

Systematic Literature Review: The Role of Green Marketing in Strengthening Brand Image

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ABSTRACT

The type of research used is qualitative research using the SLR (systematic literature review) method. Research data will be taken from reputable journal portals, so that the credibility can be trusted, then analyzed according to the topic of the article. The results of the study show that based on a systematic review of national and international scientific articles, it can be concluded that green marketing and brand image are two strategic elements that are interconnected and have a significant influence on consumers' decisions and purchase intentions for environmentally friendly products. However, the effectiveness of such relationships is highly dependent on the authenticity of green marketing practices, cultural context, and consistency between the company's claims and actions.

INTRODUCTION

With the development of technology and industry today, consumers now have more in-depth thoughts regarding their decision to buy a product. As we all know, environmental issues are now a topic that is often discussed and is of concern to many people. Therefore, this also has an impact on changes to the marketing strategies implemented by companies. By paying attention to this environmental issue, companies have to adapt their product marketing strategies. Consumers now not only look at the quality and benefits of the product for themselves but also pay attention to how the company's operations impact the surrounding environment. Environmental sustainability is a new focus in carrying out product marketing and this has a significant influence on consumer confidence in a product from a particular brand. Based on research conducted by (Yahya, 2022), it is known that marketing based on environmental concerns is able to increase consumer purchasing intentions through trust. Therefore, it is very important for companies to start creating production processes from promotion to distribution that are environmentally friendly in order to increase consumer trust in brands.

Green marketing techniques can be in the form of advertising that focuses on solving environmental problems or emphasizing product characteristics that are friendly to the environment. By implementing this technique, companies can attract the attention of consumers who are concerned about environmental sustainability issues and build strong positive perceptions of the brand. Consumers who are affected by green marketing will tend to form positive perceptions of the brand which will ultimately lead to the intention to buy environmentally friendly products as expected by the company (Tan et al., 2022). The formation of positive perceptions of the brand is also necessary because the brand itself is the identity of a product and marketers certainly want their brand to be remembered in the minds of consumers strongly so that consumers want to commit to a particular brand (Kiftiah et al., 2022).

LITERATURE REVIEW

Green Marketing

Green marketing merupakan konsep yang dijalankan oleh perusahaan dalam menjalankan produknya dan berorientasi terhadap keberlanjutan lingkungan (Amier & Pradana, 2022). Konsep green marketing ditujukan bagi konsumen yang peka dan peduli terhadap permasalahan lingkungan. Selain itu, green marketing juga fokus terhadap dampak yang ditimbulkan oleh perusahaan terhadap lingkungan sekitar dan merupakan langkah awal dalam membangun industri yang peduli terhadap lingkungan dan memperhatikan dampak aktifitas industri dari berbagai sisi.

Brand Image

Brand image is a product identity that carries various information to make it easier for consumers to accept (Hartono & Tjiptodjojo, 2024). Brand image is very important for companies because it concerns the company's identity and how consumers perceive the company is through the brand itself. Consumers recognize companies through brands, so marketers' main focus is to build as much as possible a positive brand image and stick in the minds of consumers to create a positive preference for the brand.

METHODOLOGY

The type of research used is qualitative research using the SLR (systematic literature review) method. Research data will be taken from reputable journal portals, so that the credibility can be trusted, then analyzed according to the topic of the article. The first stage in SLR is carried out according to the stages of SLR which refers to (article) there are 3 stages in conducting SLR: (a) planning; (b) linking and reviewing articles; (c) report the results of the study on the article.

RESEARCH RESULT

The first stage is carried out by determining the research question or called RQ (Research question) which is the main focus, and providing clear direction to the topic of the article. The following is the RQ used in this article using the POE (Population, Exposure, and Outcome) method.

The second stage is carried out by starting to search, read, and draw conclusions according to the topic of the article. In the second stage, it is carried out with five steps, namely: (a) searching for articles, selecting source articles that will be used to search for articles that are appropriate for the topic. The keywords used are searched using *boolean search* so that the search is carried out effectively and efficiently against the relevant literature. The algebra used to search for articles is "Green Marketing" AND "Brand image" AND "Litelature System review"; (b) screening of appropriate articles; (c) read the quality of the article in accordance with the topic; (d) data extraction by processing information relevant to the topic; (e) Analyze and site data by integrating findings from various studies that have been extracted and conclude coherent and useful results to answer the research questions.

The third stage is to describe the findings based on the research question (RQ) and then report the results of the SLR study. The inclusion criteria used in this study are articles published in the last 5 years. The selected articles come from reputable journals. Articles in Indonesian and English.

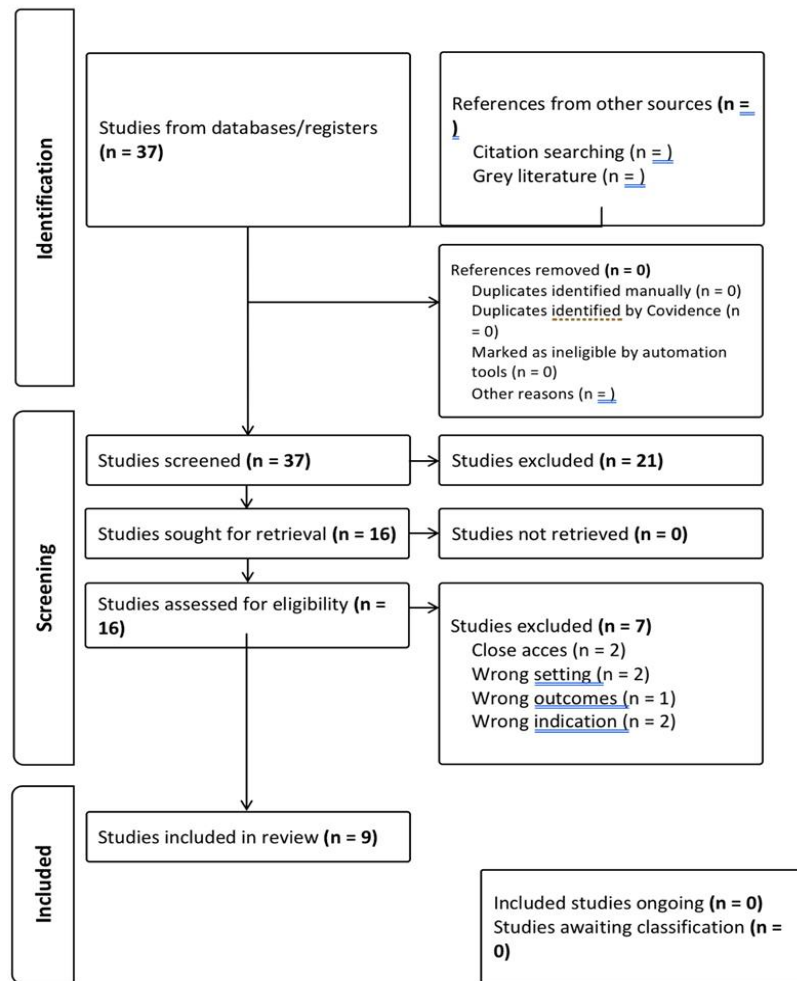


Figure 1. Article Screening

DISCUSSION

The relationship between green marketing and brand image has become an important focus in recent research, especially due to increasing consumer awareness of environmental issues. Based on the data in the table of findings, it can be seen that green marketing strategies that are carried out consistently and really such as through CSR, the use of environmentally friendly materials, and ecolabeling are able to form a positive brand image and increase consumer purchase intent. This finding is in line with the brand equity theory of Aaker (1991), which states that the perception of brand quality and value contributes greatly to brand strength.

In the context of green marketing, green marketing is defined by Polonsky (1994) as all activities designed to generate and facilitate exchanges that satisfy consumer needs in a way that is not detrimental to the environment. When this strategy is communicated honestly and thoroughly, it can strengthen the brand image as a socially and ecologically responsible brand. However, if green marketing is not accompanied by real actions, such as in the case of Nike's greenwashing in the Diandra & Aprilianty study (2024), trust in the brand will decrease, and the brand image will become negative. This is supported by Attribution Theory (Kelley, 1967), which explains that consumers will judge the

intentions behind a company's actions; whether it is really because of environmental commitments or simply business interests.

Table 1. Journal Extraction Data

Title of Article/Journal	Author & Year	Green Marketing (GM)	Brand Image (BI)
The Impact of Greenwashing Towards Brand Trust and Brand Loyalty: A Study of Nike Move to Zero Initiatives	Patricia Diandra & Fitri Aprilianty (2024)	GM is considered just a promotional tool with no real commitment. Nike's "Move to Zero" initiative is suspected of greenwashing. Consumers consider GM Nike to be less transparent.	Nike's green brand image has decreased drastically due to the perception of greenwashing. BI was not formed positively because of the absence of concrete evidence of environmental commitment.
An Empirical Study about Green Purchase Intentions	Muhammad Rizwan, Usman Mahmood, Hammad Siddiqui, Arham Tahir (2014)	GM is described as a strategic approach through promotion, green label, and consumer counseling. Focus on green perceived value & awareness.	BI is formed from the perception of trust and value. BI contributes large to green purchase intention (GPI) with a significant positive correlation.
The Effect of Green Marketing Through CSR and Brand Image on Purchase Intention (The Body Shop)	Chalimatuz, Khusniyah Nur, Ratnawati Kusuma (2017)	GM is implemented through social responsibility (CSR) and the use of environmentally friendly materials. The Body Shop's practice is an example of an authentic GM.	BI was formed through CSR activities, closely linked to consumers' perception of the brand's concern for the environment. BI plays a very important role in buying intentions.
Pengaruh Pemasaran Hijau dan Citra Merek terhadap Keputusan Pembelian Produk Aqua	Wirda Damayanti, Amsah Hendri Doni (2024)	GM Aqua is in the form of the launch of recycled bottles, the promotion of nature conservation, and public education. GM is used as a competitive strategy.	BI Aqua is strong among students because it is supported by a consistent GM. Brand image reflects concern for the environment,

Title of Article/Journal	Author & Year	Green Marketing (GM)	Brand Image (BI)
			thus influencing purchasing decisions.
The Influence of Green Marketing and Brand Awareness on Purchase Intention Through Brand Image	Dewi Murtiningsih, Ririn Wulandari, Hendrati Dwi Mulyaningsih (2024)	GM does not have a direct influence on purchase intention, but it can function effectively when combined with BI and awareness.	BI is an important mediation variable. When BI is formed strongly, the effect of GM on consumer buying interest will be significant.
Investigating the Impact of Green Marketing Components on Purchase Intention: Mediating Role of Brand Image and Brand Trust	Zhongfu Tan, Burhan Sadiq, Tayyeba Bashir, Hassan Mahmood, Yasir Rasool (2022)	GM mapped Through 6 components: Green Knowledge, Attitude, Awareness, Ecolabel, Image, Trust. This holistic approach reinforces the effectiveness of GMs.	BI dan trust as a mediating variable between GM and GPI. BI is formed from consumers' perception of environmental values and brand credibility.
Greening Starbucks: Investigating the Relationship Between Consumer Green Awareness and Purchase Intentions in Malaysia	Jocelyne Lee, Sheue Hui Lim, et al. (2023)	Starbucks uses GM through plastic reduction, the use of recycled materials, and social campaigns. However, the implementation is not optimal.	BI does not significantly affect GPI in the Malaysian context. Consumers have not caught a strong signal from Starbucks' green branding.
Systematic Literature Review for the Effect of Ecolabelling on Purchase Intention	Roberto Gallant Narendra (2025)	GM is focused on ecolabelling as a credibility tool. Green labels are considered to reduce information asymmetry and increase awareness.	BI is strengthened through the presence of ecolabels that signify environmental commitment. This label builds trust and improves brand image.

CONCLUSIONS AND RECOMMENDATIONS

Based on a systematic review of eight national and international scientific articles, it can be concluded that green marketing and brand image are two strategic elements that are interconnected and have a significant influence on consumers' decisions and purchase intentions for environmentally friendly products. However, the effectiveness of such relationships is highly dependent on the authenticity of green marketing practices, cultural context, and consistency between the company's claims and actions.

In general, green marketing that is carried out authentically, such as through corporate social responsibility (CSR), the use of ecolabels, sustainable product innovation, and sustainable promotion, has been proven to be able to form a strong green brand image. An environmentally positive brand image acts as an important mediator that bridges the gap between green marketing strategies and consumer buying interest. On the other hand, if the green marketing strategy is considered manipulative or merely symbolic (greenwashing), then the brand image can actually decrease, as happened in the case of Nike and Starbucks in several studies.

Several studies also show that brand image is not always automatically formed through green marketing, but requires an integrated approach through consumer education, clear green brand value creation, and proof of sustainability in daily business practices. Today's consumers are increasingly critical and selective, especially the younger generation who have high environmental awareness.

Thus, companies that want to maximize the potential of green marketing must focus on integrated sustainability values and be able to build a credible and long-term oriented brand image. Meanwhile, for researchers and academics, the results of this review open up the opportunity to develop a new theoretical model that explains the relationship between the elements of green marketing, trust, brand image, and consumer behavior in more depth.

ADVANCED RESEARCH

Based on the results of this research, I suggest that further research can deepen the analysis of more specific topics related to brand image, green marketing, CSR and loyalty. Further research may use different methodological approaches or involve broader empirical data to reinforce existing findings. In addition, exploration of other factors that can influence is also expected to provide more comprehensive insights.

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