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Comprehensive Analysis and Literature Review of Green Marketing in Indonesia: Trends, Methods, and Challenges

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The objective of this study is to conduct a comprehensive review and synthesis of green marketing research within the Indonesian context, employing a literature review methodology that analyzes ten selected articles indexed in the Scopus database, all published between 2021 and 2023 as part of open-access publications. The majority of these studies utilize a quantitative approach, focusing predominantly on Java Island, which may limit the findings' generalizability to other regions in Indonesia. The industries examined range from fashion and textiles to agriculture, showcasing the broad applicability of green marketing principles. The respondent profiles vary, including customers, companies, and industry experts, providing a multifaceted understanding of green marketing dynamics. Despite generally positive relationships identified between green marketing practices and various outcomes, inconsistencies, particularly concerning the role of trust, highlight the complexity of this factor in green marketing. Some studies identify trust as a significant mediator in green marketing effectiveness, while others do not find substantial evidence supporting this relationship, indicating a need for further investigation. These mixed results underscore the necessity for more research, especially utilizing qualitative or mixed-method approaches, and expanding beyond Java Island to gain deeper insights. The findings from this review serve as a foundational framework for future research in green marketing in Indonesia, offering critical insights into trends, methodological approaches, and diverse application contexts, thereby emphasizing the strategic importance of integrating environmental principles into business practices to enhance competitiveness and support sustainable economic growth. Understanding the role of trust and other mediators in green marketing can inform better strategies for fostering consumer confidence and encouraging environmentally responsible purchasing behaviors. This study highlights current trends and identifies gaps in the literature, paving the way for more nuanced and regionally diverse research, thus contributing to the broader discourse on sustainable marketing practices in Indonesia.

Keywords: Green Marketing, Indonesia, Literature Review, Marketing Research

Introduction

Green marketing, the practice of promoting products or services based on their environmental benefits, has garnered significant attention in the global economy due to escalating environmental concerns and growing consumer demand for sustainable options. According to Vesal et al. (2021), environmental sustainability in markets is crucial, especially amid increasing

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concerns about resource depletion and pollution. In Indonesia, the fourth most populous nation globally and one of Southeast Asia's largest economies, businesses are increasingly recognizing the strategic importance of aligning their practices with environmental principles. This shift is driven by a multitude of factors, including heightened climate change awareness that has prompted consumers to rethink their purchasing behaviors and seek out environmentally conscious products. Evolving consumer expectations around corporate social responsibility have further encouraged businesses to integrate sustainability into their core values, while government initiatives aimed at promoting sustainability have provided crucial support. Eneizan et al. (2019) emphasize that the government plays a pivotal role in amplifying the positive effects of green marketing through supportive regulations and incentives, which foster a business environment conducive to sustainable models. This confluence of factors has created a fertile environment for sustainable business models and emphasized the strategic importance of green marketing in the Indonesian market, where aligning with green principles is now a critical driver of competitiveness and success in an increasingly environmentally conscious economy.

Green marketing itself is highly related with two conditions (Dangelico & Vocalelli, 2017). The first condition is how the company can develop products by considering environmental sustainability. The company might consider several factors related to sustainability in their products, such as using recycled products and products that produced with less water, energy, or gasoline (Thakkar, 2021). The second condition is that even though the company created environmentally friendly products, the products should fulfill the customers' expectations. With the rise of environmental issue around the world, customers are more interested to buy environmental friendly products as a way to show how they can do good to the planet (Martínez, 2015). Therefore, the green marketing purpose is to improve the eco-centric image of the company in the perception of the customers while trying to reduce the environmental hazards from the industry manufacturing process (Yan & Yazdanifard, 2014).

Even though green marketing focused on the environment and sustainability, but it is still using the marketing tools such as marketing mix as the foundation (Kiyak & Grigoliene, 2023). Marketing mix itself can be measured by using 4Ps, which are product, price, place, and promotion, with the focus of "green", which make them green product, green price, green place, and green promotion (Yusiana et al., 2020). Green product involves developing items with sustainability in mind, such as using recycled materials and creating energy-efficient goods. Green price reflects the environmental benefits of products, incorporating the cost of sustainable practices and the value consumers place on eco-friendly goods. Green place focuses on distributing products in ways that minimize environmental impact, like sustainable logistics and promoting local sourcing to reduce transportation emissions. Green promotion highlights the environmental benefits of products and the company's sustainability commitment, aiming to educate and motivate consumers to choose eco-friendly options. This green marketing mix integrates social, economic, and environmental aspects to achieve sustainable development, ensuring business practices contribute positively to society and the planet while maintaining economic viability (Kiyak & Grigoliene, 2023). The framework illustrating the relationship between green marketing and sustainable development helps businesses align their marketing strategies with broader sustainability goals, enhancing competitiveness and supporting sustainable economic growth can be seen in Figure 1 (Kiyak & Grigoliene, 2023).

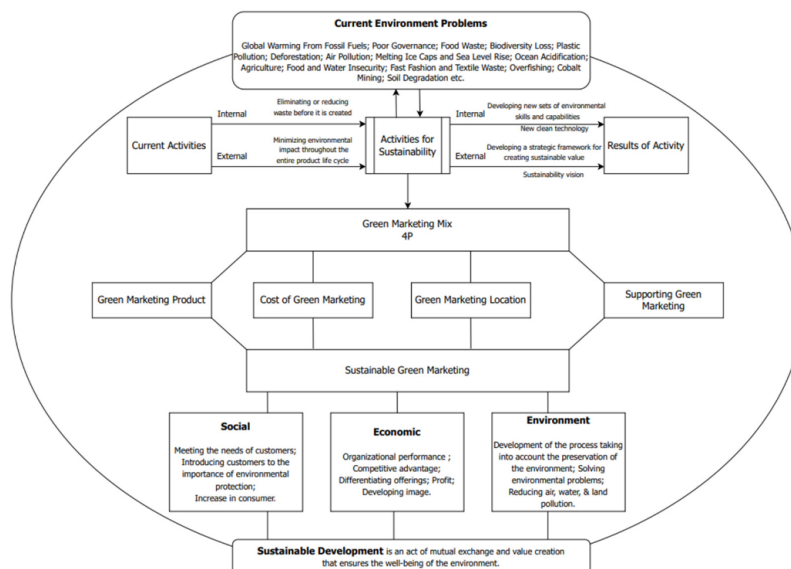


Figure 1. The Framework of Green Marketing and Sustainable Development (Kiyak & Grigoliene, 2023)

However, despite rising interest in green marketing and its potential to transform business practices, research in Indonesia remains relatively new and largely unexplored. Previous studies have provided some insights into consumer behavior, willingness to pay for green products, and the role of trust in fostering environmentally friendly practices. Yet, inconsistencies have emerged in these findings, particularly concerning how trust influences purchase intentions and other outcomes related to green marketing. Szabo & Webster (2021) explain that Ensuring transparency in green marketing practices is crucial to avoiding greenwashing and fostering consumer trust, which helps counter skepticism and positively influences purchase intentions for environmentally friendly products. Furthermore, the geographic concentration of research on Java Island, Indonesia's economic hub, reveals a gap in understanding the regional nuances of green marketing practices across the diverse archipelago. Nguyen et al. (2019) emphasize the importance of considering regional factors in green marketing, stating, "Green marketing initiatives must consider local and regional socio-economic factors to create meaningful engagement and foster environmentally responsible consumer behavior." This geographical bias limits comprehensive insights into the varying regional socio-economic landscapes that could impact green marketing strategies.

Although studies have been done in the field of green marketing, there is still a need for studies that specifically address how research in this field is conducted in Indonesia. This study seeks to provide an overview of green marketing research by examining the methods, industries, and results of each reviewed article. By synthesizing this information, the study aims to enrich the understanding of green marketing research in Indonesia and establish a foundation for future studies on the topic.

To address these challenges and advance the understanding of green marketing in Indonesia, this study reviews and synthesizes research published between 2021 and 2023. Future research should focus on developing green marketing strategies tailored to specific cultural values and market dynamics, considering the unique characteristics of different consumer segments. Haba et al. (2023) highlight that understanding the varying interests and behaviors across segments is essential for crafting targeted, effective green marketing approaches that resonate with distinct demographic groups. Thus, this systematic review offers a comprehensive overview of trends, methodologies, industries, and theoretical frameworks that characterize current studies. By critically analyzing the literature, this paper identifies gaps and inconsistencies in the research, providing foundational insights that can shape future studies. Furthermore, it aims to uncover the

potential for green marketing strategies across different industries, assessing how these practices can be adapted to Indonesia's multifaceted socio-economic landscape.

Through this systematic literature review, the study investigates patterns in green marketing research to guide scholars and practitioners in developing more effective, environmentally conscious business models. By illuminating trends in consumer behavior, industry adoption, and theoretical frameworks, this paper seeks to provide valuable insights into how green marketing can contribute to Indonesia's sustainable economic growth. In identifying research gaps, methodological challenges, and practical implications, this study aims to set the groundwork for future research that can foster innovative and context-sensitive green marketing strategies tailored to Indonesia's unique market dynamics.

Methods

The methodology of this study is a systematic literature review, meticulously designed to identify and analyze relevant articles on green marketing within the Indonesian context. This approach ensures a comprehensive understanding of the current state of research and highlights gaps for future exploration. The first step in this process involved selecting the Scopus database, renowned for its repository of high-quality academic publications. Scopus was chosen due to its extensive coverage of peer-reviewed journals and its rigorous indexing criteria, which guarantee the inclusion of reputable and impactful studies. The search strategy was carefully crafted to maximize the relevance and breadth of the articles retrieved. The keywords "green marketing" and "Indonesia" were employed to find pertinent articles, ensuring that the search results would specifically address the intersection of these two domains. This targeted search aimed to capture a wide array of studies that discuss the application, challenges, and outcomes of green marketing practices within the Indonesian market.

To ensure the inclusion of the most current and relevant research, the review focused on peer-reviewed journal articles published between 2021 and 2023. This timeframe was chosen to reflect the latest developments and trends in green marketing, as well as to incorporate the most recent data and methodologies. By limiting the scope to contemporary studies, the review aims to provide an up-to-date synthesis of the field. Accessibility was another critical criterion in the selection process. To maintain broad accessibility and facilitate the dissemination of knowledge, only open-access articles were included. Open-access publications ensure that the findings are available to a wide audience, including researchers, practitioners, and policymakers, without the barrier of subscription fees. This inclusivity enhances the impact and utility of the review's findings across various stakeholders interested in green marketing.

Articles were selected based on specific inclusion criteria to maintain the rigor and relevance of the review. These criteria mandated that the articles must be published within the specified timeframe, be peer-reviewed journal articles to ensure academic rigor, and be available as open-access publications. This stringent selection process ensured that the review concentrated on high-quality, original research articles that provide robust and reliable insights into green marketing in Indonesia. The exclusion criteria were equally important in refining the search results. Articles that did not specifically address green marketing practices in Indonesia were excluded, as the focus of the review is on understanding the unique dynamics and implications of green marketing within this geographical context. Additionally, non-peer-reviewed materials such as conference papers, book chapters, and reviews were excluded to concentrate on original research articles that offer primary data and findings.

The initial search identified eleven articles that appeared to meet the inclusion criteria. However, upon further examination, one article was excluded due to inaccessibility, resulting in a final sample of ten articles for detailed review. Each selected article was meticulously examined to ensure it specifically addressed green marketing within the Indonesian context. This thorough

examination involved assessing the methodologies, findings, and implications of each study to provide a comprehensive synthesis of the field. The detailed scrutiny of each article ensured that the review included only those studies that offered substantial contributions to the understanding of green marketing in Indonesia.

The details of the article selection process, including the initial search results and the criteria for inclusion and exclusion, are summarized in Figure 2. This figure provides a visual representation of the systematic approach used to curate the final sample of articles, highlighting the rigor and transparency of the review process. By adhering to a structured methodology, this study aims to offer a well-rounded and insightful analysis of green marketing research in Indonesia, paving the way for future studies to build on these findings and further explore this important area. The structured and methodical approach underscores the study's commitment to academic rigor and the pursuit of comprehensive and reliable insights into green marketing within the Indonesian context.

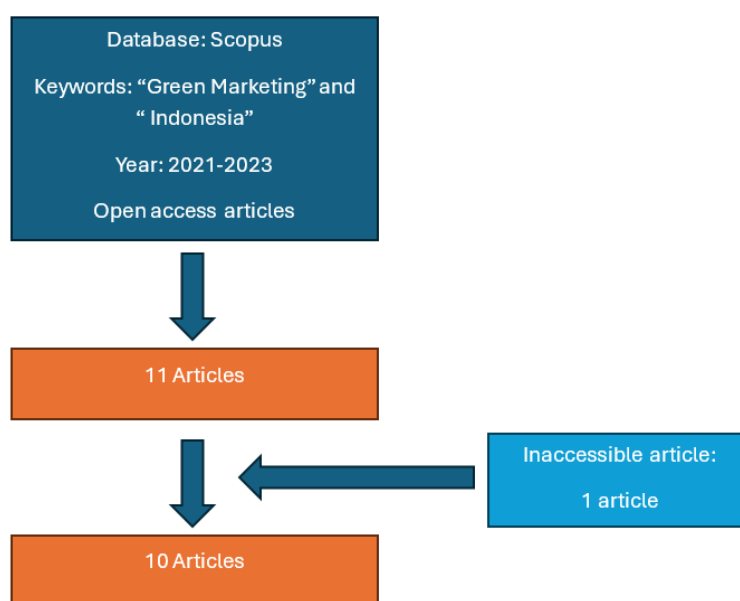


Figure 2. Article Selection Process

The review analysed several key aspects of the selected articles:

- 1. Research Methods:** The methodologies employed in the studies were thoroughly examined to understand the various approaches taken in green marketing research. This analysis involved identifying whether the studies utilized quantitative methods, qualitative methods, or a combination of both, known as mixed methods. Specific techniques used in these methodologies, such as surveys, interviews, and case studies, were also scrutinized. Quantitative methods typically involved statistical analysis and numerical data to identify patterns and correlations, while qualitative methods focused on understanding the underlying reasons, opinions, and motivations through detailed descriptions and interpretations. Mixed methods combined both approaches to provide a more holistic understanding of green marketing practices and their implications.
- 2. Industries Analysed:** The review identified the industries covered by the studies to understand the range of sectors applying green marketing practices. This aspect was crucial for comprehending the applicability and impact of green marketing across different economic sectors. By examining various industries such as fashion, textiles, agriculture, hospitality, and more, the review aimed to illustrate how green marketing principles are being integrated into diverse business contexts. This helped in understanding which sectors are leading in green marketing initiatives and which ones have potential for further development and adoption of sustainable practices.

3. **Geographical Focus:** The geographical locations of the studies were reviewed to assess the regional focus within Indonesia. This analysis aimed to identify any biases or gaps in geographical coverage, ensuring a comprehensive understanding of green marketing practices across the entire country. The review looked into whether the studies were concentrated in specific regions, such as Java Island, or if they included other areas like Sumatra, Sulawesi, and Kalimantan. This geographical analysis helped in identifying regional variations in green marketing practices and highlighted areas that might require more focused research efforts to understand the unique challenges and opportunities in implementing sustainable marketing strategies.
4. **Respondent Types:** The types of respondents involved in the studies were examined to understand the different perspectives from which green marketing was analysed. Respondents could include customers, companies, industry experts, or other stakeholders. By analysing the respondent types, the review aimed to provide a multifaceted view of green marketing dynamics. Customers' perspectives could reveal insights into consumer behaviour and preferences, while companies' viewpoints could highlight corporate strategies and challenges. Industry experts could offer a broader understanding of market trends and regulatory impacts. This diversity in respondent types ensured a well-rounded analysis of green marketing practices and their effectiveness.
5. **Key Findings and Themes:** The main findings and themes of each study were synthesized to identify common trends, insights, and any inconsistencies, particularly concerning the role of trust in green marketing. This synthesis involved summarizing the significant outcomes of the studies, such as the impact of green marketing on consumer behaviour, the effectiveness of different green marketing strategies, and the challenges faced by businesses in implementing these practices. Special attention was given to the role of trust, as it emerged as a critical factor influencing the success of green marketing initiatives. Some studies identified trust as a significant mediator in green marketing effectiveness, while others did not find substantial evidence supporting this relationship, indicating a need for further investigation. By synthesizing these key findings and themes, the review provided a coherent understanding of the current state of green marketing research and highlighted areas for future exploration.

This systematic and structured approach enabled a comprehensive and focused analysis of the existing green marketing research in Indonesia, providing a solid foundation for understanding current trends, methodologies, and gaps in the literature. This detailed examination of research methods, industries, geographical focus, respondent types, and key findings ensures a robust understanding of the state of green marketing research in Indonesia, guiding future research directions.

Results

The first result of this study shows the number of publications based on years. The results show that only a handful of studies currently research green marketing in Indonesia, with four studies in 2023, which means there are still many opportunities to research this topic in the future, especially in Indonesia. Table 1 shows the number of publications by year.

Table 1. Number of Publications by Year

Years	Number of Publications	References
2023	4	(Jamal et al., 2023; Larasatie et al., 2023; Natasya et al., 2023; Sabbar et al., 2023)
2022	3	(Junarsin et al., 2022; Nuryakin & Maryati, 2022; Wiastuti et al., 2022)
2021	3	(Alamsyah et al., 2021; Ariadi et al., 2021; Tseng et al., 2021)

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Several methods were used for the studies based on the results. The most common method used to analyze is the quantitative method. Nine articles used a quantitative approach to analyze the results. Several techniques were used for the quantitative approach, such as Structural Equation Modeling (SEM) (Ariadi et al., 2021; Jamal et al., 2023; Natasya et al., 2023; Nuryakin & Maryati, 2022; Wiastuti et al., 2022), Confirmatory Factor Analysis (CFA) (Alamsyah et al., 2021), regression (Junarsin et al., 2022), polynomial regression (Larasatie et al., 2023), and Delphi method (Tseng et al., 2021). As the most common technique used in previous studies, SEM can be defined as a statistical technique that can help explain the covariance between variables. Besides the quantitative method, an article used secondary data using the panel data method with the Vector Autoregressive (VAR) model. All these methods enrich green marketing research by analyzing them from different aspects. The details of the method used can be seen in Table 2.

Table 2. Method Used

Methods	Quantity	References
Quantitative	9	(Alamsyah et al., 2021; Ariadi et al., 2021; Jamal et al., 2023; Junarsin et al., 2022; Larasatie et al., 2023; Natasya et al., 2023; Nuryakin & Maryati, 2022; Tseng et al., 2021; Wiastuti et al., 2022)
Panel Data	1	(Sabbar et al., 2023)

The industries analyzed in these studies were varied. Almost all the studies analyze different industries. Therefore, green marketing has proven to be a compelling topic across industries. The list of industries studied can be seen in Table 3.

Table 3. Types of Industry

Industry	Quantity	References
Fashion / Textile	2	(Natasya et al., 2023; Nuryakin & Maryati, 2022)
General	2	(Alamsyah et al., 2021; Junarsin et al., 2022)
Property	1	(Jamal et al., 2023)
Forestry	1	(Larasatie et al., 2023)
Finance	1	(Sabbar et al., 2023)
Hospitality	1	(Wiastuti et al., 2022)
Food	1	(Tseng et al., 2021)
Agriculture	1	(Ariadi et al., 2021)

Several locations in Indonesia have been researched in studies related to green marketing. Three of these studies use respondents from Indonesia in general, but the others have specific locations for the respondents. Based on the results, all the studies were still conducted in Java Island. Since green marketing is related to sustainability, more studies should be done in other areas, such as Sulawesi, Sumatera, and Kalimantan Island. The comparison of results between Java and outside Java can also be a stimulating topic to discuss in further studies. Table 4 shows the list of research locations from previous studies.

Table 4. Research Location

Location	Quantity	References
Indonesia (General)	3	(Sabbar et al., 2023; Tseng et al., 2021; Wiastuti et al., 2022)
DKI Jakarta	2	(Junarsin et al., 2022; Natasya et al., 2023)
DI Yogyakarta	2	(Jamal et al., 2023; Nuryakin & Maryati, 2022)
Central Jawa	1	(Larasatie et al., 2023)
West Java	1	(Alamsyah et al., 2021)
East java	1	(Ariadi et al., 2021)

Previous studies have several unit analysis types, making the green marketing topic intriguing to explore. Most of the studies researched the customers of the companies or the users of products/services. Some studies researched Indonesian listed companies from the Indonesian stock market (Sabbar et al., 2023) and the Batik SMEs in Yogyakarta (Nuryakin & Maryati, 2022). Another study by Tseng et al. (2021) used a quantitative method by gathering data from a

panel of experts, which enriched the studies on green marketing in Indonesia. The types of unit analysis in these studies can be seen in Table 5.

Table 5. Types of Unit Analysis

Types of Unit Analysis	Quantity	References
Customers	7	(Alamsyah et al., 2021; Ariadi et al., 2021; Jamal et al., 2023; Junarsin et al., 2022; Larasatie et al., 2023; Natasya et al., 2023; Wiastuti et al., 2022)
Firms / Companies	2	(Nuryakin & Maryati, 2022; Sabbar et al., 2023)
Experts	1	(Tseng et al., 2021)

Trust

Trust emerged as a critical yet inconsistent factor in green marketing, with some studies highlighting it as a significant mediator affecting purchase intentions, while others found no substantial impact. For instance, Junarsin et al. (2022) argued that trust mediates the relationship between awareness and purchase intention, whereas Wiastuti et al. (2022) found that trust did not significantly affect willingness to pay in the context of green hotels. This inconsistency suggests that trust's role may vary depending on the context and industry, necessitating further research. Trust influences the perception of credibility in green marketing efforts and can significantly impact consumer behaviour, either positively by enhancing purchase intentions or negatively by reducing willingness to pay if trust is compromised.

Hedonic Value

Hedonic values were found to be vital in raising the perception of green values among consumers. Studies indicated that customers who prioritize hedonic values are more likely to be influenced by green marketing, suggesting that companies should focus on enhancing product attributes like packaging and style to strengthen their green marketing strategies. Emphasizing the aesthetic and experiential aspects of green products can enhance their appeal to consumers who value pleasure and enjoyment, potentially increasing consumer engagement and satisfaction.

Green Marketing Factors

Various factors such as green advertising, product attributes, and the risk of greenwashing were identified as crucial in green marketing. Alamsyah et al. (2021) emphasized the importance of green advertising, while Ariadi et al. (2021) highlighted the role of product attributes in increasing purchase intention. The negative impact of greenwashing on purchase intentions was noted by Natasya et al. (2023). Clear, honest communication about the environmental benefits of products and avoiding misleading claims are essential for effective green marketing. Companies need to ensure that their green marketing efforts are transparent and credible to avoid scepticism and build consumer trust.

Industrial Sector

The studies spanned a wide range of industries, indicating that green marketing is relevant across different sectors. This diversity underscores the need for industry-specific green marketing strategies to effectively address unique challenges and opportunities within each sector. For example, green marketing in the fashion industry might focus on sustainable materials and ethical production processes, while in agriculture, it might emphasize organic farming practices and reduced chemical use. Understanding the specific needs and expectations of consumers within different industries can help tailor green marketing strategies to be more effective and impactful. Even though only some of the previous studies discussed the grounded theories related to their studies, several theories related to green marketing were mentioned in the literature. Value-belief-norm theory (VBN) is one of the theories used by previous studies of green marketing in Indonesia (Larasatie et al., 2023). VBN is often used to understand consumer behaviour related to the environment (Wang et al., 2023). Moreover, it could better explain environmental behaviour

and intention than the Theory of Planned Behaviour (TPB) in the environmental context. TPB is a theory commonly used to explain and predict behaviour (Ajzen, 2020). Nevertheless, VBN and TPB can serve as a combined basis for studies on environmental behaviour, such as the one used by (Larasatie et al., 2023). Furthermore, related to green marketing itself, another theory used as the underpinning theory is the social marketing theory, where green marketing is considered one of the dimensions of social marketing (Nuryakin & Maryati, 2022). All these theories can be considered the underpinning theories in green marketing.

Key Correlations

Most of the results from previous studies are related to purchase intention (Junarsin et al., 2022; Natasya et al., 2023) and willingness to pay (Ariadi et al., 2021; Wiastuti et al., 2022). Trust is considered one of the essential factors related to those variables. Nevertheless, there are inconsistencies in the results. Junarsin et al. (2022) argue that trust affects preference and purchase intention. They also argue that awareness can only effectively impact purchase intention when there is trust as mediation. Interestingly, a study by Wiastuti et al. (2022) showed that trust does not have a significant effect on willingness to pay, which can be interpreted in the context of green hotels. Even though customers trusted the hotels and intended to stay there, the extra cost of staying in a green hotel was still a barrier for them. A study by Jamal et al. (2023) took brand trust in the context of green marketing even further by creating an integrated model of brand trust, underscoring its importance. These discrepancies indicate that trust's role in green marketing is multifaceted and context-dependent, varying across different industries. Given these mixed results, further research is necessary to clarify trust's role, its interaction with factors like hedonic value, and its impact across various sectors. Understanding these dynamics is essential for developing effective green marketing strategies that positively influence consumer behavior. Therefore, based on these results, more studies on trust in green marketing must be done.

Several other results are essential to green marketing, such as the factors in deciding green advertising (Alamsyah et al., 2021), how the country's carbon emissions problem can be reduced by using green marketing (Sabbar et al., 2023), and how greenwashing can have a negative impact on purchase intention (Natasya et al., 2023). These results show that green marketing studies in Indonesia are still in the early stages and there are more aspects to explore for future research. Therefore, the study of green marketing is still growing and should be considered more in the future.

In summary, this systematic literature review offers an in-depth and comprehensive analysis of green marketing research within the Indonesian context. By meticulously examining various studies, the review highlights key trends that are shaping the field, methodological approaches utilized by researchers, and critical factors that influence green marketing practices. Among these factors, trust emerges as a significant yet inconsistent element, necessitating further exploration to clarify its role in green marketing effectiveness. Additionally, the review identifies the importance of hedonic values, which pertain to the pleasure and satisfaction consumers derive from green products, as a crucial aspect of consumer behaviour in green marketing.

Furthermore, the review explores various green marketing strategies employed across different industry sectors, illustrating how these practices are integrated into diverse business contexts. The findings underscore the necessity of expanding research efforts beyond the predominant focus on Java Island. By including other regions such as Sumatra, Sulawesi, and Kalimantan, researchers can develop a more comprehensive and nuanced understanding of green marketing dynamics across Indonesia's varied geographical and socio-economic landscapes.

Addressing the inconsistencies related to trust and other critical factors will enable the development of more effective and contextually relevant green marketing strategies. This expanded and detailed understanding is essential for fostering sustainable business practices that align with Indonesia's environmental and economic goals.

Conclusion

The topic of green marketing is still an emerging research area in Indonesia, indicating significant potential for growth and development. Current studies predominantly focus on quantitative methods and concentrate largely on different regions within Java Island. This geographical limitation suggests a need to broaden the scope to gain a more comprehensive understanding of green marketing across the entire country. The industries researched in these studies are varied, reflecting the wide applicability of green marketing principles across different sectors, including fashion, agriculture, hospitality, and more. The respondents in these studies are primarily customers who have shown interest in or have purchased certain green products or services, providing valuable insights into consumer behavior and preferences. Theoretical frameworks such as the Theory of Planned Behavior and the value-belief-norm theory are commonly used as the basis for these studies, particularly when examining customer behavior. Despite the valuable insights gained, the results of these studies are varied, highlighting the complexity of green marketing dynamics and the need for further research to explore additional topics within this field.

This study has several limitations, including its exclusive examination of papers published between 2021 and 2023, which may not capture the full spectrum of green marketing research conducted in Indonesia. Moreover, the focus on green marketing within Indonesia limits the generalizability of the findings to other contexts. Future research should employ different methodologies for empirical studies, such as qualitative or mixed methods, combining both quantitative and qualitative approaches. This could provide a more nuanced and comprehensive understanding of green marketing practices and their impacts. Additionally, studies should be conducted in other regions beyond Java Island, such as Sumatra, Borneo, and Bali. These areas offer unique contexts and challenges related to sustainability, particularly concerning forestry, coal, and tourism. For instance, Bali could provide interesting insights into how tourists, especially foreigners, perceive and respond to green marketing initiatives.

Furthermore, future research should explore a broader range of variables related to green marketing. Trust, for example, remains an important variable that warrants further investigation due to the inconsistent results observed in current studies. Understanding how trust influences consumer behavior and the effectiveness of green marketing strategies could provide critical insights for businesses and policymakers. Additionally, different aspects of green marketing, such as greenwashing (where companies deceptively market products as environmentally friendly) and product quality improvement, should be studied more extensively. These factors are crucial in determining the credibility and success of green marketing efforts. In summary, while green marketing is an emerging and promising research area in Indonesia, there is a clear need for more diverse and comprehensive studies. By expanding the geographical focus, employing varied research methodologies, and exploring a wider range of variables, future research can contribute to a deeper and more holistic understanding of green marketing practices. This will ultimately support the development of more effective strategies for promoting sustainability and environmental responsibility in Indonesia.

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