be accompanied by education to consumers about green products will increase costs for the marketing process [5]. Through research conducted in India, only 27% of correspondents are willing to spend more to get green products [18].

The thing that is still a question for now is, can a green marketing strategy increase product sales? Various considerations, such as consumers who have started to care about the environment, began the rampant go green campaign, but on the other hand the costs needed to make green products are not cheap. The author's goal of this article is to find the answer whether a green marketing strategy can increase sales of a product or not.

Green marketing is one of the business strategies for marketing with an "environmentally friendly" approach. Green marketing is also an alternative strategy for companies that are profitable and environmentally friendly at the same time [6]. In addition, green marketing is also an attempt by a company to promote, design, price and distribute products to customers in an environmentally friendly manner [7].

Consumers today tend to choose products that are environmentally friendly, therefore consumers prefer a product that provides information that the product is environmentally friendly. This environmentally friendly product is referred to as a green product [8]. Green products have a big impact on the success of the marketing strategy itself. Consumers are easier to make decisions when choosing green products directly and feel more confident with their choices.

## 2. Methodology

Conduct a systematic literature review through an approach in accordance with [9][10]. Using a systematic literature review aims to answer questions that have an introduction.

There are many articles that discuss the same theme, therefore we collect journals that have been published with discussions on the theme of green marketing. The source

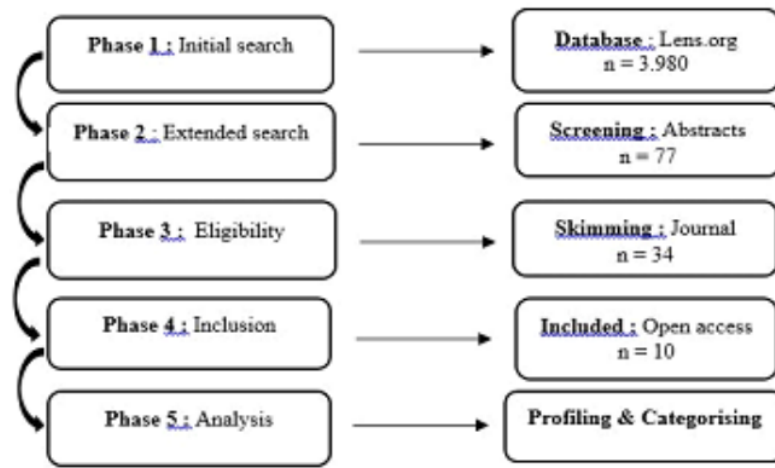


Figure 1: Systematic Review Prisma.

collection that we do is sourced from Lens.org which has been filtered according to what we want to discuss.

The methodological phases include:

1. **Phase 1:** Results 3980 articles obtained from searching from lens.org using the keyword "green + marketing" in the article title.
2. **Phase 2:** The results of 77 articles were obtained from the article title "green + marketing" and the abstract "green marketing + sales".
3. **Phase 3:** The results of 34 articles were obtained from filtering articles that were only of journal type.
4. **Phase 4:** The results of 10 articles are obtained from re-filtering articles that can be accessed for free (gold open access).
5. **Phase 5:** Doing detailed analysis of 10 articles that have been obtained.

## 2.1. Country

The research discussed in the article covers several countries: Malaysia [11] [13] [17], Indonesia [13] [14], Slovakia [12], China [5], India [18], Ethiopia [19], Egypt [15], and Korea [16].

## 2.2. Research Question

The questions that arise in this study, based on the themes discussed in this article.

RQ 1 : Can a green marketing strategy increase product sales?

RQ 2 : What factors can influence the success of a green marketing strategy?

### 3. Discussion

TABLE 1: Literature that Shows Green Marketing Strategy Can Increase Product Sales or Not.

References	Increase Product Sales	Does Not Increase Product Sales
[5]	V	
[11]	V	
[12]	V	
[13]	V	
[14]	V	
[15]	V	
[16]	V	
[17]	V	
[18]		V
[19]	V	

Most articles that discuss green marketing conclude that green marketing strategies can increase sales of a product. There is one article which states that the green marketing strategy has not been able to increase the sales of a product, it can be seen in table 1. This shows that something strange has happened with the case in India [18]. Consumers in India are only 27% willing to spend more for an environmentally friendly product, while 73% of correspondents object to buying a more expensive product because it is an environmentally friendly product. This is also based on consumer distrust of the green marketing strategy carried out by most companies in India, there are 33% of companies that do "fake processing" or use materials that are not really eco-friendly [18]. Almost 74% of respondents stated that the green marketing strategy cannot increase sales drastically [18]. Society or consumers feel that selling a green product is a company's obligation to protect the environment, not something that can be used as a strategy to increase sales.

In contrast to what happened in other countries, 80% of consumers are willing to incur additional costs of up to 10% for eco-friendly products [5]. This can happen if the social environment as well as the financial capabilities of consumers are important factors in the success of a green marketing strategy. The use of green products can prevent companies from environmental hygiene taxes set by the local government [5].

Using clean materials and not emitting hazardous waste, therefore the company is not taxed for environmental cleanliness.

TABLE 2: Factors Affecting Product Sales with Green Marketing Strategy.

Factors Affecting Product Sales with Green Marketing	[5]	[11]	[12]	[13]	[14]	[15]	[16]	[17]	[18]	[19]
Government policy	V	2				V				V
Product Price				V			V	V	V	
Consumer Income						V			V	
Social environment	V	V	V	V		V	V	V	V	V
Consumer Knowledge	V	V	V		V	V	V			V
Marketing Strategy		V		V	V		V	V		V

There are several factors that influence the success of a green marketing strategy. One of them is the social environment factor, 9 out of 10 articles say that the social environment has an important influence on the success of a green marketing strategy. This shows that a mutually supportive and caring social environment for environmental cleanliness can increase consumer interest in green marketing products. Therefore, the area or place where the green marketing strategy is carried out is very important in the success of the green marketing strategy. Considering the consumer’s readiness for green products that have been prepared and the availability of consumers to spend more on environmentally friendly products.

Green marketing strategies can increase sales of a product if consumers have a high concern for the environment. Consumers can develop positive green marketing if they have good environmental knowledge [11]. It can be seen in table 1, there are more articles stating that green marketing strategies can increase sales of a product. The social environment also has a positive influence on the green marketing strategy. In Slovakia, the social environment has an important role in spreading awareness about environmental hygiene which can have a positive impact on green marketing strategies [12].

The green marketing strategy is less effective in areas where the community is still not ready for a green campaign. Therefore, the green marketing strategy cannot run as it should, because consumers do not care about environmental cleanliness. When the green marketing strategy does not work well, the sales of a product also do not increase. Promotional activities will be felt to be lacking if consumers do not have insight into green products [14].

## 4. Conclusion

Judging from the results of the review above, it shows that a green marketing strategy can increase sales of a product. With a note that the strategy is applied in the environment or areas where the community/consumers already have the knowledge and concern for environmental cleanliness. The green marketing strategy cannot have a significant impact if it is carried out in areas that are still lagging behind, because the people still do not have insight into green products. One of the most influential factors in the success of a green marketing strategy is the social environment, although there are other small factors that can affect different situations. In-depth research is needed on green marketing strategies carried out in disadvantaged areas, in order to get more specific answers.

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