

Influence of Green Marketing Strategies on Consumer Purchase Decision Evidence from Fast-Moving Consumer Goods Industry in Zimbabwe

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Abstract

Concern for the environment has been on the rise in recent years, and it has begun to pervade the behavior of contemporary consumers. The efforts that are being made to implement sustainable green marketing tactics are brought about because of this worldwide trend of the world going green, the global movement toward sustainability, increased health consciousness, and the Millennial Development Goals. As a result, the purpose of this research was to investigate the impact that eco-friendly marketing tactics have on the buying decisions of consumers. Using the structured questionnaire, this investigation takes on the form of a sequential explanatory mixed research design. To scientifically establish the effect that green marketing techniques have on the purchasing decisions of consumers, the findings were evaluated using correlation and regression analysis with the assistance of SPSS. According to the findings, all three marketing approaches, namely, green advertising, eco-labeling, and green branding, had a significant and favorable impact on the purchasing decisions of consumers. The findings of this study have substantial repercussions for both practice and theory.

Keywords: Sustainability, Sustainable marketing, Green marketing, Green consumerism, Green advertising, Eco-labeling, Green packaging, Green branding