


THE ALTRUISTIC CONNECTION: UNRAVELING HOW ALTRUISM DRIVES ECO-FRIENDLY CONSUMER BEHAVIOR IN GREEN MARKETING (LITERATURE REVIEW)

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 03 July 2023</p> <p>Accepted 04 October 2023</p>	<p>Purpose: This article explores research on eco-conscious marketing (2010-2022) via sources like Scopus, ScienceDirect, Emerald, and Taylor & Francis. Altruism, acting selflessly for others, significantly impacts eco-friendly choices.</p>
<p>Keywords:</p> <p>Altruism; Green Consumer; Green Marketing; Behavior; Sustainability.</p>	<p>Theoretical framework: This research examines altruism's role in eco-friendly marketing through behavioral theories. Limited analysis of psychological links and cultural norms exists. Further investigation is needed for sustainable consumer behavior and ethical exchange.</p>
	<p>Methodology: In the effort to comprehend the complex connection between altruism and green marketing, a strong methodology has arisen through the combination of qualitative research techniques and a comprehensive examination of existing literature. This description presents the methodological process utilized to examine the impact of altruism on research related to green marketing from 2010 to 2022. This exploration involves the gathering of data, its analysis, and the development of meaningful insights, all drawn from reliable sources such as Scopus, Emerald, ScienceDirect, Taylor & Francis, and Google Scholar.</p>
	<p>Findings: In the context of green marketing, altruism is pivotal for comprehending and shaping consumer behavior. Beyond economic factors, it embraces emotions, ethics, and communal welfare. Altruism-driven strategies hold promise for positive change, brand loyalty, and sustainability. Research spanning 2010-2020 uncovers gaps in understanding altruism's mechanisms, contexts, sustainability, trade-offs, extensions, and interactions, necessitating their exploration for effective green marketing and a sustainable world.</p>
	<p>Research, Practical & Social implications: The research identifies gaps in comprehending altruism's psychological aspects, context influences, and sustainability. This enhances strategies for sustainable consumer behavior. Additionally, leveraging altruism supports green marketing's effectiveness, bridges the "value-action gap," and fosters brand loyalty, thereby harnessing its potential for positive change, a greener future, and enhanced brand allegiance.</p>
	<p>Originality: Employing qualitative research methods and extensive literature review, this study explores the link between altruism and green marketing from 2010 to 2022. The synthesis of findings reveals altruism's role in shaping consumer behavior, with implications for marketing strategies, bridging value-action gap, and fostering brand loyalty. Research gaps underscore the need for investigating psychological mechanisms, contextual influences, and sustainability.</p>
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A CONEXÃO ALTRUÍSTICA: DESVENDO COMO O ALTRUÍSMO IMPULSIONA O COMPORTAMENTO ECOLÓGICO DO CONSUMIDOR NO MARKETING VERDE (REVISÃO DE LITERATURA)

RESUMO

Objetivo: Este artigo explora pesquisas sobre marketing ecoconsciente (2010-2022) por meio de fontes como Scopus, ScienceDirect, Emerald e Taylor & Francis. O altruísmo, agindo de forma altruísta pelos outros, tem um impacto significativo nas escolhas ecológicas.

Enquadramento teórico: Esta investigação examina o papel do altruísmo no marketing ecológico através de teorias comportamentais. Existe uma análise limitada de ligações psicológicas e normas culturais. Mais investigações são necessárias para o comportamento sustentável do consumidor e o intercâmbio ético.

Metodologia: No esforço para compreender a complexa ligação entre altruísmo e marketing verde, surgiu uma metodologia forte através da combinação de técnicas de investigação qualitativa e de um exame abrangente da literatura existente. Esta descrição apresenta o processo metodológico utilizado para examinar o impacto do altruísmo na investigação relacionada com o marketing verde de 2010 a 2022. Isto envolve a exploração, a recolha de dados, a sua análise e o desenvolvimento de insights significativos, todos extraídos de fontes confiáveis, como Scopus, Emerald, ScienceDirect, Taylor & Francis e Google Scholar.

Resultados: No contexto do marketing verde, o altruísmo é fundamental para compreender e moldar o comportamento do consumidor. Além dos fatores econômicos, abrange emoções, ética e bem-estar comunitário. As estratégias orientadas pelo altruísmo são promissoras para mudanças positivas, fidelidade à marca e sustentabilidade. A investigação que abrange o período 2010-2020 revela lacunas na compreensão dos mecanismos, contextos, sustentabilidade, compensações, extensões e interações do altruísmo, necessitando da sua exploração para um marketing verde eficaz e um mundo sustentável.

Implicações de investigação, práticas e sociais: A investigação identifica lacunas na compreensão dos aspectos psicológicos, das influências contextuais e da sustentabilidade do altruísmo. Isso aprimora estratégias para um comportamento sustentável do consumidor. Além disso, alavancar o altruísmo apoia a eficácia do marketing verde, preenche a “lacuna valor-ação” e promove a fidelidade à marca, aproveitando assim o seu potencial para mudanças positivas, um futuro mais verde e maior fidelidade à marca.

Originalidade: Empregando métodos de pesquisa qualitativa e extensa revisão da literatura, este estudo explora a ligação entre o altruísmo e o marketing verde de 2010 a 2022. A síntese dos resultados revela o papel do altruísmo na formação do comportamento do consumidor, com implicações para as estratégias de marketing, colmatando a lacuna valor-ação, e promover a fidelidade à marca. As lacunas na investigação sublinham a necessidade de investigar mecanismos psicológicos, influências contextuais e sustentabilidade.

Palavras-chave: Altruísmo, Consumidor Verde, Marketing Verde, Comportamento, Sustentabilidade.

LA CONEXIÓN ALTRUÍSTICA: DESVELANDO CÓMO EL ALTRUISMO IMPULSA UN COMPORTAMIENTO ECOLÓGICO DEL CONSUMIDOR EN EL MARKETING VERDE (REVISIÓN DE LA LITERATURA)

RESUMEN

Propósito: Este artículo explora la investigación sobre marketing con conciencia ecológica (2010-2022) a través de fuentes como Scopus, ScienceDirect, Emerald y Taylor & Francis. El altruismo, actuar desinteresadamente por los demás, tiene un impacto significativo en las decisiones ecológicas.

Marco teórico: esta investigación examina el papel del altruismo en el marketing ecológico a través de teorías del comportamiento. Existe un análisis limitado de los vínculos psicológicos y las normas culturales. Se necesita más investigación para lograr un comportamiento de consumo sostenible y un intercambio ético.

Metodología: En el esfuerzo por comprender la compleja conexión entre el altruismo y el marketing verde, ha surgido una sólida metodología mediante la combinación de técnicas de investigación cualitativa y un examen exhaustivo de la literatura existente. Esta descripción presenta el proceso metodológico utilizado para examinar el impacto del altruismo en la investigación relacionada con el marketing verde de 2010 a 2022. Esto implica la exploración, la recopilación de datos, su análisis y el desarrollo de conocimientos significativos, todo ello extraído de fuentes confiables como Scopus, Emerald, ScienceDirect, Taylor & Francis y Google Scholar.

Hallazgos: En el contexto del marketing ecológico, el altruismo es fundamental para comprender y moldear el comportamiento del consumidor. Más allá de los factores económicos, abarca las emociones, la ética y el bienestar comunitario. Las estrategias impulsadas por el altruismo prometen cambios positivos, lealtad a la marca y sostenibilidad. Las investigaciones que abarcan el período 2010-2020 descubren lagunas en la comprensión de los mecanismos, contextos, sostenibilidad, compensaciones, extensiones e interacciones del altruismo, lo que requiere su exploración para lograr un marketing ecológico eficaz y un mundo sostenible.

Investigación, implicaciones prácticas y sociales: la investigación identifica lagunas en la comprensión de los aspectos psicológicos, las influencias contextuales y la sostenibilidad del altruismo. Esto mejora las estrategias para un comportamiento de consumo sostenible. Además, aprovechar el altruismo respalda la eficacia del marketing ecológico, cierra la "brecha valor-acción" y fomenta la lealtad a la marca, aprovechando así su potencial para un cambio positivo, un futuro más ecológico y una mayor lealtad a la marca.

Originalidad: empleando métodos de investigación cualitativos y una extensa revisión de la literatura, este estudio explora el vínculo entre el altruismo y el marketing ecológico de 2010 a 2022. La síntesis de los hallazgos revela el papel del altruismo en la configuración del comportamiento del consumidor, con implicaciones para las estrategias de marketing, la reducción de la brecha entre valor y acción, y fomentar la lealtad a la marca. Las lagunas en la investigación subrayan la necesidad de investigar los mecanismos psicológicos, las influencias contextuales y la sostenibilidad.

Palabras clave: Altruismo, Consumidor Verde, Marketing Verde, Comportamiento, Sostenibilidad.

INTRODUCTION

The world of marketing has undergone a significant transformation in recent times, with a greater emphasis on sustainable practices and care for the environment. This new focus has given rise to the green marketing concept, which promotes goods and services that are not only financially viable but also ecologically responsible. The commencement of green marketing research can be traced back to the growing global awareness of environmental degradation and the urgent need to mitigate its impacts. At Present many companies, facing growing expectations from both customers and regulatory bodies, are recognizing the opportunity to harmonize their strategies with sustainable principles. (Jackson & Seo, 2010). This made signaled the inception of eco-conscious marketing, a notion that blends consumer conduct, ecological mindfulness, and corporate social responsibility (Urien & Kilbourne, 2011a, 2011b).

When delving into the intricate dynamics of eco-friendly marketing comprehension, scholars have embraced various fundamental theories. Among these is the Theory of Planned Behavior, asserting that personal intentions and actions are shaped by attitudes, perceived societal standards, and the perception of behavioral control (Ajzen, 2011) . This theory has been instrumental in deciphering consumer response to green products, shedding light on factors that either facilitate or hinder their adoption (Fatoki, 2023; Lopes et al., 2019; Meng et al., 2020; R. et al., 2014; Sabakti et al., 2022; Shanmugavel & Rajendran, 2022) .

Another vital theoretical framework is the Value-Belief-Norm (VBN) Theory, which underscores the role of personal values, beliefs about consequences, and feelings of moral obligation in shaping pro-environmental behavior. The VBN Theory has provided a comprehensive lens through which researchers can understand the ethical considerations that influence consumers to engage with environmentally-friendly products and services (Osunmuyiwa et al., 2020).

Altruism, a powerful human attribute rooted in selflessness and concern for the well-being of others, has recently emerged as a significant factor in the green marketing landscape. The integration of altruism into green marketing research recognizes that consumers' decisions are often driven by a sense of responsibility towards future generations, vulnerable communities, and the planet as a whole (Bris et al., 2021; Jeklin, 2015; Teng et al., 2015; Wang et al., 2020). This phenomenon is particularly salient in the context of sustainability, as individuals increasingly seek products that not only benefit them personally but also contribute positively to society and the environment (Jeklin, 2015; Teng et al., 2015).

The exploration of altruism within the realm of green marketing research holds immense importance for several compelling reasons. Understanding the role of altruism in consumer behavior allows businesses to craft more resonant and effective communication strategies (Jeklin, 2015; Liaukonyte et al., 2022; Neilson, 2010; Walker & Kent, 2013). By tapping into , companies can create narratives that inspire positive change and foster a deeper connection between consumers and their eco-conscious offerings (Birch et al., 2018; La Ferle et al., 2013; Roberts et al., 2014).

Altruism-based green marketing strategies have the potential to enhance brand loyalty and reputation (Alger & Cox, 2013; C. Y. Park et al., 2022). Consumers are more likely to align themselves with brands that demonstrate genuine care for social and environmental causes, thus forging long-lasting relationships based on shared values. The examination of altruism sheds light on the deeper psychological underpinnings of sustainable consumption (Davari et al., 2017; Tan et al., 2022). It unravels the emotional drivers behind consumers' choices, offering insights into how marketing efforts can be tailored to evoke empathetic responses and encourage responsible consumption patterns.

The utilization of altruism as a factor in green marketing research has provided valuable insights into the motivations and behaviors of consumers towards environmentally-friendly products and practices (Cherian & Jacob, 2012; Majeed et al., 2022; Moslehpour et al., 2021; Witek, 2020). Researchers have recognized the significance of altruistic considerations in influencing consumer choices (Birch et al., 2018; Kareklas et al., 2014; Pittman, 2020).

Researchers have consistently found that altruism plays a vital role in motivating consumers to adopt green products (Birch et al., 2018; Panda et al., 2020) and engage in environmentally-conscious behaviors (Gandhi, 2020; He et al., 2020; Pop et al., 2020; Tiwari, 2022). Studies have shown that individuals who exhibit stronger altruistic tendencies are more likely to make sustainable choices, such as purchasing eco-friendly products (Huh, 2011;

Katewa et al., 2022; Tiwari, 2022; Wijaya et al., 2019), supporting ethical brands (Geigle, 2012; Mitonga-Monga & Cilliers, 2016; Suriyankietkaew et al., 2022), and participating in pro-environmental activities (Katewa et al., 2022).

Altruistic messaging has been effectively integrated into green marketing campaigns. Researchers have examined how framing messages around the positive impacts of eco-friendly choices on society and the environment can resonate with altruistically-driven consumers (Tiwari, 2022). Such appeals evoke emotions of empathy and responsibility (Batson, 2010; Marsh, 2016), encouraging consumers to view their purchasing decisions as contributions to larger social and ecological causes (Song & Kim, 2019).

The incorporation of altruism as a factor in green marketing research over the years has illuminated the profound impact of ethical and moral considerations on consumer behavior (Jansson et al., 2011; Kim et al., 2015). Studies have consistently demonstrated that consumers are not solely motivated by personal benefits but also by a genuine desire to contribute to societal and environmental well-being (Mcneill & Moore, 2015; Zoll et al., 2018). As a result, businesses that authentically align with these altruistic values have the potential to foster meaningful connections with consumers and drive positive change towards a more sustainable future. Studies have explored the link between altruism and social in the context of green behavior norms (Bris et al., 2021; Nyborg, 2018). Altruistic individuals are more likely to be influenced by the behavior of their peers, family, and communities. This insight has led to the design of interventions that leverage social norms to promote sustainable actions, creating a sense of collective responsibility.

Researchers have investigated the relationship between altruism and specific product attributes (Gupta & Miller, 2010; Koppel & Schulze, 2013; O. Rahman et al., 2020; Yen & Lien, 2020). For instance, products that are associated with fair trade, charitable donations, or contributions to social causes often appeal to consumers with strong altruistic values. Understanding this connection has allowed companies to design offerings that align with consumers' ethical concerns. Altruistic values have been linked to increased brand loyalty (Panda et al., 2020). Consumers who perceive brands as genuinely committed to social and environmental causes are more likely to remain loyal customers. Research has demonstrated that such consumers are willing to pay a premium for products that support altruistic endeavors (I. Rahman & Reynolds, 2019).

Studies have recognized the influence of cultural and contextual factors on the role of altruism in green marketing (H. V. Nguyen et al., 2019). Cultural values and societal norms

shape how consumers prioritize altruistic motives in their decision-making (Cohen et al., 2014; Fowler et al., 2012). Researchers have analyzed how these factors impact consumer responses to altruistic marketing appeals across different regions and demographics. Altruism has been studied as a potential way to counter consumer skepticism and greenwashing (Munir & Mohan, 2022; T. T. H. Nguyen et al., 2019). Brands that genuinely commit to social and environmental causes can use altruistic messaging to build trust with consumers (Dinh et al., 2023; Panda et al., 2020; Suhud et al., 2022), helping them differentiate between authentic sustainability efforts and mere marketing tactics.

Some research has examined the sustainability of altruism-driven green behaviors (de Moraes et al., 2021; Iyer et al., 2016; Souto Maior et al., 2022). While initial studies have shown positive associations between altruism and pro-environmental actions, ongoing research is needed to understand how long-lasting these behaviors are and how they contribute to broader sustainability goals.

The exploration of altruism's role in green marketing research, as elucidated in this article, is an essential step towards shaping a more sustainable and compassionate future. By dissecting the journey of green marketing research, highlighting foundational theories, and emphasizing the significance of altruism, our study aspires to contribute to a body of knowledge that not only informs business strategies but also empowers consumers to make conscientious choices for the betterment of society and the environment.

THEORETICAL REFERENTIAL

Green Marketing

The landscape of green marketing research has undergone significant evolution between 2000 and 2022. This period marked a transformative journey in understanding consumer behavior, sustainability practices, and the interplay between businesses and environmental concerns. The onset of the early 2000s witnessed the rise of eco-marketing as a reaction to escalating environmental anxieties (Tripathi, 2014). Researchers explored the concept's foundations and began investigating consumer perceptions of eco-friendly products (Dr. Prasad H K, Ms. Megha G, 2019; Mokha, 2017; Peattie, 2010; Pillai, 2016).

Corporate Social Responsibility (CSR) rose to prominence, prompting a more in-depth investigation into the contribution of businesses to sustainability. Research endeavors began to evaluate the influence of CSR endeavors on brand perception and customer allegiance. (Lee et al., 2017). The attention pivoted towards comprehending how consumers interact with

environmentally friendly products. (Almohammadi & Abdulghaffar, 2022; Bai et al., 2020; Rajagopal et al., 2021). Researchers delved into factors influencing adoption, such as price sensitivity, eco-labeling, and consumer values (Jansson et al., 2011; Kumar & Mohan, 2021; Tan et al., 2022). The role of altruism in shaping green consumer behavior gained intention (Panda et al., 2020). Studies explored how altruistic motivations impacted purchasing decisions and how ethical considerations influenced consumers' perceptions of brands (Souto Maior et al., 2022; Suhud et al., 2022).

Green marketing research also has contributed to raising awareness about environmental issues among consumers and businesses (Do Paço & Varejão, 2010) and fostering a mindset shift towards sustainable practices (Mukonza & Swarts, 2020). The research has driven businesses to integrate sustainability into their marketing strategies, resulting in the proliferation of eco-friendly products and practices. Green marketing research has empowered consumers with information, enabling them to make informed choices that align with their values (Day, 2011).

Challenges like greenwashing and consumer skepticism persist (de Vries et al., 2015; I. Rahman et al., 2015). Looking ahead, a comprehensive research agenda aims to encompass diverse behavioral factors, integrate technology, refine measurement metrics, embrace cross-cultural perspectives, and explore policy implications. This continued research is crucial in shaping a sustainable future where ethical consumerism and responsible business practices coalesce to address pressing environmental concerns (Yang et al., 2020).

Altruisme as Phsycological Factor

Altruism is a psychological factor that plays a significant role in determining human behavior (Atabaeva, 2019). It refers to the selfless concern for the well-being and welfare of others, often leading individuals to take actions that benefit others even at personal cost. Comprehending the significance of altruism in human conduct is crucial, as it contributes to the establishment of robust social connections, collaboration, and the general operation of communities (Gintis et al., 2012).

Altruism is thought to have developed as a mechanism that fosters collaboration and the survival of groups. It plays a role in fostering prosocial conduct, where individuals work towards the well-being of others without an immediate desire for personal advantage. Altruism can serve as a driving force behind different actions, including aiding a stranger in distress,

contributing to charitable causes, volunteering, or offering emotional support to others (Lay & Hoppmann, 2015).

Altruism holds particular significance in circumstances where the overall welfare and cohesion of a group are in jeopardy. It becomes essential in diverse instances, such as natural calamities, public health emergencies, and periods of societal turbulence.. Altruistic behaviors can also be observed in everyday interactions, where people show kindness, empathy, and generosity towards others, fostering a positive social environment (Gintis et al., 2012).

Altruism can be influenced by cultural norms and expectations (Boobalan et al., 2021). What is considered altruistic in one culture might not be viewed the same way in another. This cultural relativity makes it challenging to establish universal principles. Some research on altruism might involve manipulating participants' emotions or conducting experiments that mimic real-life situations. Ethical concerns arise when trying to create situations that trigger altruistic behavior without causing harm or deception (Gintis et al., 2012). Altruism can be influenced by a combination of factors, including empathy, personal values, social norms, and psychological rewards. Untangling these motivations to pinpoint the driving forces behind altruistic acts is a complex task (Lay & Hoppmann, 2015).

Understanding the long-term consequences of altruistic behavior on individuals and societies is a challenge. While altruism often leads to positive outcomes, it's not always clear how sustained acts of selflessness impact the well-being of both the giver and the recipient (de Moraes et al., 2021). Altruism plays a crucial role in shaping human behavior by promoting cooperation, empathy, and prosocial interactions (Davari et al., 2017). It's needed in situations that demand collective well-being and social harmony. However, studying altruism comes with challenges related to its measurement, motivation, cultural variability, ethics, and the interplay of complex motivations. Despite these challenges, investigating altruism is essential for comprehending the foundations of human social interactions and the mechanisms that contribute to the greater good (Feigin et al., 2014).

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a psychological theory that seeks to explain and predict human behavior based on an individual's intentions (Ajzen, 2020). Developed by Icek Ajzen in the late 1980s, the theory provides insights into how attitudes, subjective norms, and perceived behavioral control influence a person's decision to engage in a particular behavior (Health Communication Capacity Collaborative, 2021).

The TPB posits that an individual's intention to perform a behavior is the key determinant of whether they will actually engage in that behavior. Intentions are influenced by three main factors (Ajzen, 2020) (1) Attitude Toward the Behavior, this refers to an individual's evaluation of the behavior in question. Positive attitudes, where a person believes that the behavior will lead to favorable outcomes, increase the likelihood of forming the intention to perform the behavior., (2) Subjective Norms, Subjective norms represent the perceived social pressure or influence from others regarding the behavior. This includes the person's perception of whether important people in their life approve or disapprove of the behavior. The stronger the perceived social norm favoring the behavior, the more likely it is that the person will intend to perform it and (3) Perceived Behavioral Control, this factor reflects an individual's perception of the ease or difficulty of performing the behavior. If someone believes they have the necessary resources, skills, and opportunities to carry out the behavior, their perceived behavioral control is high, leading to a stronger intention to engage in the behavior.

The TPB also recognizes that actual behavioral control, external factors beyond an individual's control, can impact the translation of intentions into actions (Xu et al., 2022). For instance, even if someone intends to recycle, a lack of recycling facilities in their area might hinder their ability to do so. Fundamentally, the Theory of Planned Behavior suggests that an individual's intention to partake in an action, which subsequently affects their actual conduct, is shaped by their attitudes, subjective norms, and perceived behavioral control (Zulaikha et al., 2021). This theory has been widely employed across various domains, encompassing health advocacy, ecological preservation, consumer conduct, and social psychology (J. Park & Ha, 2014). It offers a framework for comprehending the intricate interplay between cognitive elements and behavioral decisions, thus assisting in devising interventions and strategies to foster positive behaviors and bring about change (Ajzen, 2020).

Theory of Value-Belief-Norm (VBN)

The Value-Belief-Norm (VBN) theory posits that individuals' actions concerning the environment are guided by their personal values, beliefs, and societal norms. In the realm of eco-conscious consumer behavior, this theory can be applied to examine the motivations behind individuals opting for environmentally friendly consumer practices (van der Werff & Steg, 2016).

Personal values significantly influence the shaping of environmentally conscious consumer actions. (Jansson et al., 2011). These values encompass environmental care, equitable

society, and sustainability (Urien & Kilbourne, 2011a). When individuals hold these values, they generally exhibit a preference for eco-friendly products while refraining from those detrimental to the environment. Individual beliefs also influence green consumer behavior. This belief relates to individual perceptions of the negative impact of conventional consumption behavior on the environment. If a person believes that their consumption behavior may adversely affect the environment, they are more likely to adopt green consumer behavior as an alternative (I. Rahman & Reynolds, 2019) .

Social norms can also play an important role in determining green consumer behavior (Nyborg, 2018). Social norms are the demands and expectations imposed by a particular social group on individuals. If in an individual's environment, social norms encourage greener consumer behavior, the individual is more likely to follow those norms in order to maintain good social relationships (Singh et al., 2022).

The linkage between values, beliefs, and norms in VBN is that individual values and beliefs shape social norms that then influence green consumer behavior (van der Werff & Steg, 2016). If a person has pro-environmental values and beliefs about the negative impact of conventional consumption behavior, they are likely to adopt green consumer behavior. On the other hand, if social norms in an individual's environment encourage green consumer behavior, those individuals are more likely to follow those norms, even if they do not have strong values or beliefs (Jansson et al., 2011; Kim et al., 2015).

In explaining green consumer behavior, this value-belief-norm theory can be helpful in understanding the various factors that influence consumer decisions in choosing environmentally friendly products and behaviors

METHODOLOGY

In the pursuit of understanding the intricate relationship between altruism and green marketing, qualitative research methods coupled with an extensive literature review have emerged as a robust approach. This narrative outlines the methodological journey employed to investigate the role of altruism in green marketing research during the period from 2000 to 2022. The investigation entails a comprehensive procedure comprising data gathering, assessment, and the development of insightful deductions. This process draws upon reputable sources such as Scopus, Emerald, ScienceDirect, Taylor & Francis, and Google Scholar.

The research journey commenced with a meticulous and methodical quest for pertinent literature across the designated academic databases. These platforms granted access to a wide

array of scholarly papers, peer-reviewed articles, and research studies published between 2000 and 2022. The search queries were meticulously constructed to capture the intersection of altruism and green marketing, resulting in a substantial compilation of primary sources for evaluation.

The initial phase involved a meticulous screening procedure aimed at eliminating duplicate and irrelevant articles, ultimately yielding a refined collection of potential resources. The inclusion criteria prioritized studies that explicitly delved into the role of altruism within the realm of green marketing practices. Utilizing thematic analysis, the chosen articles were methodically sorted into distinct categories based on pivotal themes and concepts. These themes encompassed consumer conduct, marketing tactics, ethical considerations, social responsibility, and the underlying psychological factors driving altruistic motivations..

Throughout the examination of existing literature, recurring trends, theoretical frameworks, and conceptual models were identified. These recurring patterns served as fundamental building blocks for amalgamating insights and establishing meaningful correlations between altruism and green marketing. This amalgamation process entailed extracting pertinent information, methodologies, findings, and theoretical contributions from each individual study. This method streamlined the identification of consensus, disparities, and gaps present within the preexisting body of literature.

The narrative was meticulously crafted by interweaving findings from diverse studies to construct a coherent storyline. This narrative construction process spotlighted the progression of research within this domain, the emergence of novel perspectives, and the evolving role of altruism in shaping the landscape of green marketing practices. Drawing upon the amalgamated literature, the conclusions were derived to furnish a holistic overview of the role of altruism in the realm of green marketing exploration. These conclusions underscored the principal insights extracted from the literature, encompassing the noteworthy impact of altruism on consumer behavior, the efficacy of altruistic appeals in marketing initiatives, and the criticality of authenticity when aligning with consumer values.

RESULTS AND DISCUSSION

In recent times, the global society has observed a notable transformation in cultural values, emphasizing environmental awareness and sustainability as paramount. As the world confronts urgent ecological issues, businesses have found themselves compelled to review their strategies, aiming to synchronize their operations with these emerging values. This

transformative trend has given birth to the notion of eco-marketing, which centers on endorsing products and services that are not only economically sound but also environmentally conscientious. Within the context of eco-marketing, altruism, the selfless consideration for the welfare of others, has emerged as a potent psychological element that holds a significant role in foreseeing and shaping consumer behavior towards eco-friendly selections (Ali et al., 2020; Jeklin, 2015; Teng et al., 2015).

Altruism, an inherent aspect of human nature, forms the core of social exchanges and communal welfare. Within the sphere of eco-marketing, altruism is evident in consumers' authentic regard for the environment, future generations, and marginalized communities. It motivates individuals to opt for actions that emphasize collective benefits over immediate individual advantages. This emotional bond with the welfare of others holds significant repercussions for the establishment of sustainable consumption habits (Davari et al., 2017).

Altruism functions as a compelling driving factor, propelling individuals to make decisions that yield positive effects beyond their personal sphere. Those who embrace altruistic principles are more inclined to select products and services that align with their ethical convictions. In the context of eco-marketing, altruism serves as a motivating catalyst for consumers to opt for environmentally friendly alternatives, even if they entail slightly higher costs or additional efforts. Altruistic appeals within eco-marketing campaigns tap into consumers' empathy and emotional involvement. By accentuating the favorable outcomes of their choices on both the environment and society, companies can elicit sentiments that deeply resonate with consumers. This emotional attachment fosters a sense of duty and empowerment, prompting consumers to consciously opt for choices that contribute to sustainability. (Batson, 2010; Birch et al., 2018; Roberts et al., 2014).

Green marketing strategies grounded in altruism possess the capacity to cultivate allegiance to brands and establish trust. Consumers are more prone to align themselves with brands that genuinely exhibit concern for environmental and societal causes. When businesses sincerely commit to effecting change, they establish meaningful bonds with consumers who share similar values. This allegiance goes beyond mere product attributes, as consumers associate the brand with a positive contribution to the world. Altruism functions as a pivotal predictor of consumer behavior in the realm of eco-marketing. Grasping consumers' altruistic inclinations empowers companies to adeptly customize their marketing approaches. By acknowledging the emotional stimuli that motivate altruistic conduct, businesses can design

campaigns that resonate with consumers' ethical ambitions, thereby influencing their purchasing choices (Iyer et al., 2016; Panda et al., 2020).

The concept of the "value-action gap" pertains to the disparity between consumers' professed values and their actual conduct. Altruism plays a substantial part in bridging this divergence within the sphere of eco-marketing. By appealing to consumers' altruistic principles, companies can motivate them to translate their moral convictions into concrete actions, such as opting for eco-friendly products and engaging in sustainability initiatives. Accurately foreseeing consumer behavior holds paramount importance for businesses aiming to establish and fulfill sustainability objectives. Altruism offers a perspective through which enterprises can comprehend the emotional catalysts propelling these actions. By integrating altruism into predictive models, businesses garner insights into consumers' readiness to embrace sustainable behaviors, thereby aiding informed decision-making.

Although a multitude of studies have recognized the sway of altruism on consumer conduct (Panda et al., 2020), a gap persists in apprehending the underlying psychological mechanisms that underpin this association. The majority of investigations have centered on the apparent impact of altruistic appeals in marketing campaigns, yet a necessity arises to delve further into the cognitive processes and emotional propellants that link altruism to consumer decisions. Unearthing these mechanisms could yield valuable insights into devising more efficacious marketing strategies that deeply resonate with consumers' altruistic motives.

Research conducted within the specified timeframe has predominantly probed the broad interconnection between altruism and consumer behaviors conducive to environmental sustainability. However, there is a gap in understanding how contextual factors, such as cultural norms, societal values, and personal experiences, influence the strength and manifestation of altruistic motivations. These factors can vary significantly across different regions and demographic groups, and further investigation is required to ascertain how they shape the predictive power of altruism in driving green consumer behavior.

Although existing research suggests a positive correlation between altruism and pro-environmental behavior, a research gap exists in assessing the long-term sustainability of altruism-driven actions. Studies have often focused on short-term behavior changes resulting from altruistic appeals. However, to create lasting and impactful change, it is crucial to understand whether altruism-driven behaviors persist over time and contribute to consistent, environmentally responsible choices beyond the initial influence of marketing campaigns.

While altruism often guides consumers towards eco-friendly choices, a research gap exists in examining the potential ethical trade-offs that individuals may encounter. For instance, certain environmentally friendly products might come with higher costs or inconveniences. Further research is needed to understand how individuals navigate these trade-offs and whether altruism remains a driving force in the face of practical challenges.

Existing research has predominantly focused on how altruism influences consumers' decisions to purchase green products (Iyer et al., 2016). However, a research gap exists in exploring whether altruism also extends to other aspects of consumer behavior, such as post-purchase behaviors (product use, disposal, and recycling) and advocacy for environmental causes. Understanding how altruism translates into holistic, sustainable actions can provide a more comprehensive picture of its role in green marketing.

Consumer behavior is influenced by a multitude of factors, including social norms, personal values, and economic considerations. A research gap exists in understanding how altruism interacts with these other motivational factors to collectively drive green behavior. Disentangling these interactions could offer nuanced insights into the hierarchy of motivations that lead individuals to make environmentally conscious choices.

The Theory of Planned Behavior (TPB) and altruism share a connection through their roles in shaping and predicting human behavior, particularly in the context of decision-making and pro-social actions. Altruism, rooted in selflessness and concern for others, influences individuals to prioritize the well-being of others over personal gain. The TPB, on the other hand, provides a framework for understanding how individual intentions lead to behavior. While altruism is not explicitly one of the components of the TPB, it can influence the factors that the theory encompasses.

Altruistic individuals are more likely to hold positive attitudes toward behaviors that benefit others or contribute to social and environmental well-being. For example, someone with strong altruistic tendencies may have a positive attitude towards purchasing environmentally friendly products due to the perceived positive impact on society and the planet. Altruism can significantly affect subjective norms. Individuals driven by altruistic motives may be more influenced by the perceived expectations and approval of others, especially when it comes to behaviors that align with their values. They might feel a stronger societal pressure to engage in actions that benefit others, even if they personally find them challenging (Panda et al., 2020).

Altruistic individuals may perceive greater control over engaging in behaviors that contribute to the greater good, even if those behaviors are not convenient or easy. This can

enhance their perceived behavioral control, leading to stronger intentions to perform such actions. Altruism can influence each component of the TPB, ultimately affecting an individual's intention to engage in behaviors that align with altruistic values (Boobalan et al., 2021; Pang et al., 2021). The theory helps elucidate how altruism interacts with cognitive factors to shape behavioral intentions. Individuals who hold strong altruistic values are more likely to develop positive attitudes, be influenced by subjective norms that prioritize pro-social behavior, and perceive a sense of control over their actions that benefit others.

While the Theory of Planned Behavior doesn't explicitly incorporate altruism, the two concepts are intertwined. The TPB provides a framework to understand how altruism influences attitudes, subjective norms, and perceived behavioral control, which collectively contribute to forming intentions and subsequently driving behavior (Ajzen, 2011). Altruism's impact on these cognitive factors is crucial in predicting and promoting behaviors that prioritize the well-being of others and contribute to a more compassionate and sustainable world (Obrenovic et al., 2020).

CONCLUSION

In the dynamic landscape of green marketing, altruism emerges as a pivotal factor that holds the key to understanding, predicting, and influencing consumer behavior. Its role goes beyond economic considerations, encompassing emotional connections, ethical commitments, and collective well-being. Altruism-based green marketing strategies have the potential to drive positive change, enhance brand loyalty, and propel society toward a more sustainable future. As businesses strive to navigate the complexities of the modern marketplace, recognizing and harnessing the power of altruism stands as an indispensable strategy for fostering a greener and more compassionate world.

In the realm of green marketing research spanning from 2010 to 2022, several research gaps have emerged concerning the role of altruism in predicting consumer green behavior. These gaps point to the need for further exploration into the psychological mechanisms of altruism, the contextual factors shaping its impact, the sustainability of altruism-driven behavior, ethical trade-offs, its extension beyond purchase behavior, and its interaction with other motivational factors. Addressing these gaps is crucial for developing a holistic understanding of how altruism shapes consumer behavior in the context of green marketing and for creating effective strategies that foster a more sustainable future.

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