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## UNDERSTANDING GREEN MARKETING STRATEGIES IN SOCIAL ENTERPRISES AND RESPONSIBLE PURCHASE BEHAVIOUR: A LITERATURE REVIEW

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### Abstract:

This study seeks to provide literature on the different green marketing strategies that social enterprises use to attract responsible purchase behaviour based on a Literature Review. The method of this study involves extracting data (articles) from three prominent databases (Scopus, Web of Science and Google Scholar) subscribed by UiTM. Then, research is carried out qualitatively by reading and analysing 21 journal articles to understand concepts, opinions and experiences from previous studies. All articles are summarized in a table, namely journal articles and authors and they are put under their own heading based on article categorization such as social enterprises, green marketing strategy, and responsible consumer purchase behaviour. A few determinants of green marketing strategies are identified and analysed, namely, creating eco-conscious brand image, fostering positive customer environmental attitudes, innovating eco-friendly packaging, networking with other green enterprises and a general category of other influential factors. The results indicate that green marketing strategies in social enterprises are proven effective to attract responsible purchase behaviour. The findings contribute to social entrepreneurship and green marketing literature in terms of effectiveness to attract responsible purchase behaviour. Future research suggestions are provided based on the findings.

### Keywords:

Social Enterprise, Green Marketing, Consumer Behaviour, Green Purchase Behaviour

## Introduction

Social entrepreneurship is booming nowadays as the after-effect of the pandemic (G.P. et al., 2022). Most businesses are stepping up their game and being more aggressive in developing their business to maximize profit. However, the rise of social enterprises is balancing out the competition to focus on being social-oriented instead of profit-oriented (Islam & Habib, 2022). The pandemic underscored the importance of social and environmental issues, potentially leading to heightened awareness and support for social enterprises' missions.

Social enterprises and sustainability are closely intertwined concepts that share a common focus on addressing social and environmental challenges. Just as sustainability involves finding a balance between economic, environmental, and social considerations, social enterprises aim to strike a balance between generating revenue and achieving meaningful impact (Hoang Tien et al., 2020). They demonstrate that financial sustainability and positive impact can coexist.

Green marketing encompasses a range of initiatives that extend beyond meeting customers' current requirements and also take into account the satisfaction of customers and public concerns by offering eco-friendly and environmentally responsible business activities (Zhang & Berhe, 2022). Additionally, green marketing strives to minimize waste through the utilization of environmentally friendly products, the conservation of energy, and the promotion of environmental well-being and sustainability.

Green marketing strategies implemented by social enterprises focus on promoting environmentally responsible products and services while aligning with their social missions (Hernandez et al., 2023). These strategies aim to appeal to eco-conscious consumers, enhance the organization's impact on sustainability, and communicate their commitment to both environmental and social goals. In essence, green marketing strategies in social enterprises go beyond promoting products; they communicate a holistic commitment to both social impact and environmental responsibility (Firdiansyah et al., 2021). These strategies help social enterprises differentiate themselves, attract like-minded consumers, and achieve meaningful change through their business operations.

Green brand image and customer views on the environment are some of the factors that positively affect the effectiveness of green marketing which will then give significant impact on consumer green purchase behaviour (Majeed et al., 2022). This have led to the emphasis of factors such as eco-labelling, green packaging and branding, and green products, premium, and pricing that have been proven to encourage favourable green purchase behaviour.

## Scope of Study

This study covers the issue of the different green marketing strategies in social enterprises that can promote responsible purchase behaviour. The social enterprises analysed are from different countries but with the main goal of helping the environment, society and economy through responsible consumption.

### ***Research Objectives***

- i) To identify successful green marketing strategies in different social enterprises.
- ii) To investigate green consumer purchase behavior from various social enterprises.
- iii) To explore the relationship between effective green marketing strategy and green consumer purchase behavior from various social enterprises.

### ***Literature Review***

There are 3 points that will be discussed in this literature review which are overview of social enterprises, green marketing strategy, and responsible consumer purchase behaviour.

#### ***Overview of Social Enterprises***

Social Enterprises (SEs) face the challenge of sustaining their business with limited resources such as limited marketing approaches, lack of funds, conflicting stakeholder needs, and indifferent attitude toward marketing (Bandyopadhyay & Ray, 2020). However, Bandyopadhyay and Ray (2020) also found that the correct marketing mix can help social enterprises to design the ideal responsible marketing to solve issues and challenges faced by social enterprises. The development of innovative products/services, pricing strategies, and business models aimed at enhancing the well-being of diverse social segments is a common objective. Nevertheless, social enterprises exhibit differences in their approach, mindset, and execution of marketing strategies.

The nature of SEs is geared towards the dependence on sponsors and donations which is a challenge because they would have to rely more on selling products and services to sustain financially. Therefore, many social entrepreneurs survive through cost-effective strategies to sustain themselves (Cheah, Amran, & Yahya, 2018). The core objective of social enterprises is to generate a meaningful social impact. Nevertheless, these dual-purpose entities necessitate financial viability to ensure their lasting societal contributions. By harnessing the entrepreneurial mindset and the socially conscious stance of the entrepreneurs through effective business planning strategies, both their financial and societal outcomes can be elevated. Furthermore, the extent of these effects can be amplified by the specific socioeconomic environment within which these enterprises operate.

Cheah et al., (2018) used the Resource Based View (RBV) theory that developed the research model consisting of four key factors: entrepreneurial orientation, social relevance, business planning practices, and socioeconomic context. These factors were found to enhance the understanding of factors affecting the performance of social enterprises.

In addition, with the unique strategy of SEs to maintain sustainability, they also compete in the market through innovation and the application of technology. Innovation and the application of technology in social enterprises are pivotal in driving positive social and environmental impact (Calderini, Fia, & Gerli, 2023). These elements enable social enterprises to create more efficient, scalable, and sustainable solutions to complex societal challenges.

Calderini et al., (2023) found 4 key dimensions of social enterprises' transformative innovation potential which are directionality which involves social goals as the purpose of innovation; social and geographical inclusiveness which involves the inclusion of marginalized areas and individuals in the provision of goods or services; reflexivity in terms of participatory

governance and monitoring the achievement of goals; and experimental character in<sup>1</sup> terms of establishing partnerships with heterogeneous actors. These dimensions incorporate policies that hold the potential to offer comprehensive answers to socio-environmental complexities. Within this context, social enterprises can assume the role of catalysts for driving transformative innovation, particularly for communities that are both geographically and socially marginalized. Consequently, the integration of social enterprises into policies centered on transformative innovation can serve to counterbalance the adverse repercussions often associated with growth driven by innovation. This inclusion of social enterprises in policy frameworks not only bolsters the societal inclusiveness of such measures but also extends their geographic reach.

The progression of sustainable social entrepreneurship development holds the potential to lead enterprises towards more robust and enduring positions over the long term. Both commercial and social entrepreneurship realms will converge and complement each other, blurring the boundaries between them. This convergence reveals the comprehensive nature of entrepreneurship, encompassing all facets, dimensions, and aspects of sustainable development (Hoang Tien et al., 2020). However, in contrast to the skill set of commercial entrepreneurship, the skill set required for social entrepreneurship is intricate, multifaceted, and intricately linked to sustainable development and its associated challenges. Hong Tien et al., (2020) discovered that corporate sustainability draws inspiration from three interconnected concepts: sustainable development, which takes a broader societal perspective; corporate social responsibility (CSR); and stakeholder theory, emphasizing consideration for the interests of all involved parties, not just shareholders, in decision-making, promoting a more comprehensive approach to responsibility and sustainability. On another perspective, social enterprises are established with a significant mission: bridging the gaps left by commercial enterprises and, to some extent, assuming the roles and responsibilities that local governments might have.

The emphasis on outcomes in SEs The Netherlands encompasses both social priorities and organizational sustainability (Backer, 2020). Additionally, there is considerable diversity in the types of activities undertaken, given that social enterprises operate across a broad spectrum of impact areas and economic sectors. Due to lack of governmental support, most social enterprises are relatively autonomous, and rely to a considerable extent on commercial revenues for their income. Nonetheless, the majority of SEs have not yet reached a sufficient level of maturity to be expected to be completely autonomous, and consequently rely on a large and diverse private support base.

Furthermore, according to Backer (2020), the case study from The Netherlands and the Macro-Institutional Social Enterprise (MISE) framework adds to the knowledge of how the institutional environment affects social enterprises. It also suggests a need to focus more on political commitment within the MISE framework. For those supporting social enterprises in The Netherlands, like policymakers, this research can help them better understand current developments in the field and improve their efforts to advocate for policies that help social enterprises grow.

**Table 1: List of Previous Studies on Social Enterprises**

No.	Article Name	Author
1	Responsible Marketing: Can Social Enterprises Show the Way?	(Bandyopadhyay & Ray, 2019)
2	Internal Oriented Resources and Social Enterprises' Performance: How Can Social Enterprises Help Themselves Before Helping Others?	(Cheah et al., 2018)
3	Organizing for transformative innovation policies: The role of social enterprises. Theoretical insights and evidence from Italy	(Calderini et al., 2023)
4	Social entrepreneurship and corporate sustainable development. Evidence from Vietnam	(Hoang Tien et al., 2020)
5	Understanding social enterprise in The Netherlands: An application of the macro-institutional social enterprise framework to identify the institutional characteristics of social enterprise in The Netherlands.	(Backer, 2020)

Source: Author's own.

### ***Green Marketing Strategy***

The definition of green marketing has evolved since 1976 (Dangelico & Vocalelli, 2017). In 2013, the American Marketing Association defined green marketing as “Eco-marketing is a component of the new marketing approaches which refocus, amend and improve existing marketing philosophy and practice, offering a considerably dissimilar perspective. Eco-marketing belongs to an assembly of approaches which try to make reconciliation between the lack of fit between marketing as it is presently practiced and the ecological and social realities.” The increasing popularity of green marketing shows that more and more people are interested in it. This proves that environmental sustainability is not just a temporary trend but an important factor when creating and promoting new products. Understanding green marketing, its basics, how to create a strategy, and the tools to use is useful for managers, scholars, and students alike.

A green marketing strategy in social enterprises involves incorporating environmentally responsible practices and messages into the organization's marketing efforts. This approach not only aligns with the social enterprise's mission to create positive societal impact but also contributes to sustainable business practices. It was proven that there is a substantial connection between the elements of green marketing and factors such as brand image, consumer behavior, brand equity, purchase intention, and purchase decisions (Firdiansyah et al., 2021). The impact of green marketing on brand image notably affects how consumers behave and make purchasing choices.

Moreover, according Firdiansyah et al. (2021), the effective use of green marketing strategies has a favorable impact on how appealing geo-cultural products are in terms of marketing performance. The appeal of these products acts as an intermediate factor within the Green Marketing model, influencing marketing performance. In theory, this addresses the existing research gap related to understanding the link between green marketing strategies and marketing performance.



Green marketing strategies have a notable and favorable impact on customers' inclinations to engage in ecologically conscious purchases (Majeed et al. 2022). The linkage between green marketing methods and green purchase intentions is significantly influenced by both the eco-friendly brand image and customers' environmental attitudes. This signifies a positive societal response to green marketing practices. When studying consumers' proclivity for environmentally friendly purchases, acknowledging the significance and role of the eco-conscious brand image and customer environmental attitudes becomes imperative. Packaging should prioritize eco-friendliness, minimizing excessive paper and plastic materials. Businesses ought to utilize the ecological attributes of their products to enhance their branding efforts.

In addition, Majeed et al. (2022) underpinned the "Theory of Reasoned Action (TRA)" that suggested that an individual's thoughts and attitudes influence their behavior. While the subjective norm is a significant predictor of behavioral intention, attitude is the most influential factor. People's behavior can largely be anticipated based on their intentions. Their attitudes toward environmental conservation were shaped by their beliefs about how their actions would impact it. Therefore, the beliefs that customers hold about the environment play a substantial role in mediating the connection between green products, premium pricing, and the intention to make green purchases. Furthermore, Majeed et al. (2022) explained as indicated by the social cognitive theory, individuals often conform to socially accepted behavior and are attracted to things that have already gained recognition. To elaborate, people's attitudes and perceptions of a brand have a pivotal influence on their purchase decisions, post-purchase behavior, and overall treatment of the brand.

For proprietors or managers of environmentally conscious small and medium-sized enterprises (SMEs), it is essential to concentrate on enhancing and upholding processes related to environmental sustainability. This involves directing attention toward Green Supply Chain Management and taking proactive measures for energy conservation (Rajadurai, Zahari, Esa, Bathmanathan, & Ishak, 2021). In theory, discovered by Rajadurai et al. (2021), customer satisfaction was positively influenced only by Greening The Process (GTP), Green Supply Chain Management (GSCM), and Proactive Energy Conservation (PEC). However, Green Strategic Policy Initiative (GSPI) and Green Promotion (GP) did not exhibit a significant effect on Customer Satisfaction. Recognizing these factors that impact customer satisfaction, owners or managers of Green Small and Medium Enterprises (GSMEs) can concentrate on enhancing the significant variables to enhance customer satisfaction. Furthermore, adopting a Green Marketing Orientation (GMO) provides managers with valuable insights into how their businesses foster environmentally friendly practices and how such practices impact business outcomes. This can contribute to improved performance for GSMEs meaningful impact (Rajadurai et al., 2021). Moreover, GMO and its components can support further theoretical advancements by evaluating its influence on various internal variables and encouraging greater engagement from government agencies and academic marketing experts. These efforts are aimed at fostering higher customer satisfaction, aligning with the objectives set forth by the United Nations Sustainable Development Goals. Implementation of green marketing efforts by GSMEs can serve as a guidance for social enterprises given the nature and the scale of their businesses are similar.

Transition towards Green Economy will facilitate economic growth and investment while simultaneously improving environmental quality and fostering social inclusivity (D'Amato & Korhonen, 2021). This was supported using the Framework for Strategic Sustainable

Development (FSSD), including five interdependent levels of analysis, planning and management. The well-established FSSD, also referred to as 'The Natural Step Framework,' has been designed to provide clarity and promote progress amid the multitude of sustainability concepts, approaches, tools, and indicators. It emphasizes that existing sustainability knowledge, encompassing concepts, approaches, and tools, should guide strategic action toward sustainability, without substituting or competing. The FSSD comprises five interrelated levels of analysis, planning, and management ranging from the most abstract to the most practical: 1. focus system; 2. goal; 3. strategies; 4. actions; and 5. tools and indicators (D'Amato & Korhonen, 2021). Within this framework, green entrepreneurship assumes a significant role. FSSD and green marketing are interconnected in their efforts to promote sustainability. FSSD provides the strategic foundation for sustainability within an organization, while green marketing helps communicate and reinforce these sustainable practices to consumers, thereby creating a more comprehensive and impactful sustainability strategy.

Green enterprises achieve a blend of social, economic, and environmental impacts through their operations, including waste reduction, job creation, and the introduction of eco-friendly alternatives to the market (Jayasinghe, Liyanage, & Baillie, 2021). SWOT analysis and a Triple bottom line (TBL) Impact assessment were used to construct a comprehensive framework that helps in comprehending the factors that facilitate, impede, and the effects they generate.

In theory suggested by Jayasinghe et al. (2021), strengths and opportunities (SO) are considered enablers, while weaknesses and threats (WT) are seen as obstacles within the realm of eco-enterprises. These enablers and barriers are then associated with the effects these eco-enterprises produce. Enablers enhance the sustainability of these enterprises, thus contributing to the creation of a sustainable waste management system. In contrast, barriers impede the sustainability of eco-enterprises and do not support the establishment of a sustainable waste management system. The framework highlights that enablers positively influence the development of Triple Bottom Line (TBL) impacts, whereas barriers hinder the system. The conceptual model demonstrates how effectively addressing these barriers and supporting enablers will lead to the establishment of sustainable eco-enterprises (Jayasinghe et al., 2021). By addressing these barriers and leveraging enabling factors, social enterprises can create a more sustainable and impactful presence within their respective communities or sectors. The Triple Bottom Line (TBL) framework, encompassing social, environmental, and economic dimensions, can be particularly relevant in assessing and enhancing the social impact and sustainability of these enterprises.

However, green enterprises encounter a range of challenges in maintaining their growth and expanding their operations. These challenges encompass limited access to financial resources, a shortage of business and marketing expertise, and difficulties in accessing suitable markets. To support green enterprises in overcoming these hurdles, it is essential to offer networking opportunities and establish platforms for constructive dialogue. Such initiatives can enable green enterprises to connect with like-minded organizations, build partnerships, foster innovation, enhance productivity, and unlock fresh market opportunities.

Green entrepreneurship has a specific mission to foster both the local community and environmental sustainability (Hoang Tien et al., 2022). Green entrepreneurship is on the rise aligned with the principles of sustainable development. Today, large cities are often faced with overcrowded social infrastructure, leading to environmental pollution. Additionally, limited living space is a significant challenge due to dense population. The recent surge in green

entrepreneurship offers a unique value proposition to enhance the quality of life for city residents.

Nowadays, more young generation specifically Gen Z are likely well-informed consumers. It is a trend to support green movements in all aspects of life. Eco-labels are deemed important in green marketing strategy because they can efficiently convey the environmental appeal of a product to the young adult consumer (Song, Qin, & Qin, 2020). In accordance with generational theory, it has been observed that Generation Z exhibits a greater inclination toward active social and economic engagement in society compared to Generation Y. Specifically, Generation Z, a concept applicable to both Eastern and Western cultures, pertains to the demographic cohort succeeding millennials and preceding Generation Alpha. What sets them apart from other advertising methods is that Generation Z consumers tend to view eco-labels as a unique appeal linked to how the product is made and processed with environmental sustainability in mind. Given the fact that this study is analyzing green marketing strategy in social enterprises, this supports the idea of social enterprise that supports the Sustainable Development Goals that cater for environment, economy and society to achieve successful circular economy.

It is imperative that social enterprises portray a kind and responsible image given the good cause behind their business. According to Wu et al. (2022), the concept of corporate social responsibility is proven to be a strong driving force of repurchasing social enterprise products. Utilitarian advantages have a positive influence on brand identity and brand trust, subsequently enhancing the intention to repurchase. Consequently, utilitarian benefits emerge as a secondary driver behind the repurchasing of social enterprise products. Hence, it is imperative for social enterprises to effectively implement corporate social responsibility to instill a strong sense of brand trust in consumers' minds. CSR initiatives equip social marketers with the readiness required for product launches and promotions. Moreover, social enterprises can discern consumer preferences for differentiation. By adeptly understanding consumer perceptions, social marketers can transform passive consumers into active ones and capitalize on marketing opportunities by aligning brand identity and trust with the design of marketing programs.

In green marketing, there's an issue of "greenwashing" that affect consumers' trust when the green marketing claims do not reflect the actual environmental conduct (Szabo & Webster, 2021). Aside from ethical harm, greenwashing may affect company performance and reputation. In addition, drawing upon cognitive load theory, it is proposed that greenwashing hampers consumers' cognitive capacity to process information, leading to confusion and increased uncertainty regarding green products. Thus, greenwashing can harm green marketing efforts in social enterprises. It leads to a loss of trust, disillusionment among consumers, and legal risks. Genuine sustainability efforts may get overshadowed, and opportunities to connect with environmentally conscious consumers are missed. To maintain credibility and succeed in green marketing, social enterprises should prioritize honesty and transparency in their sustainability practices and communications.

**Table 2: List of Previous Studies on Green Marketing Strategy**

No.	Article Name	Author
1.	"Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature	(Dangelico & Vocalelli, 2017)
2.	A Review of Green Marketing Strategy Literature: Mini-Review Approach	(Firdiansyah et al., 2021)



3.	Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment	(Majeed et al., 2022)
4.	Investigating Green Marketing Orientation Practices among Green Small and Medium Enterprises	(Rajadurai et al., 2021)
5.	Integrating the green economy, circular economy and bioeconomy in a strategic sustainability framework	(D'Amato & Korhonen, 2021)
6.	Sustainable waste management through eco-entrepreneurship: an empirical study of waste upcycling eco-enterprises in Sri Lanka	(Jayasinghe et al., 2021)
7.	Green Entrepreneurship Understanding in Vietnam	(Hoang Tien et al., 2022)
8.	Green Marketing to Gen Z Consumers in China: Examining the Mediating Factors of an Eco-Label-Informed Purchase	(Song et al., 2020)
9.	Driving forces of repurchasing social enterprise products	(Wu et al., 2022)
10.	Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions	(Szabo & Webster, 2021)

Source: Author's own.

### ***Responsible Consumer Purchase Behaviour***

Consumers nowadays are becoming more informed and that have led them to become more conscious and responsible in their purchasing behavior (Gierszewska & Seretny, 2019). In the theory of sustainability, pivotal concepts include the idea of fundamental necessities, the notion of restricted choices, and the resilience of the global ecological system. With the trending sustainable development goals that companies are striving for, the competition is increasing to provide the best product and services that caters for sustainability towards circular economy that will benefit the environment as well as mankind.

Responsible consumer behavior is driven by the recognition that individual choices can collectively lead to positive societal and environmental impacts. Yoon et al., (2020) claimed that two inherent consumer traits, namely self-esteem and a desire for social status, impact consumer choices regarding CSR (Corporate Social Responsibility) products through the mediation of two factors: brand image and self-enhancement. These effects occur separately within two distinct CSR domains: social and environmental. Both the pursuit of social status and self-esteem are positively associated with the intention to purchase, although this relationship is indirect. Consequently, identifying the optimal target consumers involves focusing on individuals with elevated self-esteem and a penchant for seeking status. For some consumers, the purchase of CSR products is driven by the aspiration to enhance their self-image. While Social Enterprise and Corporate Social Responsibility occupy distinct positions in the business-society landscape, there is indeed a convergence between the two (Palakshappa & Grant, 2018). The creation of value, be it social, collaborative, or strategic, emerges as a common thread linking these two concepts.

However, it's important to note that while responsible consumer behavior is a valuable approach, it's not always accessible to everyone due to factors such as affordability, availability of options, and cultural considerations (Zhuang, Luo, & Riaz, 2021). Additionally, responsible consumer behavior is just one piece of the puzzle; broader systemic changes in business

practices, policies, and regulations are also necessary to create a more sustainable and ethical marketplace.

Consumers are increasingly seeking out products that are environmentally friendly, energy-efficient, and made from sustainable materials (Song et al., 2020). They look for products with certifications like Energy Star, USDA Organic, Fair Trade, and more.

A company's commitment to sustainability can significantly influence consumers' perceptions of the brand (Bachnik & Nowacki, 2018). Brands that are seen as environmentally responsible often enjoy enhanced brand loyalty and positive reputation. Furthermore, younger generations, particularly millennials and Generation Z, tend to place a higher emphasis on sustainability and ethical considerations in their purchasing choices. They are more likely to support brands aligned with their values. Millennials' intention is primarily shaped by their perceived price and attitude, with social norms having a moderate influence, while knowledge about social enterprises exerts a significant but relatively weak impact.

Looking ahead, social enterprises could place greater emphasis on generating value through their pricing strategies. Additionally, they should promote knowledge dissemination and foster positive attitudes toward social enterprises to bolster consumer purchase intentions (Andika et al., 2023). Ewe & Tjiptono (2023) integrate self-congruity theory and regulatory focus theory in their research. The theories are employed to offer additional empirical support regarding the influence of brand familiarity on consumer purchasing patterns when considering eco-friendly and non-eco-friendly products. Furthermore, this research reveals an interesting implication: consumer green consciousness is linked to a willingness to pay a premium for eco-friendly products, with the extent of this willingness being contingent on the degree of brand familiarity.

This study not only provides insights into the consumer behavior particularly targeting millennials and Gen Z but also offers valuable guidance to social enterprises seeking to ensure the longevity of their businesses and make a lasting impact on societal and environmental causes.

Companies must be prepared to handle controversial issues of environmental position of SEs to present their transparent environmental efforts to the public. In order to do so, SEs face the challenge of ethically applying green marketing strategies to help gain competitive advantage that can effectively attract the Gen Zs who are mostly well-informed consumers (Song, Qin, & Qin, 2020). These consumers are ecologically conscious.

**Table 3: List of Previous Studies on Responsible Consumer Purchase Behaviour.**

No.	Article Name	Author
1	Sustainable Behavior-The Need of Change in Consumer and Business Attitudes and Behavior	(Gierszewska & Seretny, 2019)
2.	Inner-self vs. Outer-self and socially responsible product consumption	(Yoon et al., 2020)
3	On the Factors Influencing Green Purchase Intention: A Meta-Analysis Approach	(Zhuang et al., 2021)
4	How to build consumer trust: Socially responsible or controversial advertising	(Bachnik & Nowacki, 2018)
5	Green purchase behavior: The role of green advertising, green awareness, and eco-literacy	(Andika et al., 2023)

6	Green behavior among Gen Z consumers in an emerging market: eco-friendly versus non-eco-friendly products	(Ewe & Tjiptono, 2023)
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Source: Author's own.

### Research Questions

- i) What are the green marketing strategies implemented by social enterprises?
- ii) How do social enterprises attract green consumer purchase behaviour?
- iii) How does green marketing strategy affect consumer's green purchase behaviour?

### Methods

The nature of this research is qualitative research because it relies on documents which are previous articles that describe past concepts, opinions and experiences that can be used to gather in-depth insights to generate new ideas for research. The method used for this literature review involves searching the Web of Science (WOS) Database subscribed by UiTM through their Library Website. The list of publishers includes Elsevier, Mdpi, Springer Nature, Emerald Group Publishing, and Wiley. This literature review also searches papers in Scopus Database subscribed by UiTM. In addition, searching of papers in Google Scholar were also done to identify published journals related to this study. The duration to gather all articles took about a month. The exclusion criteria were implemented to ensure that the information derived from the sources was contextually rich and included only the most relevant texts. The selected articles underwent further analysis through descriptive and content analysis methods to ascertain the factors contributing to value creation. Textual data was condensed, and the articles were categorized based on identified themes and analyzed for frequency.

### Findings

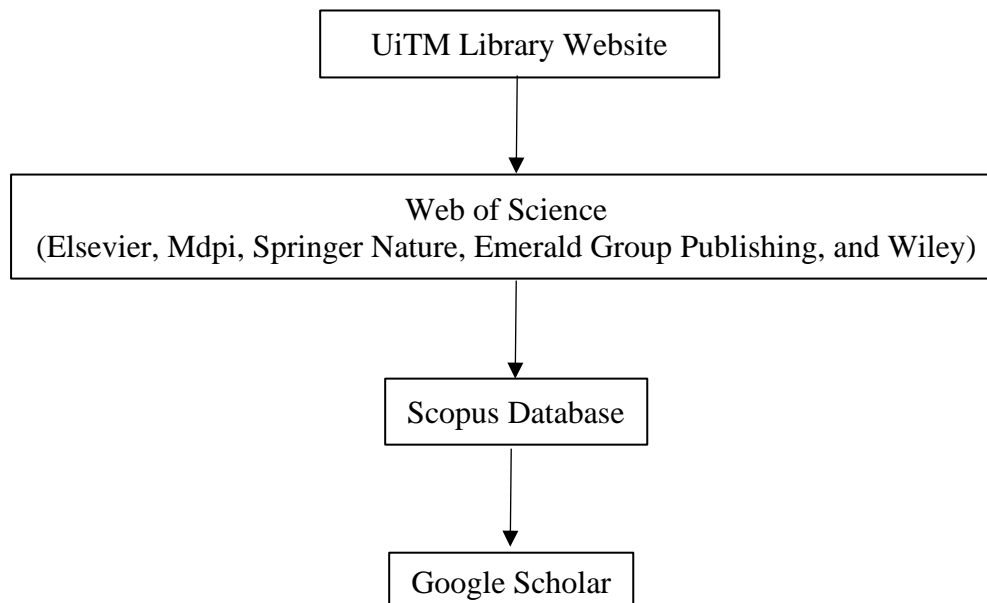
The searching process in Web of Science (WOS) Database subscribed by Universiti Teknologi MARA (UiTM) started with using relevant keywords related to researcher's expertise and research interest. The first keyword chosen is "green marketing" and it showed 805 results from WOS Core Collection. Since the research interest also involves social entrepreneurship, the second keyword chosen is "social enterprise". The search is refined in the quick filter, publication years, document types, web of science categories, and publishers.

In the quick filter, the search is refined to only include early access, open access, and enriched references cited. The publication years were narrowed down into only within 5 years from 2019 until 2023. The document types include articles, proceeding papers, and book chapters. However, the result showed articles and early access that are only available. Furthermore, the WOS category is refined to only include environmental sciences, green sustainable science technology, business, environmental studies, and management. The refined search produced 65 results from Web of Science Core Collection. These results will go through the next step which is the screening process.

The screening process involves selective reading of the papers generated from the WOS results. Relevant and important issues from elements of the papers such as the abstract, conclusion, and future research are extracted to write the literature review. This can also help to come up with new research objectives or research questions. This integrative review will consist of the nexus of knowledge in the realm of green marketing and social enterprise.

In Scopus Database subscribed by UiTM, keywords such as green marketing strategy, social enterprise, and green purchase were used. About 16 articles showed up. The search in Scopus was quite direct and simple due to the thorough search experience in Web of Science that led to the familiarity of keyword searching in similar fields of study in the realm of this current research.

In Google Scholar, keywords such as sustainability, responsible purchase, and social enterprise were used for search. It's crucial to establish that not all references gathered from the search would meet the minimum criteria for inclusion in the study. The process involved filtering out duplicates from the articles and journals, followed by a manual assessment of abstracts and titles to determine their suitability for the study. Out of the total of 430 000 articles, 17 400 were excluded as they were duplicates across different databases. These articles underwent further scrutiny by evaluating their abstracts, titles, and conclusions. An in-depth examination involving a thorough review of the content ultimately leaves 81 high-quality articles for analysis. A summary of the whole search process can be seen in Figure 1 below:



**Figure 1: Flowchart of Search Process**

Source: Author's own.

**Table 4: Search Results from Databases**

Database	Search Query	No. of Results
Web of Science	Social enterprise, green marketing, green purchase behaviour, sustainability	65
Scopus	Green marketing strategy, social enterprise, green purchase	16
Google Scholar	Sustainability, responsible purchase, social enterprise	81

Source: Author's own.

## Discussion

This study has identified strategies such as creating eco-conscious brand image and fostering positive customer environmental attitudes are imperative in attracting responsible purchase behavior. In addition, when it comes to packaging, the key focus should be on eco-friendliness and innovation, with an effort to minimize the excessive use of paper and plastic materials. Enterprises should capitalize on the environmental features of their products to bolster their branding initiatives.

It is vital to center efforts on improving and maintaining procedures connected to environmental sustainability. This includes emphasizing green supply chain management and taking proactive steps for conserving energy.

Another green marketing strategy can also be seen in providing opportunities for networking and create platforms for meaningful dialogue (Pratono et al., 2019). These initiatives can facilitate connections between green enterprises and similar organizations, fostering partnerships, driving innovation, improving productivity, and opening up new market prospects.

Based on the literature review, millennials and Gen Z are the generations that are likely to be attracted to green marketing and are responsible consumers themselves. They are more exposed to environmental issues and are keener to act on getting solutions to curb environmental pollutions that are harming the world and even themselves as citizens of the earth.

The literature has shown that green marketing strategies generally have positive impact on consumer purchase behaviour. The strategies have influenced consumers to practice responsible purchasing for the benefit of the environment, society and economy. In addition, many theories have been discussed that contribute to the body of knowledge relating to social enterprise practices, green marketing strategy development and effectiveness, as well as positive responsible consumer purchase behaviour. The theories provide social enterprises with the tools and knowledge needed to attract consumers to their products by understanding consumer behaviour, crafting effective messages, building trust, segmenting the market, fostering innovation, and gaining a competitive edge in the market.

## Conclusion

In conclusion, this study has achieved its objectives of identifying the different successful green marketing strategies in different social enterprises from different countries such as Vietnam, China, Sri Lanka, Malaysia, the Netherlands and Italy. Each country has its own unique strategy that accommodates to the culture, needs, beliefs, preferences and different lifestyles of people. However, they all aim to social and/or environment issues. This study have also investigated consumer green behaviour of social enterprises specifically their green behaviour in tackling environmental issues. Thus, a positive relationship can be seen between effective green marketing strategy and green consumer purchase behaviour from various social enterprises.

## Contribution of Study

The literature review of this study will contribute to assisting and providing knowledge synthesis for academicians to do empirical studies that will involve primary data gathering and analysis. This study is to help social enterprise practitioners to be updated with the latest trend in green marketing to strategize their marketing efforts towards achieving financial stability as



well as supporting the circular economy that caters for the well-being of the environment and society. This study could also be beneficial for policymakers to improve policies to encourage responsible purchasing and aid in designing the best green marketing strategy towards achieving sustainable development goals.

Collaborations and alliances with like-minded organizations can increase impact, while educational content should inform consumers about the benefits of their products. Continuous innovation for sustainability, personalization, and the use of technology are essential. Feedback and measurable impact should be incorporated, emphasizing long-term commitment to social and environmental goals. Expanding global awareness can also broaden consumer reach. These strategies will not only attract consumers but also foster lasting connections and support for the social enterprise's mission.

### Limitation of Study

This study is limited to only social enterprises in certain countries such as Vietnam, China, Sri Lanka, Malaysia, the Netherlands and Italy. The study is also only limited to green marketing related issues. The findings from the literature could also be applied on SMEs and other companies but probably to a different extent or scope concerning different issues.

### Recommendations

It would be valuable to design effective green marketing strategies that attract consumers in social enterprises by prioritizing data-driven insights, transparency as well as crafting compelling narratives around social and environmental initiatives such as storytelling to create an emotional connection with consumers and engage them to achieve desired mission.

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