

The Effect of Green Marketing Strategies on the Brand Image of Handcrafted MSMEs Products

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ABSTRACT

Changes in the lifestyle of modern society, which is increasingly concerned about environmental issues, have driven a paradigm shift in the world of marketing. This study aims to analyze the effect of green marketing strategies on the brand image of handcraft products from MSMEs in Kediri Regency. Using an associative quantitative approach, data were collected from 100 consumers through a Likert scale questionnaire and analyzed using validity and reliability tests, t-tests, and simple linear regression. The results of the study indicate that Green Marketing has a positive and significant effect on brand image, with 58.19% of Brand Image variation explained by the implementation of green marketing strategies. These findings confirm that consistent and transparent sustainability efforts can strengthen consumer perceptions, increase trust, and strengthen the competitive position of MSMEs in the market.

INTRODUCTION

Changes in the lifestyle of modern society, which is increasingly concerned about environmental issues, have driven a paradigm shift in the world of marketing. Today's consumers consider not only price and quality, but also the sustainability values offered by a product. In this context, the concept of Green Marketing has emerged as a business strategy that integrates environmental aspects into the marketing process, from raw materials and production methods to product communication with consumers. (Keller & Kotler, 2009) explain that Green Marketing is the process of developing and marketing products based on the environmental benefits they offer, as well as the company's social responsibility towards sustainability. This strategy is becoming increasingly relevant, especially for small and medium-sized enterprises (SMEs) that produce goods based on local and natural wisdom, such as Hand Craft products (handicrafts).

Kediri Regency is one of the regions with great potential for developing creative industries based on handicrafts, such as woven bags, recycled products, ecoprint batik, and accessories made from natural materials. Many MSME players in this region have begun to adopt an environmentally friendly approach, both in terms of material selection, production processes, and packaging. However, an important question that arises is to what extent the green marketing strategies they implement can shape a positive brand image in the eyes of consumers. Brand image is the overall perception formed in the minds of consumers based on their experiences, communication, and the values associated with the product (Aaker, 2012). Green marketing strategies that are communicated effectively can create a positive impression and differentiate products from competitors, especially in an increasingly competitive and environmentally conscious market.

Research by (Rahbar & Wahid, 2011) shows that Green Marketing has a positive influence on purchasing decisions and brand image, especially among consumers who are highly environmentally conscious. Furthermore, (Kewakuma et al., 2021a) also found that green product attributes, such as environmentally friendly materials and sustainable packaging, have a significant correlation with positive brand perception. This indicates that consumers not only appreciate the functional value of a product, but also its symbolic and ethical value.

However, most of these studies still focus on large industrial products or daily consumer goods. There is still very little research that specifically highlights locally-based handicraft products in areas such as Kediri Regency as the object of study. In fact, this sector has unique characteristics that are very compatible with the principles of green marketing, namely authenticity, sustainability, and cultural value. Based on this background, this study aims to analyze the effect of green marketing strategies on the brand image of Hand Craft products in Kediri Regency, as well as to address the challenge of how MSME players can utilize sustainability values to strengthen their brand position in the market.

LITERATURE REVIEW

Green Marketing

Green Marketing is a marketing approach that emphasizes environmental responsibility throughout the entire marketing process, from product design, raw materials, production processes, distribution, to promotional communications. Its main objective is to create value not only for consumers and companies, but also for the environment as a whole. According to (Kotler & Keller, 2016), Green Marketing encompasses all activities designed to generate and facilitate exchanges that aim to satisfy human needs and desires, with minimal negative impact on the environment. In other words, Green Marketing is not just about selling environmentally friendly products, but also about building a long-term commitment to sustainability.

Meanwhile, (Polonsky, 2008) states that Green Marketing is a marketing activity that seeks to reduce the environmental impact of conventional marketing activities, both directly and indirectly. (Polonsky, 2008) also emphasizes that Green Marketing covers two important things: products that are truly environmentally friendly and communication strategies that are honest and do not mislead consumers.

Some of the main components of Green Marketing include:

1. Green Product:
Products designed to reduce negative impacts on the environment, such as the use of natural materials, biodegradability, recyclability, or high energy efficiency.
2. Green Pricing:
Pricing that takes into account environmental costs and educates consumers about the added value of green products.
3. Green Promotion:
Communication that highlights the environmental benefits of products, often using ecological labels, environmental certifications, or environmental awareness campaigns.
4. Green Distribution:
Energy-efficient packaging and shipping processes that minimize the use of plastic or hazardous materials.

(Peattie, 2001) adds that Green Marketing is not just a short-term business strategy, but part of an organizational transformation towards an eco-oriented business model. The main objectives of Green Marketing are to:

1. Building trust and loyalty among environmentally conscious consumers.
2. Enhancing the image of the company or brand, as consumers tend to view companies that are socially and ecologically responsible positively.
3. Supporting sustainable development goals.

A study by (Rahbar & Wahid, 2011) shows that consumers tend to have a positive attitude towards green-marketed products, even if they are relatively more expensive. This is due to the moral and psychological values associated with consuming environmentally friendly products.

In the context of MSMEs, Green Marketing can be a strong differentiation strategy. Local products such as handicrafts have great potential to be marketed using a green approach because they generally use natural materials, manual processes, and produce minimal waste. Green Marketing enables MSMEs to build a strong and authentic Brand Image, as well as reach a wider and more loyal market segment. According to (Kewakuma et al., 2021a), green marketing strategies implemented by MSMEs have been proven to increase consumers' positive perceptions of brands (brand image), especially when combined with local narratives, production process transparency, and environmental education.

Brand Image

Brand image is one of the key elements in modern marketing management. This term refers to the perceptions and associations embedded in consumers' minds about a brand, which are formed through consumers' experiences, communications, and interactions with specific products or services. According to (Aaker, 2012), brand image is a set of associations embedded in consumers' memories, which describe their perceptions of a brand. These associations can take the form of product attributes, functional and emotional benefits, and even the symbolic value offered by the brand.

Meanwhile, (Keller, 2018) defines Brand Image as consumers' perceptions of a brand as reflected in the brand associations stored in their memory. Brand image is formed from the interaction between marketing messages and consumers' actual experiences with products or services.

According to several experts, the components of brand image generally include three main aspects (Keller, 2018; Biel, 1992):

1. Cognitive Image:
Consumers' rational perceptions of product attributes and advantages, such as quality, design, price, and function.
2. Affective Image:
Consumers' emotional responses or feelings toward a brand, such as pride, comfort, or trust.
3. Overall Image:
The overall conclusion formed based on a combination of cognitive and affective aspects.

Several factors contribute to brand image formation, including (Keller, 2018; Keller & Kotler, 2009)):

1. Product Quality:
Consistent quality can reinforce positive perceptions of the brand.
2. Promotion and Advertising:
Effective communication strategies help shape desired associations in the minds of consumers.
3. Design and Visual Identity:
Logos, colors, and packaging also create a distinctive impression of the brand.

4. Recommendations and Word of Mouth:
The opinions and experiences of other users greatly influence the formation of consumer perceptions.
5. Social and Environmental Values:
In this era of sustainability, consumers also judge brands based on their ethical commitments and corporate social responsibility (CSR, Green Marketing, etc.).

In the context of green marketing, brand image is often associated with consumer trust in a company's environmental commitment. Environmentally conscious consumers tend to have a positive perception of brands that promote sustainability values. (Kewakuma et al., 2021b) found in their research that the implementation of green marketing strategies has a significant impact on improving brand image, especially for products that consistently and transparently use environmentally friendly narratives. This shows that brand image is not only influenced by product quality, but also by the values embraced and communicated by the company or manufacturer to its consumers.

Brand image plays an important role in shaping consumer purchasing decisions and loyalty. When consumers have a positive perception of a brand, they tend to be more trusting, satisfied, and willing to make repeat purchases. According to (Kotler & Keller, 2016), a strong brand image can be a competitive advantage because it helps differentiate products from competitors, influences perceived value, and reduces perceived risk when consumers make purchasing decisions.



Figure 1. Conceptual Framework

METHODOLOGY

Type of Research

This research is classified as associative quantitative research, which aims to determine the relationship or influence between two or more variables objectively and measurably. In the context of this research, the independent variable is green marketing strategy, while the dependent variable is brand image. A quantitative approach was chosen because this study tests a causal hypothesis between the implementation of green marketing strategies and consumer perceptions of brands, which are measured through the distribution of questionnaires with specific scales. The data collected will be analyzed statistically to determine the extent to which the Green Marketing variable influences the formation of the brand image of Hand Craft products.

According to (Sugiyono, 2013), associative quantitative research is used to test the relationship between variables and to determine whether one variable affects another. Therefore, this study is relevant to describe the effect of green marketing strategies on consumer brand perception, particularly for locally-based and environmentally-friendly handicraft products in Kediri Regency. Through this method, it is hoped that the research results can provide a valid empirical description of the importance of implementing Green Marketing in building a strong brand image, as well as providing strategic recommendations for MSME players in the handicraft sector.

Population and Sample

The population in this study consists of all consumers who have purchased Hand Craft products in Kediri Regency. These consumers are considered to have direct experience in assessing and responding to Hand Craft products offered by local businesses, making them a relevant source of data for this study. For analysis purposes, the researcher determined a sample of 100 respondents selected using purposive sampling. The sample size was determined by considering the fact that the exact population size is unknown. Therefore, a sample determination approach based on the sampling formula for an infinite population was used. One of the approaches commonly used in these conditions is the formula from (Levy & Lemeshow, 2013), which states that if the population is not known with certainty, the minimum sample size that can be used to produce representative data is 100 respondents, depending on the desired confidence level and margin of error.

According to (Sugiyono, 2013), in quantitative research with an unknown population, researchers can determine the minimum sample size based on the central limit theorem, where a sample size ≥ 30 is considered to have met the assumption of normal distribution for parametric statistical analysis. Therefore, sampling 100 people in this study is considered sufficient because it exceeds the minimum limit and allows for further analysis such as linear regression. This technique was used because not all consumers of Hand Craft products have the same level of awareness of environmental friendliness. Therefore, the main criterion in determining the sample was consumers who were aware of and understood the elements of Green Marketing or the sustainability values inherent in the Hand Craft products they consumed. Thus, the data collected was expected to be more relevant and in-depth in examining the relationship between green marketing strategies and brand image.

Fundraising Techniques

The data collection technique used in this study was a questionnaire, which is an instrument in the form of a systematically compiled list of written questions to obtain data from respondents. The questionnaire was designed using a 5-point Likert scale, which provides five answer choices to measure the level of agreement or assessment of respondents to each statement related to the research variables. This scale consists of: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

The Likert scale was chosen because it is considered effective in quantitatively measuring consumer attitudes, perceptions, and opinions. The questionnaire was divided into two main sections, namely statements related to the green marketing variable and the brand image variable. Each statement is designed to reflect the indicators of each variable that have been determined based on theoretical studies and previous research. The data obtained from this questionnaire will then be analyzed statistically to test the relationship and influence between variables in the study.

Data Analysis Techniques

The data obtained from the questionnaire will be analyzed using several statistical techniques to ensure the validity and accuracy of the research results. The first step is to test the validity and reliability of the instrument, which aims to determine the extent to which each item in the questionnaire is able to measure the intended variable accurately and consistently. Once the instrument is declared valid and reliable, the data will be analyzed using simple linear regression analysis to determine the effect of the independent variable, namely green marketing strategies, on the dependent variable, namely brand image. In addition, a coefficient of determination (R^2) test is conducted to measure the extent to which the independent variable contributes to explaining the dependent variable, as well as a t-test to examine the significance of this influence partially. This analysis is conducted with the help of appropriate statistical software to produce objective and accurate interpretations.

RESEARCH RESULT

The results of a study examining the effect of green marketing strategies on the brand image of handcrafted MSME products in Kediri Regency. Before analyzing the relationship between the variables studied, the first step was to test the validity and reliability of the questionnaire used as a data collection instrument. This test was very important to ensure that the data obtained was reliable and accurately reflected the variables being measured.

Validity Test Results

In this study, the validity test was conducted using the Pearson Product Moment correlation technique, which compares the calculated r value of each item with the table r value at a significance level of 5% ($\alpha = 0.05$). An item is considered valid if the calculated r value is greater than the table r value, which means that the item has a significant relationship with the total score and can be used as an appropriate measuring tool for the variable being studied. The following is a table of the validity test results for variable X.

Table 1. Results of X Validity Test Green Marketing

Item	R Table	R Calculate	Description
X1.1	0.361	0.5725	Valid
X1.2	0.361	0.6448	Valid
X1.3	0.361	0.7364	Valid
X1.4	0.361	0.5365	Valid
X1.5	0.361	0.6322	Valid
X1.6	0.361	0.7364	Valid

Based on the validity test results for the X1 variable instrument, the calculated r value for each statement item was greater than the table r value of 0.361. In detail, the calculated r values for each item are X1.1 at 0.5725; X1.2 at 0.6448; X1.3 at 0.7364; X1.4 at 0.5365; X1.5 at 0.6322; and X1.6 at 0.7364. Since all calculated r values are greater than the table r, all statement items in variable X1 are declared valid. This indicates that each statement item has a significant correlation with the total score and is able to measure the intended variable accurately. Thus, all items in variable X1 can be used for the next stage of analysis, such as reliability testing and inferential analysis, without the need to eliminate any items.

Similar to variable X, before variable Y is analyzed further, a validity test is first conducted on the statement items. This validity test aims to determine the extent to which each question item in the variable Y instrument is able to accurately measure the intended concept or construct. A valid instrument indicates that each item has a significant relationship with the total score, making it suitable for use in research data collection. The test was conducted using Pearson Product Moment correlation by comparing the calculated r value of each item with the table r at a significance level of 5% ($\alpha = 0.05$). If the calculated r value is greater than the table r, then the statement item is declared valid, which means it is able to accurately represent variable Y. The following is a table of the results of the validity test for variable Y.

Table 2. Y Validity Results Brand Image

Item	R Table	R Calculate	Description
Y1.1	0.361	0.5123	Valid
Y1.2	0.361	0.5126	Valid
Y1.3	0.361	0.6335	Valid
Y1.4	0.361	0.5907	Valid
Y1.5	0.361	0.4942	Valid
Y1.6	0.361	0.5207	Valid

Based on the validity test results for variable Y instruments, it is known that all statement items have a calculated r value greater than the table r value of 0.361. In detail, the calculated r values for each item are Y1.1 at 0.5123; Y1.2 at 0.5126; Y1.3 at 0.6335; Y1.4 at 0.5907; Y1.5 at 0.4942; and Y1.6 at 0.5207. Since all calculated r values are greater than the table r , all statement items in variable Y are declared valid. This indicates that each statement item in the variable Y instrument has a significant correlation with the total score, enabling it to measure the variable Y construct accurately and consistently. Thus, all items in variable Y can be used in the next stage of analysis without the need to eliminate any items.

Reliability Test Results

After conducting a validity test and declaring all statement items valid, the next step is to conduct a reliability test on the research instrument. The reliability test aims to determine the extent to which the measuring instrument used can provide consistent and stable results when used repeatedly under the same conditions. In other words, reliability indicates the degree of reliability of an instrument in measuring research variables. A reliable instrument means that it has a high level of confidence and can be relied upon to collect data.

In this study, the reliability test was conducted using the Cronbach's Alpha method. A variable is considered reliable if the Cronbach's Alpha value obtained is greater than 0.60. This value indicates that the items in the instrument have good internal consistency, so that the instrument is suitable for further data analysis. The following is a table of the reliability test results for X and Y.

Table 3. Reliability Test Results for X and Y

Reliability Statistics		
Cronbach's Alpha		N of Items
X	0.711	6
Y	0.749	6

Based on the reliability test results, Cronbach's Alpha values of 0.711 and 0.749 were obtained for the first and second variables, respectively, each with a total of six items. According to reliability criteria (Ghozali, 2018), an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60. Thus, both variables can be declared reliable, as each has a Cronbach's Alpha value above the minimum threshold of 0.60. This means that all statement items in both variables have good internal consistency, so that this research instrument can be trusted and used consistently to measure the intended construct. Overall, these results indicate that the research instrument has an adequate level of reliability and is suitable for use in the next stage of data analysis.

T-test Results

Simple linear regression analysis is used to determine the partial effect of independent variables on dependent variables. The t-test is performed to test the significance level of the effect of independent variables on dependent variables individually. The purpose of this test is to determine whether the independent variables truly have a significant effect on the dependent variables in the research model. The testing process is carried out by comparing the calculated t value with the table t value, as well as considering the significance value (Sig.) at a 95% confidence level or 5% error rate ($\alpha = 0.05$). The following is a table of the t-test results in this study.

Table 4. T-test Results

Coefficient			
Model		t	Sig.
1	(Constant)	2.4496	0.0161
	<i>Green Marketing</i>	11.6631	0.0000
a. Dependent Variable: <i>Brand Image</i>			

Based on the results of the partial test (t-test) in the coefficient table, a t-value of 11.6631 was obtained with a significance level (Sig.) of 0.0000 for the Green Marketing variable on Brand Image. With a sample size (n) of 100 respondents, the t-table value at a significance level of 5% ($\alpha = 0.05$) is 1.984. Because the t-value (11.6631) > t-table (1.984) and the Sig. (0.0000) < 0.05, it can be concluded that the Green Marketing variable has a positive and significant effect on Brand Image. This means that the higher the implementation of Green Marketing strategies by companies, the better the brand image formed in the minds of consumers.

In addition, the constant value of 2.4496 indicates that when the Green Marketing variable is at zero, the base value of Brand Image remains at 2.4496. Thus, these results indicate that Green Marketing makes a strong and significant contribution to improving Brand Image and is an important factor influencing consumers' positive perceptions of the company's brand.

Determination Coefficient Test Results (R²)

The determination coefficient test (R Square or Adjusted R Square) is used to determine the extent to which independent variables explain the variation or change that occurs in dependent variables. The determination coefficient value shows the proportion of influence exerted by independent variables on dependent variables in a regression model. The higher the Adjusted R Square value, the greater the ability of the independent variable to explain the variation in the dependent variable. Conversely, a low Adjusted R Square value indicates that the ability of the independent variable to explain the dependent variable is still limited and influenced by other factors outside the research model. The following is a table of the results of the coefficient of determination test.

Table 5. Determination Coefficient Results

Model Summary ^b	
Adjusted R Square	0.5819

Based on the results of the simple linear regression test, an Adjusted R Square value of 0.5819 was obtained. This value indicates that 58.19% of the variation in the dependent variable (Brand Image) can be explained by the independent variable, namely Green Marketing. Meanwhile, the remaining 41.81% is explained by other factors outside this research model that were not included in the analysis.

Thus, these results indicate that the regression model used has a fairly strong explanatory power, because more than half of the variation in Brand Image can be explained by the Green Marketing variable. This means that the implementation of Green Marketing strategies contributes significantly to improving a company's brand image.

DISCUSSION

The t-test results in this study indicate that green marketing strategies have a significant effect on the brand image of MSME handicraft products in Kediri Regency, with a t-value of 11.6631, which is much greater than the t-table (1.984) and a very low significance value (0.0000). This indicates that the application of Green Marketing strategies is not only relevant but also contributes greatly to shaping positive consumer perceptions of product brands. This finding confirms that sustainability as part of a marketing strategy is now more than just a trend – it has become a highly influential factor in enhancing brand competitiveness, especially among consumers who are increasingly aware of the importance of environmental issues.

One of the main factors explaining these findings is the increasing consumer awareness of the importance of sustainability and environmental issues. In the context of MSMEs, products such as handicrafts, which generally use natural materials and manual production processes, are very suitable for implementation with green marketing strategies. This is also reflected in research (Rahbar & Wahid, 2011), which shows that Green Marketing strategies can enhance brand image and influence consumer purchasing decisions. Consumers tend to place a higher value on environmentally friendly products, even though these products may be more expensive than conventional products. The moral and psychological values associated with green consumerism, such as concern for the environment and the desire to support socially responsible companies, often encourage consumers to choose products that are more expensive but have a positive impact on the environment. In this study, handicraft SMEs in Kediri Regency that promote the use of natural materials and reduce environmental impact can take advantage of this awareness to enhance their brand image.

Research (Kewakuma et al., 2021a) also provides strong support for these findings, stating that green attributes such as environmentally friendly raw materials and sustainable packaging can enhance positive brand perception. In their study, products that emphasize environmental values, including natural ingredients and sustainable production processes, were preferred by consumers. The application of Green Marketing principles can strengthen the brand identity of MSMEs in Kediri, by showing that they not only prioritize the functional aspects of their products, but also emphasize social responsibility and sustainability. This shows that a positive brand image is not only shaped by product quality but also by the values applied in the production and packaging processes of these products.

Furthermore, research (Polonsky, 2011) highlighting the importance of honest and transparent communication in Green Marketing strategies found that consumers tend to trust companies that are open about their efforts to reduce negative impacts on the environment. Honesty and transparency in marketing communications regarding the use of environmentally friendly materials and sustainable production processes create greater trust among consumers, which in turn enhances brand image. This is relevant to handicraft MSMEs in Kediri which, despite their small operational scale, can strengthen their brand image by openly communicating the sustainability values applied in every stage of production.

The relationship between Green Marketing and brand image is also supported by theories put forward by (Keller & Kotler, 2009), which explain that marketing strategies that integrate social responsibility and sustainability values can help companies differentiate their brands in competitive markets. In this case, consumers increasingly want brands that not only provide quality products but also care about social and environmental issues. Therefore, by implementing Green Marketing, MSMEs in Kediri Regency can build emotional relationships with consumers that focus not only on product quality but also on trust in the brand as an entity that is responsible for the environment.

From an academic perspective, these findings also make an important contribution to enriching the literature on Green Marketing, especially in the context of MSMEs. Most previous studies have focused more on large companies or mass consumption products that have adopted Green Marketing, while this study provides new insights into how MSMEs engaged in the handicraft sector can also utilize this strategy. This study shows that even though MSMEs in Kediri Regency are smaller in scale, they can still utilize Green Marketing principles to enhance their brand image, which in turn can promote the long-term sustainability of their businesses.

Overall, the t-test results showing a positive and significant effect of Green Marketing on brand image reinforce the argument that green marketing strategies are not only relevant in the context of large industries, but can also be effectively adopted by MSMEs, especially in the handicraft sector. Effective implementation of Green Marketing can increase consumer trust and loyalty, strengthen brand image, and give MSMEs a more competitive position in a

market that is increasingly concerned with sustainability and social responsibility issues.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research on the effect of green marketing strategies on the brand image of MSME handicraft products in Kediri Regency, it can be concluded that the application of Green Marketing strategies has a significant and positive impact on brand image. The t-test results show that the higher the application of green marketing strategies, the better the brand image formed in the minds of consumers. This finding indicates that consumers, who are increasingly aware of sustainability issues and environmental impacts, tend to have a positive perception of products that prioritize environmental friendliness. In addition, the results of the coefficient of determination (R^2) test show that more than half of the variation in brand image can be explained by Green Marketing strategies, which confirms the importance of sustainability in building a strong brand image.

This study also confirms the findings of previous studies, which state that green marketing strategies can increase consumer loyalty and trust in brands, especially if communication about sustainability is conducted transparently and honestly. Therefore, MSMEs in Kediri Regency that apply Green Marketing principles, such as the use of natural materials, environmentally friendly packaging, and sustainable production processes, have a great opportunity to strengthen their brand image in an increasingly competitive market. Thus, the application of Green Marketing not only provides benefits in increasing positive consumer perceptions of the brand, but can also support the long-term sustainability of MSME businesses.

Based on the results of this study, it is recommended that MSMEs in Kediri Regency intensify the implementation of green marketing strategies in their businesses. This can be done by prioritizing the use of environmentally friendly raw materials, efficient production processes, and packaging that minimizes waste. In addition, transparency in marketing communications regarding sustainability efforts is very important to increase consumer confidence. By openly promoting sustainability values, such as through ecological labels or environmentally friendly certification, MSMEs can strengthen their brand image and attract consumers who are increasingly environmentally conscious.

Furthermore, MSMEs need to continue innovating to create products that are not only high quality but also meet sustainability standards. Educating consumers about the benefits of environmentally friendly products is also an important step to ensure that consumers appreciate and choose products that support sustainability. By implementing a comprehensive Green Marketing strategy, MSMEs in Kediri can strengthen their relationship with consumers, increase loyalty, and ensure the sustainability of their business in an increasingly competitive market.

ADVANCED RESEARCH

Research on The Effect of Green Marketing Strategies on the Brand Image of Handcrafted MSMEs Products has provided an initial understanding of how environmentally friendly marketing practices can shape positive consumer perceptions of craft-based MSME products. However, the dynamics of the creative industry, changes in consumer behavior, and increasingly strong demands for sustainability call for more in-depth and comprehensive follow-up research. Future advanced research needs to not only assess cause-and-effect relationships, but also explore psychological mechanisms, the digitization of green marketing, and external factors that can strengthen or weaken the effectiveness of green marketing strategies in the context of MSMEs.

Further research can develop more complex research models by including mediating variables such as customer green awareness, environmental knowledge, and perceived green value, which have the potential to explain how green marketing strategies translate into strong brand perceptions. In addition, moderating variables such as environmental concern, demographic characteristics, and sustainability literacy levels need to be tested to see whether the effects of green marketing are universal or only work in certain segments.

From a strategic perspective, advanced research can also expand its focus on how environmentally friendly packaging innovations, sustainability communication, and green value co-creation impact brand image dimensions such as brand trust, brand equity, and customer loyalty. Quantitative research can be strengthened with mixed methods or longitudinal analysis to capture changes in consumer perceptions over time, especially in an era where sustainability issues are becoming increasingly relevant.

In addition, the development of digital marketing opens up opportunities for research on how sustainability-themed digital content, eco-storytelling strategies, and the use of AI-driven green marketing influence customer engagement and brand perception in craft MSMEs. In-depth qualitative research is also needed to explore the challenges of implementing green marketing at the MSME level, particularly in relation to costs, marketing capabilities, and understanding of sustainability practices.

Thus, advanced research in this field not only expands the theoretical scope of green marketing and brand image but also provides a practical foundation for SMEs in designing sustainable marketing strategies that are socially relevant and capable of enhancing the competitiveness of craft products in local and global markets.

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