THE INFLUENCE OF GREEN MARKETING ON CONSUMER PURCHASE INTENTION: A SYSTEMATIC REVIEW

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RESUMO

Objective: This study sought to analyze the influence of green marketing on consumer purchase intentions.

Methods: To this end, a systematic literature review was carried out on the SciELO and Google Scholar platforms, under the guidance of the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. During the search, keywords were used in association with Boolean operators "AND" and "OR", in order to select only scientific articles in Portuguese, of Brazilian nationality and published between the years 2022 and 2023.

Results: The studies analyzed offered an understanding of the influence of green marketing on consumer purchase intentions. It was found that, despite the growing recognition of environmental issues, the effective adoption of sustainable practices faces substantial challenges. In the purchasing decision process, the complexity of the green marketing landscape is evidenced by consumers' perception that green products are expensive and the lack of clear information. Resistance to paying more for sustainable products creates a financial challenge, limiting the widespread adoption of sustainable practices. The identified informational passivity highlights the need for more transparent and educational green marketing strategies.

Conclusion: It can be concluded that the studies highlight the influence of green marketing on purchase intention, emphasizing the continued need for investment and research to optimize its effectiveness.

Keywords: Green Marketing, Consumer Behavior, Sustainability.

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The Influence of Green Marketing on Consumer Purchase Intention: a Systematic Review

A INFLUÊNCIA DO MARKETING VERDE SOBRE A INTENÇÃO DE COMPRA DOS CONSUMIDORES: UMA REVISÃO SISTEMÁTICA

RESUMO

Objetivo: A presente pesquisa buscou analisar a influência do marketing verde sobre a intenção de compra dos consumidores.

Métodos: Para tanto, foi realizada uma revisão sistemática de literatura nas plataformas SciELO e Google Acadêmico, sob a orientação das diretrizes do PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). Durante a busca, foram utilizadas palavras-chave em associação com operadores booleanos “AND” e “OR”, de modo a selecionar somente artigos científicos em português, de nacionalidade brasileira e publicados entre os anos de 2022 a 2023.

Resultados: Os estudos analisados ofereceram uma compreensão sobre a influência do marketing verde na intenção de compra dos consumidores. Verificou-se que, apesar do crescente reconhecimento das questões ambientais, a adoção efetiva de práticas sustentáveis enfrenta desafios substanciais. No processo de decisão de compra, a complexidade do cenário do marketing verde é evidenciada pela percepção dos consumidores de que produtos verdes são caros e pela falta de informações claras. A resistência a pagar mais por produtos sustentáveis cria um desafio financeiro, limitando a adoção generalizada de práticas sustentáveis. A identificada passividade informativa destaca a necessidade de estratégias de marketing verde mais transparentes e educacionais.

Conclusão: Conclui-se que os estudos sublinham a influência do marketing verde na intenção de compra, enfatizando a necessidade contínua de investimentos e pesquisas para otimizar sua eficácia.

Palavras-chave: Marketing Verde, Comportamento do Consumidor, Sustentabilidade.

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1 INTRODUCTION

In recent decades, environmental degradation has emerged as one of humanity's challenges. In this scenario, deforestation for the expansion of urban and agricultural areas, together with the uncontrolled emission of atmospheric pollutants from the burning of fossil fuels, has contributed to the deterioration of air quality. Furthermore, water pollution has been compromising the health of water bodies, threatening the survival of countless aquatic species and harming the availability of drinking water for communities around the world (MARIANO; FERRAREZI JÚNIOR, 2022).

In the context of environmental degradation, green marketing emerges as a strategic response by companies to face consumers' growing environmental concerns. Organizations, by adopting sustainable practices, seek to mitigate the negative impacts of their operations on the environment. Effective communication of these initiatives through green marketing is essential to raise consumer awareness and positively influence their purchasing behaviors (SIMÃO; NETO, 2022).
Green marketing, also known as sustainable marketing, has emerged as an effective strategy for influencing consumers' purchasing intentions. In a global scenario where concern about environmental and social issues is on the rise, companies that adopt sustainable practices gain the attention and trust of consumers (D'ARC et al., 2023).

Thus, Araújo and Marjotta-Maistro (2017) reiterate that consumer behavior is increasingly influenced by sustainable values, reflecting a change in the perception of consumption. Environmentally conscious consumers seek products and services that are aligned with their ethical and ecological concerns. Furthermore, they tend to favor brands that demonstrate a genuine commitment to social and environmental responsibility.

In light of the above, this research sought to analyze the influence of green marketing on consumers' purchasing intentions, through a systematic literature review. It is expected that the results of this research will contribute to the advancement of knowledge at the intersection between marketing, sustainability and consumer behavior, promoting awareness of the importance of business practices aligned with environmental values.

2 METHODOLOGY

The methodology adopted in this research was a systematic review, conducted in accordance with the guidelines established by PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses). The choice to follow PRISMA aimed to ensure transparency, consistency and methodological rigor in the execution and presentation of the systematic review.

The articles were collected on the SciELO and Google Scholar platforms. Inclusion criteria were established to guarantee the relevance of the selected studies, considering only articles written in Portuguese, by Brazilian author, and associated with the topic in question. Furthermore, the search was restricted to articles published in the period between 2022 and 2023.

During the search survey, specific keywords linked to the central theme of this research were used, such as “green marketing”, “ecomarketing”, “green marketing”, “environmental marketing”, “consumer”, “behavior” and “intention to purchase”. The keywords were used in association with Boolean operators “AND” and “OR”, in order to expand the scope of the search and ensure the inclusion of articles relevant to the scope of the review.

The combination of these keywords was carried out using the Boolean operators "AND" and "OR", allowing a more refined search strategy. The use of these operators contributed to
the inclusion of articles that simultaneously address different facets of green marketing and consumer behavior, providing a comprehensive and multifaceted view of the topic. This strategic approach to keyword selection strengthens the robustness of the research, ensuring that several aspects relevant to the proposed analysis are considered.

To maintain the focus on scientific literature, works such as theses, dissertations, monographs and other documents that did not meet the specific criteria established for the research were excluded. This careful selection sought to ensure the quality and relevance of the studies included in the review.

The data analysis process was carried out in two distinct stages: initial screening and complete screening. In the initial screening, the titles and abstracts of the articles were evaluated to determine their suitability for the inclusion criteria.

Then, in the complete screening, the selected articles were analyzed in more depth, considering the full content of the texts. This detailed methodological approach aimed to ensure a systematic review, based on selection and analysis criteria, providing a basis for the conclusions and discussions presented in the study.

Figure 1 highlights the processes carried out in the systematic review.

**Figure 1**

*Systematic review processes*

3 RESULTS AND DATA ANALYSIS

As a result of the systematic review, a sample consisting of 6 scientific articles was obtained, as shown in the table.
Articles selected in the systematic review

<table>
<thead>
<tr>
<th>Authors</th>
<th>goal</th>
<th>Methodology</th>
<th>Conclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jesus, Tolentin o and Gonçalves Filho (2022)</td>
<td>Analyze the influence of Green marketing on consumer Purchase Intention</td>
<td>Descriptive quantitative research</td>
<td>The study addresses the impact of Green Marketing on consumer purchasing intentions, considering the increase in environmentally friendly laws. Companies globally have modified marketing strategies, introducing Green Marketing to meet environmental demands. However, the complexity of Green Marketing persists, with consumers perceiving green products as expensive, with limited information and insignificant brands. The survey, with 383 participants in Minas Gerais, reveals a restricted perception of green products due to the high price and lack of information. Despite low awareness, advertisements begin to influence purchase intentions. However, many consumers do not receive clear information about green products, compromising their purchase intention. It is concluded that Green Marketing significantly influences purchase intentions, highlighting the need for investment and future studies in this area.</td>
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<tr>
<td>Cataletta and Amorim (2022)</td>
<td>Investigate consumers’ perception of companies that prioritize the use of green marketing</td>
<td>Quantitative research</td>
<td>It was found that Green Marketing emerges as a way for companies to demonstrate environmental responsibility, being accentuated by the increase in online shopping due to the pandemic. The use of Digital Marketing strategies becomes essential for business survival and success given the preference for online shopping. Consumers' growing awareness and demands highlight the need for companies to adapt to this profile, indicating the importance of additional studies to guide Green Marketing and Digital Marketing strategies in the post-pandemic scenario.</td>
</tr>
<tr>
<td>Moreira et al. (2023)</td>
<td>Analyze consumer behavior in the purchasing process of products that employ green marketing strategies</td>
<td>Quantitative, descriptive research</td>
<td>The study analyzes the influence of green marketing on the consumption decisions of young people and adults, investigating whether they recognize the importance of this practice and whether they seek to adjust their habits to reduce the environmental impact of excessive consumption. Although the global importance of environmental preservation has led to the growth of green marketing, there is a gap between consumers' theoretical understanding and their practical actions. Many recognize the relevance of green marketing, but do not always understand how their individual actions can contribute to preserving the environment. The study highlights the need to raise awareness among young people, who have the potential to positively impact their social life and professional environment, adopting conscious consumption habits and influencing others to adhere to sustainable practices.</td>
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<tr>
<td>Chiesa , Marsico e Souza (2023)</td>
<td>Measure the perception and attitude of consumers in Gabria towards environmental issues</td>
<td>Exploratory-descriptive research with an approach</td>
<td>The results of this work reveal that, although consumers in Gabria still consider traditional attributes such as price, quality and brand, there is a growing relevance of green seals when purchasing. The research highlighted the receptivity of these consumers to companies with environmentally friendly products, recognizing the current importance of these practices. Many consumers showed themselves to be &quot;potential&quot; to be considered green consumers, expressing concern about negative consequences for the environment and being motivated by labels that highlight companies' environmental responsibility. Although environmentally friendly products cost more, consumers would be willing to pay more for these products, as long as they are of higher quality than conventional ones. The research highlights the growing importance of green products for consumers in São Gabriel/RS, indicating an audience potentially interested in this growing segment. The case study identified some limitations, such as the sample size and the lack of more consistent information about green products from those interviewed.</td>
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<tr>
<td>Souza, Baptista and Novais (2022)</td>
<td>Identify the influence of socio-environmental products on consumer</td>
<td>Descriptive research with a qualitative approach</td>
<td>Socio-environmental consumer behavior reveals that, although there is awareness about environmental problems, the search for products is predominantly influenced by need and price, the latter being a decisive factor. It is observed that consumers prioritize price over the ecological characteristics of the product, indicating that identification with the desired item is crucial to awaken the desire to purchase. Although many recognize the environmental impacts of excessive consumption and...</td>
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</table>
purchase decisions avoid companies that are not environmentally responsible, a considerable proportion still purchase products based solely on personal preference, without considering the environmental impact. The importance of companies exploring marketing strategies aimed at green and economical products is highlighted, emphasizing their ecological and social values. The study highlights the need for environmental awareness and education in schools to promote not only information, but also the training of individuals with critical thinking and sustainable attitudes.

Silva and Filho (2022) identify the purchasing behavior of students from the Postgraduate Program in Information Management at the Federal University of Paraná in relation to the consumption of sustainable products and services. The research aimed to analyze the impacts of green marketing on consumers' purchasing intentions, focusing on the behavior of undergraduate students at the Federal University of Paraná. The results indicated that the behavior of these students reflects characteristics of responsible consumers, showing environmental awareness, willingness to modify habits in favor of sustainability and preference for green products and services. However, despite the positive association between conscious consumption and Information Management (IM), the sample cannot be fully categorized as green consumers due to dissonant attitudes, such as resistance to paying more for sustainable products. Furthermore, the research highlighted the informational passivity of students, who do not consistently trust information from companies, but also do not actively research socio-environmental performance.

Source: Research data (2023).

The study conducted by Jesus, Tolentino and Gonçalves Filho (2022) provides an in-depth analysis of the influence of Green Marketing on consumer purchasing intentions, especially given the increase in favorable environmental laws. The text initially highlights the global adaptation of marketing strategies by companies, incorporating Green Marketing as a response to environmental demands. However, the research identifies significant challenges in the Green Marketing scenario, where consumers perceive green products as expensive, face limited information and deal with brands that are not very expressive.

The study, based on 383 participants in Minas Gerais, reveals that consumers have a restricted perception of green products, mainly due to the high price and lack of sufficient information. The analysis points to a panorama in which, despite limited knowledge about green products, advertisements are beginning to exert a notable influence on purchase intentions. However, the lack of clear information about these products emerges as a substantial obstacle, significantly compromising consumers' decision-making.

The conclusion emphasizes that Green Marketing has a significant influence on purchase intentions, highlighting the pressing need for investment and future studies in this specific area. The results highlight the intrinsic relevance of sustainable marketing strategies in consumer decision-making, indicating a substantial opportunity for companies to improve their environmental practices and communication. The emphasis on the need for investment and
future research reflects the ongoing complexity of Green Marketing, encouraging a continuous and in-depth approach to understanding and optimizing its effectiveness as an instrument influencing consumers’ purchasing decisions.

Cataletta and Amorim (2022) identify Green Marketing as a crucial tool for companies to express environmental responsibility, gaining prominence especially due to the increase in online shopping during the pandemic. The research highlights the growing need for companies to incorporate Digital Marketing strategies as an integral part of their operations to not only adapt, but also thrive in the face of the consolidated preference for online shopping.

The analysis points out that, in a context where online shopping has become a norm due to the restrictions imposed by the pandemic, Green Marketing gains relevance as an effective means for companies to highlight their sustainable practices. The text suggests that the use of Digital Marketing strategies is essential not only to meet consumer demands in the online environment, but also to reinforce the company's image of environmental responsibility, which becomes increasingly relevant in the current scenario.

The research also highlights that awareness and growing demands on the part of consumers outline the imperative need for companies to adapt to this conscious and demanding consumer profile. The conclusion reinforces the importance of additional studies to guide Green Marketing and Digital Marketing strategies in the post-pandemic scenario, suggesting that alignment with consumer expectations and effectiveness in sustainable marketing practices can be crucial differentiators for business success in a increasingly digital and environmentally conscious world.

Authors such as Moreira et al. (2023) investigated the influence of green marketing on the consumption decisions of young people and adults, exploring whether they recognize the importance of this approach and whether they are committed to adjusting their habits to mitigate the environmental impact of excessive consumption. Despite the growing global prominence of environmental preservation, reflected in the rise of green marketing, the study identified a gap between consumers' theoretical understanding of the relevance of sustainable practices and their effective actions.

The survey results indicate that many consumers recognize the importance of green marketing, but do not always fully understand how their individual actions can contribute to preserving the environment. This finding highlights the need for deeper awareness, especially among young people, who have significant potential to positively impact not only their social life, but also their professional environment. The study emphasizes the importance of guiding
young people in adopting conscious consumption habits, emphasizing their fundamental role in positively influencing others and promoting sustainable practices.

The conclusion of the study highlights the urgency of promoting awareness among consumers, particularly among young people, aiming to reduce the gap between theoretical recognition and effective practice of sustainable behaviors. In this sense, green marketing strategies and educational programs are highlighted as crucial elements to enable consumers to understand and implement actions that effectively contribute to environmental preservation.

Chiesa, Marsico and Souza (2023) present revealing results that demonstrate a noticeable change in the behavior of consumers in Gabria. Although they still consider traditional attributes such as price, quality and brand at the time of purchase, the study highlights the growing relevance of green seals in this decision-making process. The research showed the receptivity of these consumers towards companies that offer environmentally friendly products, signaling a growing awareness of the importance of these practices.

The study highlights the existence of “potential” consumers to become green consumers, as many have shown concern about the negative consequences for the environment. These consumers were particularly motivated by labels that highlight companies' environmental responsibility, indicating a trend towards more sustainable consumption. Even given the potentially higher cost of environmentally friendly products, the consumers interviewed expressed a willingness to pay more for these products, as long as they were of higher quality than conventional ones.

However, the case study highlights some limitations, including the sample size and the lack of more consistent information about green products from those interviewed. Despite these limitations, the results highlight the growing importance of green products for consumers in São Gabriel/RS, indicating an audience potentially interested in this growing segment. This transition in consumer purchasing behavior, towards greater consideration for sustainable practices, highlights the continued need for studies and strategies aimed at this emerging market.

The research conducted by Souza, Baptista and Novais (2022) reveals fundamental aspects of socio-environmental consumer behavior. Despite awareness of environmental problems, research shows that the search for products is predominantly guided by need and, mainly, by price, the latter being a decisive factor in purchasing decisions. Observation indicates that, in many cases, consumers prioritize price over the ecological characteristics of products, suggesting that identification with the desired item is crucial to arouse purchasing interest.
Although some consumers recognize the environmental impacts of excessive consumption and avoid products from companies that are not environmentally responsible, a considerable portion still makes their purchases based solely on personal preference, without taking the environmental impact into account. The study highlights the importance of companies developing marketing strategies aimed at green and economical products, highlighting their ecological and social values as a means of influencing consumers' purchasing decisions.

Furthermore, the research highlights the urgency of environmental awareness and education in schools, aiming not only to provide information on environmental issues, but also to cultivate the formation of individuals with critical thinking and sustainable attitudes. This educational approach can contribute to shaping a new paradigm in consumer behavior, promoting a more conscious and responsible choice in relation to the environmental impacts of their consumption habits.

Silva and Filho (2022) developed a research with the objective of analyzing the impacts of green marketing on consumers' purchasing intentions, focusing on the behavior of undergraduate students at the Federal University of Paraná. The results obtained reveal that the behavior of these students reflects characteristics of responsible consumers, indicating an evident environmental awareness, a willingness to modify habits in favor of sustainability and a declared preference for green products and services.

However, the research points to an ambiguity in the students' behavior, since, despite the positive association between conscious consumption and Information Management (IM), the sample cannot be fully categorized as green consumers. This is due to dissonant attitudes, such as resistance to paying more for sustainable products. This financial resistance may indicate a challenge for the expansion of sustainable consumption, even among conscious consumers.

Furthermore, the research highlights the informational passivity of students. Although they are environmentally conscious, they do not consistently trust the information provided by companies. On the other hand, the research indicates that these students are also not actively involved in research on the socio-environmental performance of brands. This informational passivity may indicate a gap in consumer confidence in green marketing information, as well as a lack of motivation to actively seek this information on the part of students. These findings highlight the importance of more transparent and trustworthy green marketing strategies, as well as educational initiatives to encourage informed research into sustainable practices.
4 CONCLUSIONS

In summary, the studies covered provide an understanding of the influence of green marketing on consumers' purchasing intentions. The analysis carried out by these surveys reveals that, although there is a growing awareness of environmental issues, the effective implementation of sustainable practices in consumption habits still faces considerable challenges.

The results highlight the complexity of the green marketing scenario, where consumers, even recognizing the environmental importance, often perceive green products as expensive and face a lack of clear information. The resistance to paying more for sustainable products, highlighted in some research, points to a financial challenge that may limit the widespread adoption of sustainable practices, even among conscious consumers.

Furthermore, the informational passivity identified in some studies highlights the need for more transparent and trustworthy green marketing strategies, as well as the importance of educational initiatives to promote informed research into sustainable practices. The complexity of socio-environmental consumer behavior highlights the importance of flexible strategies and innovative approaches in green marketing.

In conclusion, the studies emphasize the significant influence of green marketing on purchase intention, highlighting the continued need for investment and research to understand and optimize its effectiveness. Consumer engagement in sustainable practices requires a holistic approach, which considers not only the price and quality of products, but also trust in the information provided by companies and environmental awareness. The strategic adaptation of companies to meet these critical aspects is essential to stand out in a market that is increasingly digital, conscious and oriented towards sustainable practices.

REFERENCES


