

The Influence of Strategic Marketing Decisions on Customer Purchasing Decisions for Green Products

Nationally and internationally, indiscriminate consumption patterns have caused significant problems, requiring an increase in customer purchasing intentions and attitudes toward choosing green products. This article aims to identify the strategic marketing decisions that influence positive customer purchase intentions toward green products. It covers the research problem of distinguishing the impact of strategic marketing decisions on increasing a customer's favourable purchasing intentions toward green products. Data is collected for this purpose using the survey approach, which involves distributing a well-designed questionnaire to individuals. According to the findings of this study, there is a positive correlation between the variables of environmental awareness, environmental preferences, green brand image, and green product loyalty with customer purchase intentions. Nevertheless, environmental preferences and green brand image are significant in relation to customers' intention to purchase green items.

Keywords: green marketing, eco-labelling, green branding, green product, purchase intentions, strategic marketing.

Nacionaliniu ir tarptautiniu mastu beatodairiški vartojimo modeliai sukėlė reikšmingų problemų, todėl reikėjo pagerinti klientų pirkimo ketinimus ir požiūrį pasirenkant ekologiškus produktus. Šiame straipsnyje siekiama atpažinti strateginius marketingo sprendimus, veikiančius pirkėjo ketinimą rinktis ekologiškus produktus. Problema tiriama išskiriant strateginių marketingo sprendimų poveikį teigiamam pirkėjo apsisprendimui dėl ekologiškų produktų. Duomenys rinkti taikant apklausos metodą, kai sukurtas klausimynas padalinamas respondentams. Remiantis šio tyrimo išvadomis, nustatyta teigiama koreliacija tarp aplinkosauginio sąmoningumo, aplinkosaugos nuostatų, ekologiško prekės ženklo įvaizdžio ir lojalumo ekologiškam produktui kintamųjų su klientų pirkimo ketinimais. Nepaisant to, aplinkosaugos prioritetai ir ekologiškos prekės ženklo įvaizdis yra reikšmingi klientų ketinimui pirkti ekologiškus produktus.

Raktiniai žodžiai: žaliasis marketingas, ekologinis marketingas, žaliasis prekės ženklas, ekologiškos prekės, pirkimo ketinimai, strateginis marketingas.

Introduction

With the advancement of technology around the world, consumers have

become more experienced, and environmental awareness has grown. Nowadays, consumers and organisations understand the importance of caring for the

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environment and have become more aware of switching to environmentally friendly products and services. Moreover, environmental awareness has become one of the most critical issues in academic research.

These changes caused considerable resonance among consumers who were concerned about preserving and preventing any damage to the environment and influenced their purchase intentions. Admittedly, marketers are trying to implement strategic marketing decisions toward green products to reduce consumer anxiety about environmental damage. These strategic decisions are related to producing, designing, packaging and using eco-friendly and green products.

Both consumers and manufacturers have a massive responsibility toward environmental protection. It is accepted that consumers will not purchase products that are harmful to human well-being, environment, plants, animals and natural resources. However, environmental commitment and participation in green activities are two different problems, both consumers and manufacturers have a considerable influence, but the consumer plays a more critical role since they encourage organisations to produce and supply green products (Dong, Liu & Shen, 2019).

In the past decades, marketers' strategic decisions regarding green products focused on packaging and labelling. Nowadays, due to the great competition, each company tries to distinguish itself and attract consumers' attention using various strategic marketing methods to influence consumer behaviour through green products (Dey et al., 2019). It is

necessary to research how important environmental conservation is for different organisations and which strategic marketing decisions and activities they implement. Studying these factors might play a crucial role in influencing consumer purchase intentions and encouraging them to use green products.

Despite the fact that there has been done much research related to the issues of green marketing, there is little research in terms of strategic marketing decisions of organisations and their impact on consumer purchase intentions.

This paper solves **the research problem** of how to distinguish the impact of strategic marketing decisions in enhancing a customer's favourable purchasing intentions toward green products.

The object of the research is strategic marketing decisions toward green products.

The research aims to find the strategic marketing decisions that determine positive consumer purchasing intention toward green products.

In order to achieve the goal of the research, the following **objectives** are set:

1. To perform a theoretical analysis of the impact of strategic marketing decisions on consumer purchase intentions.
2. To perform field analysis of practices on how to find different strategic marketing decisions to expand a customer's favourable purchasing intentions towards green products.
3. To use quantitative and qualitative data analysis.
4. To propose managerial solutions on finding the different impacts of strategic marketing decisions to expand a customer's favourable purchasing intentions toward green products.

To collect reliable data, descriptive research is implemented, using the mixed research method that aims to collect both qualitative and quantitative data. Therefore, the survey is selected as a research instrument, since it enables the qualitative gathering of data by conducting a questionnaire and collecting quantitative data to test the hypotheses.

Literature review

Organisations make strategic marketing decisions to ensure sustainable competitive advantage in response to the continuously changing environment. Strategic marketing decisions are integral to the problem-solving process and must be made during the analysis, strategic selection, and implementation phases (Proctor, 2014). Strategic marketing decisions include consulting services on pricing, product design tactics and marketing strategy (Sahaf, 2019)

The relationship between businesses and their customers is no longer straightforward, and with more touchpoints, it is getting increasingly complex (Israfilzade, 2020; 2021). As the environment is constantly changing, in order to maintain competitive advantage, companies have to adapt to these changes. Strategic decisions to switch to green products cover activities including product adjustments, manufacturing techniques, packaging and labelling, and advertising strategies (Podvorica & Ukaj, 2019). According to A. Farzin et al. (2020), implementing a green product strategy is a management process that encompasses identifying, predicting and meeting the needs and desires of consumers. These practices

have to be applied under sustainable practices.

To ensure the sustainability of commercial firms, green marketing and related strategies are becoming important tools to secure the long-term viability of commercial enterprises (Papadas et al., 2017). In the existing literature, numerous studies examined the importance of green products; however, there is a lack of information regarding strategic marketing decisions organisations make toward these products. The business firm is responsible for adapting to the rapid environmental changes due to increasing challenges, focusing on providing safer products (Hasan & Ali, 2015). However, increasing environmental sustainability and shifts in consumer segmentation drive organisations to re-strategise and make new decisions to satisfy consumers.

Importance of Green Marketing Mix. The green marketing mix includes product development-related strategic marketing decisions and pricing, advertising, and distribution strategies to protect and sustain the environment (Davari & Strutton, 2014).

Green Product. Previously, words such as “green products”, “sustainable”, “green”, “environmentally friendly”, and “eco-friendly” have often been used synonymously by marketers to advise and lure consumers, as stated by P. S. Gosavi (2013). However, recently researchers began to distinguish between these terms and give them different explanations. The product is the focal point of the green marketing mix and the most significant component of the entire strategic marketing focused on applying decisions toward green products. However, it is vital to remember that a green

product is made up of all of the product's components, including the materials used, the production process, packaging, labelling, etc. (Mahmoud, 2018). A. Diglel and R. Yazdanifard (2014) give a certain characteristic of a green product, which includes compliance with environmental requirements, minimising the negative impact on the environment, and it is also important that the product or product packaging is manufactured from recycled materials that conserve natural resources.

Green Price. Price is widely acknowledged as an essential component of the green marketing mix. According to S. S. Bukhari (2011), since the production of green products is expensive, some consumers do not buy this product due to its pricing strategy. The majority of consumers will only be willing to pay a premium if they have an idea of the product's added value (Eric, 2007). Y. Sharma (2011) states that this value can be improved performance, functionality, design, visual appeal, or taste. In addition, there may be products on the market that are equal in price and quality, but in most cases, the factor of an environmentally friendly product becomes decisive when choosing a product (Singh, 2013; Mahmoud, 2018). Therefore, all the above factors must be considered when developing strategic decisions toward product pricing.

Green Place. Place means the location where green goods are presented and where they can be purchased. The green place is managing logistics to reduce transport emissions, which essentially aims to reduce carbon footprint (Shil, 2012). It is closely linked to the development of distribution gates that

interact with environmentally friendly products that will facilitate shipping for customers as well as comply with cycling procedures that fulfil vital environmental requirements (Hashem & Al-Rifai, 2011). T. O. Mahmoud (2018) believes that most customers do not want to go a long distance to buy a green product, preferring instead to purchase closer alternatives; therefore, the location and availability of goods or services affect consumers' purchase intentions. In order for marketing strategies and messages to be guaranteed to entice targeted users to purchase, the product must be effectively positioned. Moreover, marketers seeking to promote their products successfully must position them widely in the market to provide accessibility since when green products are readily accessible, it encourages green purchasing.

Green Promotion. Giving accurate product information without jeopardising consumers' materialistic and moral values is called *green promotion* (Bahl & Chandra, 2018). Green promotion involves communicating to consumers, the likelihood of affecting their choices on purchasing a green product. Green promotion includes customising promotion tools such as advertising, marketing materials, white papers, websites, public relations, direct marketing and field promotion, videos, and presentations focusing on people, the planet, and profit (Shil, 2012). An important tool for promoting green advertising is high-quality advertising messages that can satisfy consumers' wishes and desires who are concerned about the environment (Ankit & Mayur, 2013). Green promotion is one of the green marketing mixes that includes

promotions, customer communication, direct marketing, etc. (Mahmoud, 2018).

Purchase Intentions Towards Green Products. In general, consumer purchases of products and services are motivated by the notion that their action will instantly improve the environment. The green purchase decision is characterised by purchasing green products from green companies (Albayrak et al., 2013), using sustainable consumption practices (Chaubey & Pant, 2018) and willingness to pay additional costs for green. According to L. Chen (2013), there is a significant link between environmental knowledge, beliefs, concern for the environment, social impact, and green purchase intention. Nevertheless, environmental behaviour may differ from other types of consumer behaviour, according to A. F. Ismail et al. (2018), and these differences may be attributable to underlying reasons.

Socio-demographic variables. In order to easily profile green consumers, researchers analyse the socio-demographic variables of consumers. Consumers' socio-demographic characteristics, such as age and educational level, influence their attitudes and intentions to become green (Kwon & Ahn, 2020). Based on the research, O. C. Ferrell & M. D. Hartline (2014) state, that consumers, especially young individuals in the 18 to 25 age group, are strongly influenced by their natural and social environment, which determines their market awareness and purchasing inclinations. Moreover, S. T. Wang (2014), from a previous study, notes that erudite people with relatively high incomes, especially younger ones, often support environmental activities and prefer "green products".

Eco-Labeling. In order to highlight environmentally friendly products, marketers have come up with a labelling strategy. Since eco-labels convey information regarding consumer environmental concerns and product characteristics, they significantly impact consumer behaviour towards products (Brecard, 2017). It is designed to provide environmental information about green products to both commercial users and a broad spectrum of consumers. Eco-labelling provides information to both consumers and organisations about environmentally related products. Eco-labelling is crucial in the creation of environmental policies and in promoting environmentally friendly behaviour towards products and services (Brecard, 2017).

Green Packaging and Branding. Green packaging, made from environmentally friendly components and branding, was not the focus of researchers until the last decade. Modern marketers strive to study this topic and raise it to a new level. However, with the growing level of pollution, almost every consumer has become aware of environmental issues, and the strategy of green packaging and branding has led to more respectful and quality attitudes toward the environment (Swenson & Wells, 2018). According to K. Peattie (1995), environmental green brand qualities include sustainable production, the transition to and fair use of environmentally green products and reducing the use of harmful products that negatively impact the environment. However, green packaging is one of the attributes that makes a product "green". There is one more vital aspect to emphasise regarding branding, and it has to do with consumer loyalty to a brand. Brand

loyalty can lower marketing expenditures, as recruiting new customers is more expensive and difficult than retaining existing customers (Fonseca, 2015).

Development of Hypotheses. Nowadays, the number of organisations producing green products is growing since more and more consumers are showing an increased desire to purchase such products. Consumers today are more concerned with their purchase intentions and shopping experiences. They care about the environment and want to help ensure its survival and well-being by purchasing green products. Their buying behaviour and attitudes reflect their positive intentions toward the environment.

Consumer demand for goods and services has expanded dramatically over the last decade, resulting in the depletion of natural resources and significant environmental degradation (Loxton et al., 2020). This gap is called either the “mismatch of green purchasing” or “the gap between environmental attitudes and behaviour.” This means that there are also people who are adherents of environmentally friendly products and are still not consumers of these products. It is also an important research goal to find out why even people who are ready to purchase ecological products cannot translate it into action. There are a number of factors worth examining, such as price and social factors that lead to uncertainty between consumer attitudes and purchasing behaviour.

Therefore, it can be concluded that previous studies might not be successful since they could not determine why a positive attitude of customers does not mean that they will purchase an ecological product. Based on the literature

review conducted previously, it was possible to form the following hypotheses:

- Hypothesis 1: Environmental awareness has a positive impact on customers’ intentions to purchase green products.
- Hypothesis 2: Environmental preferences have a positive impact on customers’ intentions to purchase green products.
- Hypothesis 3: Green brand image has a positive impact on customers’ intentions to purchase green products.
- Hypothesis 4: Green product loyalty has a positive impact on customers’ intentions to purchase green products.

Research methodology

Based on the comprehensive literature review of the research topic, particularly how strategic marketing decisions related to green products affect the consumer behaviour of shoppers, it was possible to identify four hypotheses.

The research question is how various strategic marketing decisions impact consumers’ preferable purchase intentions toward green products.

The objectives of the paper are the following:

1. To develop an online questionnaire to reveal the impact of various strategic marketing decisions on consumers’ preferable purchase intentions toward green products;
2. To implement primary data collection using the survey method;
3. To collect the data on the impact of various strategic marketing decisions on consumers’ preferable purchase

intentions towards green products and examine the relevance of hypotheses;

4. To prepare results for interpretation and propose practical approaches.

Inductive reasoning is a logical procedure in which numerous premises are combined to arrive at a conclusion or provide evidence that a conclusion is true (Sauce & Matzel, 2017). In order to fulfil the research objectives, exploratory research is conducted. Moreover, a mixed research method, including both secondary and primary sources, is implemented to reach reliable and relevant data. The research findings helped to assess the hypotheses about the impact of strategic marketing decisions on purchase intentions toward green products.

The author chooses survey research in order to define the impact of green products on the purchase intentions of shoppers and how it can be implemented in the strategic marketing of brands. Considering the novelty of the research topic, it was decided to perform a survey among consumers of green products. According to the nature of the study, the researcher selected the quantitative method to answer the research question and reach the aim of the research.

Questionnaire Design. The questionnaire is not limited in time, which makes it possible for respondents to competently think over the question posed to them and give a more accurate and balanced answer. In order to implement the survey and collect responses, an online questionnaire was composed in Google Forms, which is selected as a tool for gathering the records. Therefore, the questions were formulated in a seven-point Likert scale, ranging from Strongly Disagree to Strongly Agree:

Strongly Disagree, Disagree, Somewhat Disagree, Neutral, Somewhat Agree, Agree, Strongly Agree, with a value of 1 stating the full non-compliance and 7 indicating the strong agreement with the question indicated in the survey.

In order to facilitate the research process, a structured questionnaire was developed. By distributing such a questionnaire, the researcher was able to gather detailed responses regarding consumer behaviour of shoppers toward green products. Moreover, the finding enabled to complete or reject hypotheses, developed on previously conducted literature analysis. In order to gather quantitative data, open and close-ended, questions were formulated in the questionnaire, since it enables the researcher to gather a limited number of responses which eases the analysis process.

Five variables (Environmental Awareness, Environmental Preference, Green Brand Image, Green Product Loyalty and Green Purchase Intention) were developed to evaluate the four major hypotheses presented below (Table 1).

The design of questions for the questionnaire is formulated based on the results of the literature review, due to which it was possible to reveal more accurate data to substantiate or reject the literature analysis.

Data Collection. In order to meet the requirements of the research, Descriptive Research Design was implemented. This approach aims to gather information with regard to factors that describe a population or phenomenon. The data for the analysis were collected from both primary and secondary resources. Conducting a survey is selected as the main

Table 1. Questionnaire design of impact factors

Hypothesis	Factor	Code	Items
H1	Environmental Awareness	To what extent do you agree or disagree with the statements:	
		EA1	I am aware of the recent environmental degradation.
		EA2	I purchase environmentally friendly products and consider it my social responsibility.
H2	Environmental Preference	GPI1	I prefer to purchase green products rather than ordinary ones.
		GPI2	I prefer to purchase products from green retailers.
H3	Green Brand Image	GBI1	I believe that green marketing practices positively affect my brand perception.
		GBI2	I associate the green colour in a brand logo with being environmentally friendly.
		GBI3	A green brand image is effective in raising awareness of environmental issues.
		GBI4	A brand's motivation for green products motivates me to change my consumption behaviour.
		GBI5	Green labels play an influential factor for me in product purchasing.
		GBI6	Green product features attract my attention since I have become more aware and want to use eco-friendly products.
H4	Green Product Loyalty	GPL1	Green marketing makes me more loyal to a brand.
		GPL2	I am more loyal to green products than ordinary ones.
Environmental purchase		EP1	I prefer to pay more for a green product if green features increase its price.
		EP2	I give preference to products with eco-friendly packaging.

Source: developed and adopted by the authors based on A. Doszhanov & Z. A. Ahmad (2015), G. J. Parthasarathy & T. L. Govender (2016), L. Baktash & M. A. Talib (2019).

source of information for reliable data collection in this study.

Non-probability sampling is used to study existing theoretical findings or develop new ones, which allows the study of specific phenomena with the potential to obtain important insights (Wolf et al., 2016). This sampling method is considered less expensive and less complicated in gathering relevant data. In the Lithuanian region, the research sample size consists of between 120 and 130 participants aged 18 years old. According to the authors' advice (Conroy, 2016), the

margin of error for the sample should be considered ± 5 percent. Taking into account the population of Lithuania. A sufficient number of people were included in the sample to provide a margin of error that was considered acceptable for the most specific subgroup of interest. The target group was contacted by email or the Internet to consume green products. Respondents had access to an online questionnaire through a web link. Such a sample frame enabled to provide the researcher with insights to reach the research objectives.

Results of the research

A single survey was distributed to each participant. The researcher approached to the blogger who promotes green purchasing by sending the link through Instagram. This allowed the researcher to collect data that is directly related to the topic of the research since using other methods of data collecting may not be able to reach such accurate findings. Moreover, it enables gathering information from the population already familiar with environmental degradation and defining reliable information for further analysis. As a result, it was possible to reach 124 participants, after withdrawing four respondents since their answers did not meet the requirements.

The respondent characteristics of the sample are presented in Table 2. As a result of the study, it was possible to reveal that the number of female respondents exceeds the number of male ones.

Consequently, the number of male participants was 56, whereas the number of females reached 68, constituting 55% of the total respondents.

On the other hand, the figure above shows that the biggest number of female respondents in the survey belong to the age category 18–25, which equals 63%. Concluding the gender profile characteristics, the age groups 26–35 and 46+ is almost the same, namely 41% and 43%, respectively.

According to the results of the study, it was found that the majority of both gender profiles are educated and employed, which allows the researcher to obtain accurate data for statistical analysis, followed by an analysis of collected data and hypotheses evaluation in the following parts of the study.

Statistical Analysis. The data gathered was statistically analysed using the Jamovi software. Jamovi is “a new “3rd generation” statistical spreadsheet created from

Table 2. Respondents' characteristics

Demographic profile		Frequencies	Percentage
Gender	Male	56	45%
	Female	68	55%
Age	18-25	75	60%
	26-35	27	22%
	36-45	15	12%
	46+	7	6%
Degree	Associate degree	8	6%
	Bachelor's degree	62	50%
	Master's degree	51	41%
	Doctoral degree	3	2%
Occupation	Employed	55	44%
	Self-employed	14	11%
	Student	45	36%
	Unemployed	10	8%

Table 3. Scale reliability statistics of the factors

Variables	Mean	Cronbach's Alpha	Number of questions
Environmental awareness	4.37	0.641	2
Environmental preference	4.67	0.607	2
Green brand image	4.60	0.673	6
Green product loyalty	4.80	0.623	2
Environmental purchase	4.63	0.664	2

the ground up to be easy to use, jamovi is a compelling alternative to costlier statistical products such as SPSS and SAS” (The Jamovi Project, 2021). After testing in the Jamovi statistical software (The Jamovi Project, 2021), the study’s reliability statistics showed that the Cronbach value is similar to 0.853, which is a good result for inferring the accuracy of this analysis (Table 3). Considering the research problem and various factors affecting consumer behaviour towards green products, a correlation matrix is also used to test the hypotheses.

The Pearson correlation coefficient is regarded as a key measure of the link between two variables and their interactions in analytics. Simply put, the Pearson correlation coefficient calculates the impact of a change in one variable on the impact of a change in another (Pearson, 1948).

Results of hypotheses testing. Given the study challenge, as explained in the previous sub-chapters, the fact that there is a link between five variables allowed us to choose a correlation analysis for

hypothesis testing. The correlation matrix was chosen to quantify the strength of a relationship between two variables and determine their association using data from a normally distributed statistical outcome. Table 4 below shows that all of the variables have a positive correlation with one another. The Pearson correlation coefficient reveals how strong and what type of ratio items have; if the number is negative, the ratio is inverse; if the number is positive, the ratio is positive.

H1: Environmental awareness has a positive impact on customers’ intentions to purchase green products.

Environmental Awareness is directly linked to green purchase intention and readiness to buy. The positive correlation between these two items is demonstrated by the correlation index of 0.553. Therefore, based on the results, it is reasonable to conclude that they are in a direct ratio, proving the hypothesis.

H2: Environmental preferences has a positive impact on customers’ intentions to purchase green products.

Table 4. Correlation of environmental purchase variable

		Variables			
		EA	GBI	GPL	GPI
Pearson's r	Environmental purchase	0.553	0.543	0.548	0.790
p-value		<.001	<.001	<.001	<.001

Environmental Preferences have the strongest (0.790) relationship (direct ratio) with green purchase intentions. The findings suggest that those who care about the environment are more likely to purchase green products.

H3: Green brand image has a positive impact on customers' intentions to purchase green products.

The relationship is also direct for Green Brand Image; however, the correlation value is slightly lower than for environmental preferences. Nonetheless, the finding of 0.764 unequivocally supports the hypothesis.

H4: Green product loyalty has a positive impact on customers' intentions to purchase green products.

With a correlation coefficient of 0.455, the analysed data shows the lowest ratio between Green Product Loyalty and green purchase intentions. This accepts the hypothesis, however, indicating that people are fairly loyal to purchasing green products.

The impact of green product research findings on the strategic decision. The study revealed that a brand's green marketing strategy has a crucial impact on consumers' motivation to change their behaviour favouring green products. Strategic marketing decisions toward green products have been proven to significantly influence environmental conservation activities and consumers' purchase intentions of green products.

Environmental Awareness. Environmental awareness is one element that influences customer purchases of green products. The study found out that despite consumers being aware of the environmental changes, it does not directly affect their purchase intentions towards

green products. Therefore, this study suggests that marketers need continually educate consumers about green products through their marketing strategies in order for customers to continue to buy green products.

To promote environmental awareness and education, a variety of resources are available nowadays. Informational and inspirational seminars, online courses, books, articles, and videos are just a few of the tools that may be utilised in a brand's marketing plan to improve environmental awareness and inspire consumers to buy and use green products.

Environmental Preferences. During the conducting of research, the issue of green products' price sensitivity became apparent. Most respondents showed price sensitivity when it came to green products and said they would rather not pay extra money for green items.

High prices for green products may be associated with different factors: is the product made in a factory that pays its workers fairly, or is there very little waste created in the manufacturing process? Whatever justifies the pricing strategy of a brand, it must provide value to the customer and demonstrate that the purchase of its green product has a positive impact on its environmental impact.

The research also revealed that product packaging and labelling are playing an important role in influencing purchase behaviour. Marketers must ensure that their strategic decisions towards product labelling are successfully developed to persuade customers to make a purchase choice in favour of green products.

Green Brand Image. The study advises that green brand image has to be developed to increase the consumers' intention

toward purchasing green products. The findings imply that respondents are easily influenced by the brand's motivation toward green products and green product advertisements. Moreover, promotional strategies enhance the environmental awareness of consumers and motivate consumers to purchase green products. Therefore, a green brand image has to be considered by marketers as an essential factor in developing strategic decisions.

This allows marketers to develop green product promotional strategies, such as advertising and sales promotion campaigns. Because there was no significant relationship between age and the price of green products impacting respondents' purchasing preferences, the findings suggest that green product marketers may appeal to consumers of all ages.

This research argues that marketing, like other company functions, contributes to the world's current environmental challenges. As a result, it plays a role in finding solutions to these environmental problems. According to the research, strategic marketing decisions, specifically green marketing tactics, tackle the problem with beneficial consequences such as a higher green brand image and a cleaner environment.

Customers will trust a company's commitment to environmental responsibility if it has a green brand image which is also supported by green practices and displayed to them.

Green Product Loyalty. Companies clearly have a responsibility to reduce their carbon footprint. In addition, customers have become more committed to environmental preservation and therefore are demanding it from companies.

A green loyalty program is one method to demonstrate this dedication while also establishing a consumer relationship. Green elements, such as returning outdated equipment or donating them to charity, can be incorporated into a green loyalty program to generate positive eWoM. As a result, a green loyalty program fosters emotional loyalty and brand support, increasing customer interest and benefiting the environment.

A green loyalty program concept has more advantages than one might realise. In addition to gaining consumer loyalty, brands will reap the following benefits. One of these advantages is a broader community: by partnering with a charity or environmental organisation, brands can acquire respect and attention from their audience while also growing their own. Another benefit is enhanced social participation; many environmental actions take place online, thus, participating in a hashtag campaign allows brands to join the cause while simultaneously generating web traffic.

Conclusions

Strategic marketing decisions toward green products play an essential role for any brand to survive the current economic and environmental difficulties. According to the literature review findings, many strategic decisions in favour of green marketing positively impact customer intentions to buy environmentally friendly products. Because it is directly related to environmental protection, the development of green strategies is an important aspect of both research and corporate activities.

Despite the fact that consumers influenced by advertising methods are willing to consume green products, the study found that this does not always translate into actual sales. According to the study, companies that sell green items may increase the price of a product simply because it is "green." Therefore, firms should develop strategic marketing decisions that have a detrimental impact on consumers' buy intentions for green products because the price of the product is a major factor in their decision.

Other factors significantly impact consumers' purchase intentions toward green products. These are product labeling, packaging, green branding and the *green* colour itself, since it impacts consumers' emotions.

Considering the nature of the study, which intends to evaluate the impact of green products on the purchase intentions of consumers, inductive reasoning is considered more applicable as a research approach. The author chose survey research to determine the impact of green products on customer purchase intentions since this research instrument enables to reveal of reliable data. A structured questionnaire was created to collect the data. Moreover, the quantitative method was used to accept or reject hypotheses, whereas the qualitative method was utilised to collect data by implementing the survey tool.

As a result of the analysis, it was revealed that there is a positive correlation between environmental awareness and green purchase intentions. Environmental awareness is directly linked to green purchase intention and readiness to buy.

The strongest correlation was revealed between environmental preferences and

green purchase intentions. It appears that those that care about the environment are more likely to buy green items, according to the research.

Another significant correlation was revealed between green brand image and green purchase intentions, indicating that green product loyalty positively impacts customers' intentions to purchase green products. The lowest correlation scale was defined between green product loyalty and green purchase intentions.

As customer awareness and concern for the environment have grown, marketers have begun to develop green products. As a result, in order to make optimal strategic decisions, they must understand the buying intentions of green consumers. Green product strategic marketing strategies have been shown to have a substantial impact on increasing environmental conservation efforts and green product purchasing intentions. The study revealed that while customers are aware of environmental changes, it might not directly impact their purchasing intentions for green items. As a result, this study recommends that in order for customers to continue to buy green products, marketers must continue to educate them about green products through their marketing tactics.

Because the emotional relationship is so closely related to the selling company, the emotional bond's substance is different for mission-driven organisations to enhance their green brand image. As a result, brands must try to develop emotional connections with their customers.

Finally, marketers must implement a green loyalty program since it encourages emotional loyalty and brand support, attracting customer interest while also benefiting the environment.

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STRATEGINIŲ MARKETINGO SPRENDIMŲ POVEIKIS PIRKĖJUI RENKANTIS EKOLOGIŠKUS PRODUKTUS

S a n t r a u k a

Verslo ir klientų ryšys nebėra toks paprastas, ir turint vis daugiau sąlyčio taškų tampa kompleksiškas (Israfilzade, 2021). Šalia to technologijų vystymasis pasaulyje suteikė vartotojams daugiau patirties, kartu padidėjo ir atsakomybė dėl aplinkosaugos. Šiuo metu vartotojai ir įmonės supranta aplinkosaugos svarbą ir vis labiau krypta link atsakingo produktų ir paslaugų vartojimo. Moksliniuose tyrimuose aplinkosaugos tematika tapo viena iš svarbiausių tyrinėjimų krypčių. Norint išlaikyti konkurencinius pranašumus nuolat kintančioje aplinkoje, įmonės taip pat turi prisitaikyti. Šie pokyčiai sukėlė didelį rezonansą tarp vartotojų, kuriems rūpėjo išsaugoti ir užkirsti kelią bet kokiai žalai aplinkai, ir turėjo įtakos jų ketinimams pirkti. Reikia pripažinti, kad rinkodaros specialistai bando įgyvendinti strateginius rinkodaros sprendimus dėl ekologiškų produktų, kad sumažintų vartotojų nerimą dėl žalos aplinkai. Šie strateginiai sprendimai susiję su gamyba, dizainu, aplinkai draugiška pakuote ir ekologiškų sprendinių naudojimu per visą produkto gyvavimo ciklą.

Vartotojai ir gamintojai yra atsakingi už aplinkosaugą. Tačiau aplinkosauginis išsipareigojimas ir dalyvavimas žaliajoje veikloje yra dvi skirtingos problemos, – vartotojai ir gamintojai turi didžiąją įtaką, tačiau vartotojai svarbesni, nes jie skatina organizacijas gaminti ir tiekti ekologiškus produktus. Pripažįstama, kad vartotojai nepirks produktų, kenkiančių žmonių gerovei, aplinkai, augalams, gyvūnams ir gamtos ištekliams. Nepaisant to, kad buvo atlikta daug tyrimų, susijusių su žaliosios rinkodaros klausimais, nėra pakankamai tyrimų, susijusių su organizacijų strateginiais rinkodaros sprendimais ir su jų poveikiu vartotojų pirkimo ketinimams.

Straipsnyje ieškoma strateginių rinkodaros sprendimų, lemiančių teigiamą vartotojų ketinimą pirkti ekologiškus produktus. Tai išsprendžia tyrimo problemą išskiriant strateginių rinkodaros sprendimų poveikį stiprinant palankius kliento ketinimus pirkti ekologiškus produktus. Tam duomenys renkami naudojant apklausos metodą, paskirstant gerai parengtą klausimyną 124 asmenims. Duomenims analizuoti buvo naudojama aprašomoji analizė ir deduktinis samprotavimas. Remiantis šio tyrimo išvadomis, nustatyta teigiama koreliacija tarp aplinkosauginio sąmoningumo, aplinkosaugos nuostatų, ekologiško prekės ženklo įvaizdžio ir ekologiško produkto lojalumo kintamųjų su kliento pirkimo ketinimais. Nepaisant to, aplinkosaugos prioritetai ir ekologiškos prekės ženklo įvaizdis yra reikšmingi klientams ketinant pirkti ekologiškus daiktus.

Kiti veiksniai, darantys didelę įtaką vartotojų ketinimams pirkti ekologiškus produktus, yra šie: produktų ženklinimas, pakuotė, žalias prekės ženklas ir žalia spalva, nes tai daro įtaką vartotojų emocijoms. Didėjant klientų sąmoningumui ir susirūpinimui aplinka, rinkodaros specialistai pradėjo kurti ekologiškus produktus, todėl, norėdami priimti optimalius strateginius sprendimus, jie turi suprasti žaliųjų vartotojų pirkimo ketinimus. Įrodyta, kad ekologiškų produktų strateginė rinkodara daro didelį poveikį gerinant aplinkos išsaugojimo pastangas ir žaliųjų produktų pirkimo ketinimus. Tyrimas atskleidė, kad nors klientai žino apie aplinkos pokyčius, tai gali neturėti tiesioginės įtakos jų ketinimams pirkti ekologiškus daiktus. Taigi rekomenduojama, kad norint, jog klientai ir toliau pirktų ekologiškus produktus, rinkodaros specialistai turi ir toliau šviesti juos apie tai naudodami savo rinkodaros taktikas.