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CUSTOMER PERCEPTION OF GREEN MARKETING IN THE SOUTH AFRICAN RETAIL SECTOR

Andiswa Purity Khumalo ¹, Nosihle Rolana Raula ², Steven Kayambazinthu Msosa ³

^{1, 2, 3} Department of Marketing, Mangosuthu University of Technology, Durban, South Africa

E-mails: ¹ andiswapurity129@gmail.com; ² nosihleraula@gmail.com; ³ msosa.steven@mut.ac.za

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Abstract. Green marketing has recently become essential to companies as environmental relevance grows worldwide. Green marketing implies focusing on developing a company's strategy in creating products, promotion, and distribution concerning ecological balance in conserving natural resources. This study assessed customer perception of green marketing within the South African retail sector. A descriptive, quantitative, and cross-sectional design was adopted for the study. Data were derived from a simple random sample of 150 respondents using a self-administered structured questionnaire. Data analysis was done through descriptive statistics using the Statistical Package for Social Sciences. This study observed green marketing variables such as eco-labelling, environmental aspects, and green advertisement affect customers' purchasing behaviour. These findings could assist companies and marketing practitioners who wish to exploit environmentally sensitive consumers. In this regard, it is crucial for firms to actively assume green marketing strategies as one of the methods of adjusting to changeable customer sentiments. This study has contributed to literature on green marketing from the developing world with specific reference to the retail sector in South Africa.

Keywords: green marketing; consumer purchasing behaviour; green advertising; eco-labelling

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1. Introduction

The retail industry has, over recent years, undergone a significant transition towards sustainability. Hence, green marketing today is one of the most valuable brand strategies for engaging with environmentally conscious consumers (Papadas, 2021). With its rich biodiversity and unmatched socio-economic challenges in South Africa, green marketing has emerged as an essential competitive differentiator and a moral imperative. More and more often, consumers are aware of the environmental impact of their purchasing decisions, and retailers are increasingly tasked to revise their marketing activities in line with these changing perceptions. Green marketing ensures awareness among people regarding natural, environmentally friendly products and services. This strategy also motivates consumers to make ecologically responsible purchase decisions. Although it has gained momentum over the years, a total dearth of understanding still prevails concerning the impact that green marketing has on consumer buying behaviour in the retail sector of South Africa. The retail sector in South Africa presents a diverse consumer demographic, variable levels of environmental awareness, and an equally complex socio-economic environment (van Valkengoed et al., 2022).

Increasingly, with urgent issues like climate change, resource depletion, and social inequalities dominating public debates, sustainability in retail has become recognised. At the same time, looking at such challenges, green marketing can be regarded as strategic and defined as attempts to market a product or service due to its environmental advantages. South African government implements policies and initiatives geared toward attaining sustainability across various spheres. This pushes retailers to adopt greener methods, but whether such

initiatives bear fruit depends on consumers' perceptions and acceptance of such green marketing messages. Therefore, with retailers trying to gain the confidence of a loyal customer base in an ever-changing marketplace, it will be essential to understand if South African consumers believe green marketing reflects a commitment to sustainability or is only a marketing ploy. The current study focuses on customer perception of green marketing and purchasing behaviour in South Africa. Thus, by gaining a deeper understanding of these perceptions, retailers can more effectively tailor their strategies to align with consumer expectations and contribute to a more sustainable future.

2. Literature Review

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) represents a psychological construct to elucidate the connections among individuals' beliefs, attitudes, intentions, and behaviours. Formulated by Ajzen (1991), this framework asserts that a person's intention to engage in a particular behaviour is shaped by three primary factors: their attitudes concerning the behaviour, the subjective norms surrounding it, and their perceived control over the behaviour in question. Especially in green marketing, TPB would be beneficial in explaining to a great extent how consumers form perceptions of eco-friendly products and consequently make purchasing decisions. In the South African retail environment, consumers have become increasingly exposed to green marketing campaigns promoting environmentally sustainable products. For example, if consumers think buying eco-friendly products contributes positively to environmental conservation, they are more likely to form positive attitudes, affecting their purchase intentions. Subjective norms also play a vital role in affecting consumer behaviour in this regard. Consumers may feel a sense of responsibility to purchase eco-friendly products, not just for self-satisfaction but also to align themselves with the ideals shared by their social circles. In addition, the perceived behavioural control—the ease or difficulty of actually performing the behaviour—will influence consumers' willingness to demonstrate sustainable purchasing behaviour.

Green Marketing

Green marketing refers to marketing products by highlighting their environmental benefits. Green marketing entails making environmental claims about the attributes and characteristics of the products or the operational processes, policies, and systems of the companies that produce or sell them (Nekmahmud, & Fekete-Farkas, 2020). Chen and Chai (2019) build on this definition by incorporating the actions taken by enterprises in being sensitive to environmental issues, which ends in offering products or services that are friendly to nature with one primary objective: to satisfy the needs of the customer and the community. Due to the growing awareness of environmental issues, green marketing has become prominent in the retail sector. Green marketing involves the practices and strategies used by firms to advertise products and services that are environmentally friendly. Under this concept is the promotion of not only eco-sensitive products but also the general commitment of a brand to sustainability in all aspects of its operations (Ogiemwonyi et al., 2023). Increased awareness of South African consumers regarding their environmental footprint makes understanding customer perception of green marketing a very instrumental tool for retailers to remain competitive in the dynamic marketplace.

Ecolabelling

Eco-labelling is a certification process that indicates a product's adherence to specified environmental standards. In South Africa, eco-labelling is very important, as consumers often do not possess adequate information regarding the sustainability features of products. Well-recognised ecological labels may increase consumers' confidence and impact purchase decisions since they assure that the product has met specific environmental criteria (Dangelico & Vocalelli, 2017). However, the success of ecolabelling depends on consumers' knowledge and understanding of the labels. Research by Peattie and Crane (2005) has indicated that although eco-labels change consumer preference, effectiveness on this account depends on the extent of consumer knowledge of what the labels mean and what effect they carry. Hence, retailers should invest in educational campaigns to raise awareness of eco-labels and their function in driving sustainable consumption.

Environmental Aspects

Product environmental characteristics refer to specific features and benefits that make a product more sustainable. This includes aspects such as the materials used to produce the product, energy efficiency,

recyclability, and the overall ecological footprint of the product (Bennett & Rundle-Thiele, 2019; Irfan & Bryla, 2025). In South Africa, where water scarcity and proper waste disposal are paramount, consumers are very conscious of the environmental impacts of their buying behaviour. Retailers who clearly and effectively communicate the ecological benefits of their offerings, such as reduced carbon emissions, sustainable sourcing, or inclusion of recycled materials, can gain considerable trust and loyalty among customers. A substantial body of research indicates that consumers prefer products with superior environmental outcomes because they align more closely with their values and lifestyle preferences (Haws et al., 2019; Alhemimah et al., 2025). Regarding this factor, transparency in sourcing and manufacturing products becomes crucial. Brands showing their commitment to sustainability through complete product descriptions, certifications, and narratives can develop more profound relationships with environmentally conscious consumers.

Green Advertising

Green advertisements play a significant role in forming consumer perceptions towards green marketing. Promotion strategies adopted by retailers for their green products significantly influence customers' attitudes and behaviours. Most successful green ads generally show authenticity and transparency by showing real benefits that bestow meaning on consumers. For example, advertising campaigns that show the monetary benefits of energy-efficient appliances or the health benefits of organic products are very effective at capturing consumer attention. Given South Africa's mixed market and different levels of awareness among consumers about environmental issues, targeted advertising is necessary. Retailers can now reach a younger and more environmentally conscious consumer base through digital platforms and social media used for green advertising—likely to support sustainable practices (Haws et al., 2019; Wagdi et al., 2022).

The effectiveness of green advertisements is greatly dependent on credibility. Consumers have increasingly become cynical about "greenwashing," where companies exaggerate or lie about the environmental benefits of their products to lure customers (Peattie & Crane, 2005). Retailers must thus ensure that authentic practices support their green marketing messages and clearly and truthfully communicate efforts on sustainability. This practice not only enables the development of trust but also solidifies brand loyalty with consumers whose purchases are guided by considerations for sustainability. A set of interrelated variables, including eco-labelling, the environmental features of a product, and green advertising, significantly influence customer perception of green marketing in the South African retail sector. As consumers become more environmentally conscious, retailers must adapt their marketing activities accordingly. Thus, increasing eco-label awareness among retailers and adequately conveying the environmental benefits of products through authentic green advertising is crucial for retailers to build positive consumer perceptions. Not only does this nurture a big leap in brand loyalty, but it also contributes to creating a better retail ecosystem in South Africa, thus reconciling corporate practices with heightened expectations for environmentally conscious consumption.

Consumer Purchasing Behaviour

Consumer purchasing behaviour refers to people's cognitive processes and activities when making decisions, acquiring, and using goods or services. These are influenced by various factors, such as psychological, social, cultural, and economic factors combined, in shaping consumer preferences and decisions (Kotler et al., 2020). The study of consumer buying behaviour within the context of green marketing in the South African retail industry relates to one of the most important things retailers must consider in properly reaching environmentally concerned consumers. Recent studies show that environmental consciousness and concern among consumers significantly influence purchasing behaviour in South Africa. Consumers, with the increasing visibility of ecological problems such as climate change and pollution, are now more inclined to support brands showing a commitment to sustainability (Mackenzie & McMillan, 2021). Retailers able to communicate the environmental benefits of their products are likely to affect consumer perception and alter purchasing decisions positively.

The importance of marketing communication in affecting consumer behaviour is vast. Effective green marketing strategies that focus on the ecological impact of the product are likely to resonate with consumers, cultivating responsibility and encouraging them to buy in an environmentally friendly manner (Peattie & Crane, 2019). Companies ought to be transparent and be able to prove the product's sustainability to earn trust and tap into purchasing behaviour. Environmental awareness and effective marketing strategies greatly influence consumers'

buying behaviour in the South African retail industry. In understanding this, retailers could develop focused green marketing initiatives involving consumers, eventually driving sustainable purchases.

3. Methodology

This research employed a descriptive quantitative and cross-sectional research design. A descriptive research design is a type of research in which a researcher observes and describes the behavioural characteristics of the people for whom the study is carried out. This research design often addresses the issues regarding the ongoing situation and provides a clear and detailed account of the specific aspect. This type of design can be implemented using several methods, such as questionnaires, observation, or case study methods. Descriptive research characterises the situation, population or phenomenon of interest. Quantitative research, however, is a methodology focused on empiricism and deduction. This method entails collecting and analysing previously coveted numbers systematically. It seeks to test the propositions developed, analyse, compare, project and make informed guesses about the future based on past experiences. This research aims to measure variables, their interrelations, causation and the aggregation of their manifestations through time. Results-oriented quantitative research uses different approaches, including surveys, experiments, and statistical treatment of data (Hair et al., 2019; Sekaran & Bougie, 2016).

A simple random sampling method was used to choose 150 respondents out of the population. Simple random sampling is a probabilistic sampling approach that allows the selection of a respondent or individual from a population. While utilising this approach, a representative sample free of prejudice would be found, allowing the study results to apply to a larger audience. One benefit of simple random sampling is that it heightens the accuracy of the per cent sample and lowers the chances of bias within the sample. Data collection was done using a close-ended self-administered questionnaire. A five-point Likert scale was used in this study, where '1' meant 'Strongly Agree' and '5' meant 'Strongly Disagree'. Descriptive statistics were used to analyse data. Descriptive statistics is summarising and presenting data in a way that is easy to understand without making inferences or generalisations beyond the sample. The analysis included the computation of statistical measures such as means, standard deviations, frequencies and percentages. These measures were used to describe the data's central tendency, variability and distribution (Field, 2018). Means were used to ascertain the level of agreement in interpreting results. Thus, where the mean scores are lower, it implies strong agreement with the statement, while higher mean scores indicate strong disagreement. SPSS software was used for the analysis.

4. Results

This study sought to understand customer perception of green advertisements, eco-labels, consumer purchasing behaviour and environmental aspects. One sample T-test was done to determine if there was a significant agreement or disagreement in each item. The average agreement scale is tested against the central score of '3' to decide if it significantly differs from '3'. The results are judged to be significant when $p < .05$. The mean values for all variables in the study are below 3.0, suggesting that, on average, the sample respondents tend to agree more closely on all the questions presented in the questionnaire. The standard deviation values for all variables are below 1, indicating consistency and minimal variation in responses, thereby supporting the normality of the data utilised (Bell et al., 2019).

Green Advertisement

Table 1 presents the respondent's level of agreement on the statement measuring green advertising. The mean score ($M=1.987$, $SD=.9863$) falls below 3, indicating an agreement. On average, respondents agree that they are often exposed to green advertisements. The extremely low p-value ($t(148) = 24.586$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that green advertisements help enhance environmental awareness. Similarly, the mean score ($M=1.743$, $SD=.8738$) falls below 3, indicating an agreement. On average, respondents agree that they are often exposed to green advertisements. The extremely low p-value ($t(148) = 24.270$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that green advertisements help enhance environmental awareness.

The mean score ($M=1.845$, $SD=.9089$) falls below 3, indicating an agreement. Respondents agree that green advertisements accurately reflect a brand's environmental effort. The extremely low p-value ($t(148) = 24.691$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that green advertisements accurately reflect a brand's environmental effort. Similarly, the mean score ($M=1.765$, $SD=.9255$) falls below 3, indicating an agreement. On average, respondents agree that green advertisements are necessary for environmental awareness. The extremely low p-value ($t(148) = 23.279$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that green advertisements are necessary for environmental awareness.

The statement with the most agreement was 5. The mean score ($M=1.743$, $SD=.8738$) falls below 3, indicating an agreement. On average, respondents agree that green advertisements help enhance environmental awareness. The extremely low p-value ($t(148) = 24.270$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that green advertisements help enhance environmental awareness. The mean value measured for all the Items was below 3, which indicates a significant agreement. On average, the respondents agreed with all the statements measuring green advertisements.

Table 1. Green Advertisements

Construct	N	Mean	Std. Deviation	t	df	p
I am often exposed to green advertisements	1	1.987	.9863	24.586	148	.000
Green advertisements help enhance environmental awareness	2	1.743	.8738	24.270	147	.000
Green advertisements accurately reflect a brand's environmental effort	3	1.845	.9089	24.691	147	.000
Green advertisements are necessary for environmental awareness	4	1.765	.9255	23.279	148	.000
I am sceptical of green advertising	5	2.593	1.1637	26.833	144	.000

Eco-labelling

Table 2 presents the respondent's level of agreement on the statement measuring eco-labelling. The mean score ($M=2.383$, $SD=.1.0565$) falls below 3, indicating an agreement. On average, respondents agree that they always buy eco-labelled products. The extremely low p-value ($t(148) = 27.528$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that they always buy eco-labelled products. The statement with the most agreement was 2. The mean score ($M=2.289$, $SD= 1.0546$) falls below 3, indicating an agreement. On average, respondents always notice whether the product carries eco-labels or not. The extremely low p-value ($t(148) = 26.490$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent's respondent always notices whether the product carries eco-labels.

The mean score ($M=2.872$, $SD=.1.2578$) falls below 3, indicating an agreement. On average, respondents agree that they postpone their purchase if an eco-label product is unavailable. The extremely low p-value ($t(148) = 27.775$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that if an eco-label product is unavailable, they postpone their purchase. Similarly, the mean score ($M=2.483$, $SD=1.2336$) falls below 3, indicating an agreement. On average, respondents agree they are willing to pay extra for eco-labelled products. The extremely low p-value ($t(148) = 24.572$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that they are willing to pay an extra amount for eco-labelled products. The mean score ($M=2.664$, $SD=1.2171$) falls below 3, indicating an agreement. Respondents agree they spend time searching for eco-labelled products before purchasing. The extremely low p-value ($t(148) = 26.723$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that they spend time searching for eco-labelled products before making purchases. The mean value measured for all the Items was below 3, which indicates a significant agreement. On average, the respondents significantly agreed with all the statements measuring eco-labels.

Table 2. Eco-labelling

Eco-labelling	N	Mean	Std. Deviation	t	df	p
I always buy eco-labelled products	1	2.383	1.0565	27.528	148	<.000
I always notice whether the product carries eco-labels or not	2	2.289	1.0546	26.490	148	<.000
if an eco-label product is not available, I postpone my purchase	3	2.872	1.2578	27.775	147	<.000
I am willing to pay an extra amount for eco-labelled products	4	2.483	1.2336	24.572	148	<.000
I spend time searching for eco-labelled products before making purchases	5	2.664	1.2171	26.723	148	<.000

Consumer Purchasing Behaviour

Table 3 presents the respondent's level of agreement on the statement measuring consumer purchasing behaviour. The mean score ($M=2.142$, $SD=1.0691$) falls below 3, indicating an agreement. On average, respondents agree that when they learn about a product's harmful impact on the environment, they stop buying it. The extremely low p-value ($t(148) = 24.373$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that when they learn about the negative and harmful impact a product has on the environment, they stop buying it. The statement with the most agreement was 2. The mean score ($M=1.899$, $SD=.9312$) falls below 3, indicating an agreement. On average, in the case of an alternative, respondents prefer products that cause less pollution. The extremely low p-value ($t(148) = 24.804$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that in case there is an alternative, respondents prefer products which cause less pollution.

The mean score ($M=1.899$, $SD=.9312$) falls below 3, indicating an agreement. On average, respondents agree that if there is an alternative, they prefer products which cause less pollution. The extremely low p-value ($t(148) = 24.804$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that in case there is an alternative, they prefer products which cause less pollution. Similarly, the mean score ($M=2.272$, $SD=.9901$) falls below 3, indicating an agreement. Respondents agree they change products when not complying with the ecological conditions/rules. The extremely low p-value ($t(148) = 27.824$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that they change products when they do not comply with the ecological conditions/rules.

Additionally, respondents also show significant agreement regarding thinking that green marketing practices positively affect my perception of the brand, with a mean score ($M=2.131$, $SD=.92991$) falling below 3. The low p-value ($t(148) = 27.596$; $p=0.000$) reinforces the statistical significance of this inclination, emphasising that respondents think that green marketing practices positively affect my perception of the brand. Similarly, the mean score ($M=2.020$, $SD=.9614$) falls below 3, indicating an agreement. On average, respondents agree that knowing a product can be recycled, reused, or repaired after use is a reason to buy these products. The extremely low p-value ($t(148) = 25.480$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that knowing a product can be recycled, reused, or repaired after use is a reason for them to buy these particular products.

Finally, the mean score ($M=1.993$, $SD=.9312$) falls below 3, indicating an agreement. On average, respondents agree that they like buying products which can be recycled. The extremely low p-value ($t(148) = 25.119$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that they like buying recycled products. Similarly, the mean score ($M=2.238$, $SD=1.0748$) falls below 3, indicating an agreement. On average, respondents agree that they always buy energy-efficient products. The extremely low p-value ($t(148) = 25.246$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that the respondent agrees that they always buy energy-efficient products.

Table 3. Consumer Purchasing Behaviour

Consumer Purchasing Behaviour	N	Mean	Std. Deviation	t	df	p
When I learn about the harmful impact a product has on the environment, I stop buying it	1	2.142	1.0691	24.373	147	<.000
In case there is an alternative, I prefer products which cause less pollution	2	1.899	.9312	24.804	147	<.000
When choosing between two products, I always buy the one which has the minimum impact on people and the environment	3	1.932	.9147	25.515	145	<.000
I change products when they do not comply with the ecological conditions/rules	4	2.272	.9901	27.824	146	<.000
I think green marketing practices positively affect my perception of the brand	5	2.131	.9299	27.596	144	<.000
Knowing a product can be recycled, reused, or repaired after use is a reason for me to buy these products	6	2.020	.9614	25.480	146	<.000
I like buying products which can be recycled	7	1.993	.9654	25.119	147	<.000
I always buy energy-efficient products	8	2.238	1.0748	25.246	146	<.000

4.3.4 Environmental Aspects

Table 4 presents the respondents' level of agreement on the statement measuring eco-labelling. The statement with the most agreement was 1. The mean score ($M=1.980$, $SD=.9406$) falls below 3, indicating an agreement. On average, respondents think that green products provide higher quality than regular ones. The extremely low p-value ($t(148) = 25.694$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that respondents think that green products provide higher quality than regular ones. Similarly, the mean score ($M=2.142$, $SD=.9259$) falls below 3, indicating an agreement. On average, respondents have more knowledge about recycling than an average person. The extremely low p-value ($t(148) = 28.143$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that respondents have more knowledge about recycling than an average person.

Finally, the mean score ($M=2.286$, $SD=1.0403$) falls below 3, indicating an agreement. On average, respondents know where to find products that create less waste. The extremely low p-value ($t(148) = 26.640$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that respondents know where they can find products that create less wastage. Similarly, the mean score ($M=2.151$, $SD=.9989$) falls below 3, indicating an agreement. On average, respondents know the sustainability symbols used on product packages. The extremely low p-value ($t(148) = 26.015$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that respondents know the sustainability symbols used on product packages.

Table 4. Environmental aspects

Environmental aspects	N	Mean	Std. Deviation	t	df	P
I think that green products provide higher quality than regular ones with the same characteristics	1	1.980	.9406	25.694	148	<.000
I have more knowledge about recycling than an average person	2	2.142	.9259	28.143	147	<.000
I know where I can find products that create less wastage	3	2.286	1.0403	26.640	146	<.000
I know the sustainability symbols used on product packages	4	2.151	.9989	26.015	145	<.000
I am deeply knowledgeable about environmental and social issues	5	1.987	.9623	25.285	149	<.000

Additionally, the mean score ($M=1.987$, $SD= 0.9623$) falls below 3, indicating an agreement. On average, respondents know the sustainability symbols used on product packages. The extremely low p-value ($t(148) = 25.285$; $p=0.000$) reinforces the statistical significance of this agreement, suggesting that respondents know the sustainability symbols used on product packages. The mean value measured for all the Items was below 3, which indicates a significant agreement. On average, the respondents agreed with all the statements measuring environmental aspects.

Conclusions

This study evaluated customer perception of green marketing in South African retail. Based on the findings of this study, businesses operating in the retail industry should actively embrace green marketing strategies that emphasise the eco-friendly attributes of their products and services. These strategies should promote sustainability, resource conservation, and environmentally responsible production practices. By implementing green marketing campaigns effectively, companies can enhance their reputation, foster consumer loyalty, and set themselves apart from competitors. For instance, eco-labelling, especially when endorsed by third-party certification, is essential in ensuring customers of the authentic eco-friendliness of items. Businesses must get eco-certifications for their environmentally sustainable products to establish consumer confidence and credibility. These certificates alleviate scepticism and bolster the credibility of environmentally beneficial assertions. Recognising the impact of reference groups, such as colleagues, friends, and family, on consumer purchase behaviour is essential. Companies may use this effect by generating favourable word-of-mouth marketing via reference organisations that advocate for eco-friendly products. The significance of social influence must not be overlooked when appealing to environmentally-conscious consumers.

Green advertising, which effectively communicates the environmental benefits of products, should be an integral part of a company's marketing strategy. Such advertising should highlight reduced ecological impact, resource conservation, sustainable production practices, and a company's commitment to sustainability. Well-executed green advertising can strengthen a company's image, boost consumer loyalty, and address environmental concerns effectively. To elicit positive customer reactions to green marketing initiatives, management should enhance consumer education and knowledge about environmental problems. Enhancing environmental literacy and raising awareness of sustainable practices can significantly impact customers who understand environmental issues. Green marketing tactics must be customised to cater to consumers with differing environmental awareness. Effective green marketing recognises the knowledge and awareness of the target audience, aiming to engage both individuals who are well-versed in sustainability and those less knowledgeable about environmental concerns.

The study's scope is limited to the specific context of the retail shop. Unique features of this retail environment, including store size, location, and customer demographics, may not represent other retail settings in South Africa or elsewhere. However, this study's findings may help benchmark with other retail stores with a similar management architecture. Future research should consider evaluating customer perception of green marketing using a qualitative study to understand their perspective and experiences better.

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Andiswa Purity KHUMALO is a marketing student at Mangosuthu University of Technology. Research interests: small business management, entrepreneurship, business strategy, marketing strategy, consumer behavior

ORCID ID: <https://orcid.org/0009-0004-4246-6391>

Nosihle Rolana RAULA is a Statistics Tutor and marketing student at the Mangosuthu University of Technology Research interests: Statistics, marketing management, sustainability and green marketing, marketing strategy

ORCID ID: <https://orcid.org/0009-0001-4106-8920>

Steven Kayambazinthu MSOSA is a Lecturer in the marketing department at Mangosuthu University of Technology. Research interests: Services marketing, Consumer behavior, global marketing, entrepreneurship and corporate social responsibility

ORCID ID: <https://orcid.org/0000-0001-9074-5644>

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