Research Paper

Green Marketing in Ethiopia: A Systematic Literature Review

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ABSTRACT

The goal of this study is to perform a thorough review and synthesis of research articles published since the year 2000 that address green marketing in the Ethiopian context, using a literature review method to analyze eleven chosen articles from the Scopus database and Google Scholar that are available as open-access publications. Employing the PRISMA method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), the research compiles insights from pertinent literature to illuminate the evolution of green marketing practices in Ethiopia, their implementation across different sectors, the approaches used in the studies, and the obstacles to their broader adoption. The analyzed studies collectively emphasize the changing environment of green marketing in Ethiopia. Although facing issues such as resource limitations and weak policy implementation, green marketing strategies offer considerable opportunities for fostering sustainable development. Using eco-friendly innovations, boosting competitive edge, and implementing tailored industry strategies can speed up Ethiopia's shift to a more sustainable economy.

Keywords: Green Marketing, Green Environment, Literature Review, Ethiopia

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1. INTRODUCTION

Green marketing involves the production and promotion of products that are eco-friendly and can be reused. Lately, awareness among the public regarding environmental sustainability has grown, prompting companies to adopt green marketing and eco-friendly product practices (Widyastuti et al., 2024). Eco-friendly marketing, the strategy of advertising goods or services for their ecological advantages, has received considerable focus in the worldwide market because of rising environmental issues and increasing consumer interest in eco-friendly choices. As stated by Vesal et al. (2021), market environmental sustainability is vital, particularly considering rising worries regarding resource exhaustion and contamination.

Green marketing is a vital approach employed by businesses to advertise their products or services while emphasizing ecological sustainability. It represents more than just a trend; it's a change in viewpoint about how businesses comprehend and convey their products to consumers (Polonsky, 2016). Business practices of entrepreneurs and companies are now expected to align with sustainable economic principles. Marketing continues to be an essential component of business activities, since it enables firms to access broader markets and increase sales (Kotler & Armstrong, 2014). Green marketing serves as an important contributing factor for businesses in promoting the green economy or sustainable economy (Majid et al., 2019). As stated by Ottman (2011), green marketing encompasses a coherence of all actions that create services and amenities to meet human needs and wants while avoiding harm to the environment. Through the use of green marketing, businesses can create eco-friendly products like organic goods or items with reduced carbon footprints (Gelderman et al., 2021). Businesses can inform the public regarding the significance of selecting eco-friendly products (Machova et al., 2022).

In today's age of globalization, it has become difficult to retain both customers and consumers while also safeguarding our natural environment, which is a pressing necessity. A lot of consumers are currently showing worry about environmental decline. Consumers are also conscious of environmental concerns such as global warming and the effects of environmental pollution. This represents a significant advancement for eco-friendly products and environmentally conscious marketing. Given the clear demand for environmentally friendly products, green marketing offers

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companies a chance to boost their market share by launching sustainable products. From an economic perspective, Ethiopia ranks among the fastest-growing nations globally. Leveraging its favorable recent progress, it aims to achieve middle-income status by 2025. Its goal is to achieve this by fostering a green economy. Embracing a green economy development strategy would offer advantages for the populace, the environment, and the economy: it would enhance public health via improved air and water quality and promote rural development by boosting soil fertility, food security, and rural job opportunities (Dereje Fekadu, 2015).

In real-world applications, numerous companies incorporate eco-conscious products and promotions, sustainable goods, and recyclable packaging into their marketing approaches. Nonetheless, up until now, the idea of green marketing has not been a primary emphasis in marketing theory and practice. Marketing management textbooks often lack sufficient coverage of the concept of green marketing (Berlian et al., 2024). Likewise, green marketing practices in Ethiopia represent an evolving area that indicates an increasing consciousness of environmental concerns among both consumers and businesses. Research shows that green marketing approaches greatly affect consumer purchasing behavior, especially in areas like fresh produce, where comprehensive marketing methods can improve consumer interaction and export profits (Fikeresiyon and Gurudutta, 2024).

In the bottled water sector, implementing green supply chain management practices enhances environmental effectiveness while also aiding in financial success, signaling a transition to sustainable business approaches (Geda et al., 2024). Moreover, in the textile industry, green marketing and investments are proven to improve business performance, with corporate social responsibility serving as an essential mediator (Youtang & Mesfin, 2022). In general, although difficulties persist, the movement towards sustainable and responsible usage of environmentally friendly products is increasing in Ethiopia (Belay Addisu, 2018). Conversely, even with increasing interest in green marketing, its ability to change business practices is still largely unexamined and relatively recent in Ethiopian research. Despite research existing in the area of green marketing, there remains a necessity for studies that specifically explore how investigations in this field are carried out in Ethiopia.

Therefore, this systematic review provides an extensive summary of trends, methods, sectors, and theoretical models that define existing research. Through a critical examination of the literature, this paper highlights existing gaps and current trends in green marketing practices in research,

addresses the challenges of green marketing within the Ethiopian context, and offers fundamental insights that can influence future studies.

2. MATERIALS AND PROCEDURES

This review involved a thorough evaluation of the selected studies based on the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) screening guideline. The steps listed below were carried out, as illustrated in Figure 1 (PRISMA Flow Diagram), which details the systematic process of identifying, screening, and including the studies:

1. **Criteria for Eligibility**

Inclusion:

Articles were chosen according to particular inclusion criteria to ensure the thoroughness and significance of the review. These requirements stipulated that the articles should be released within the designated timeframe, undergo peer review to maintain academic rigor, and be accessible as open-access publications. In addition, both qualitative and quantitative research were the standards for including studies in this systematic review.

Criteria for exclusion:

The exclusion criteria also played a vital role in narrowing down the search results. Articles that did not directly focus on green marketing practices in Ethiopia were removed, since the review aims to comprehend the distinct dynamics and implications of green marketing in this geographical context. Moreover, non-peer-reviewed sources like conference papers, book chapters, non-PDF formats, and reviews were omitted to focus on original research articles that present primary data and results.

2. **Sources of Information**

Articles were sourced from Google Scholar and the Scopus database. These databases offer sophisticated search functions, citation monitoring, complete text access, and customized features, rendering them crucial resources for researchers to find, access, and remain informed about the most recent field studies.

3. **Process of Searching for Articles**

Keywords like "green marketing," "sustainable marketing," "eco-marketing," "environmental marketing," and "Ethiopia" were evaluated using the Scopus database and Google Scholar. In total,

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20 articles were collected, consisting of 19 articles sourced from Google Scholar and just 1 article from the Scopus database, using the key or title mentioned above.

A re-selection process was conducted in which types of books, conference papers, reviews, and notes were excluded from the following stage, resulting in 20 articles. Out of the 20 articles, 4 that are unrelated to green marketing topics like green supply chain management or green purchasing were excluded from the literature review, while 5 articles were duplicates, and 11 articles were included in the discussion section. This process is visualized in Figure 1 (PRISMA Flow Diagram).
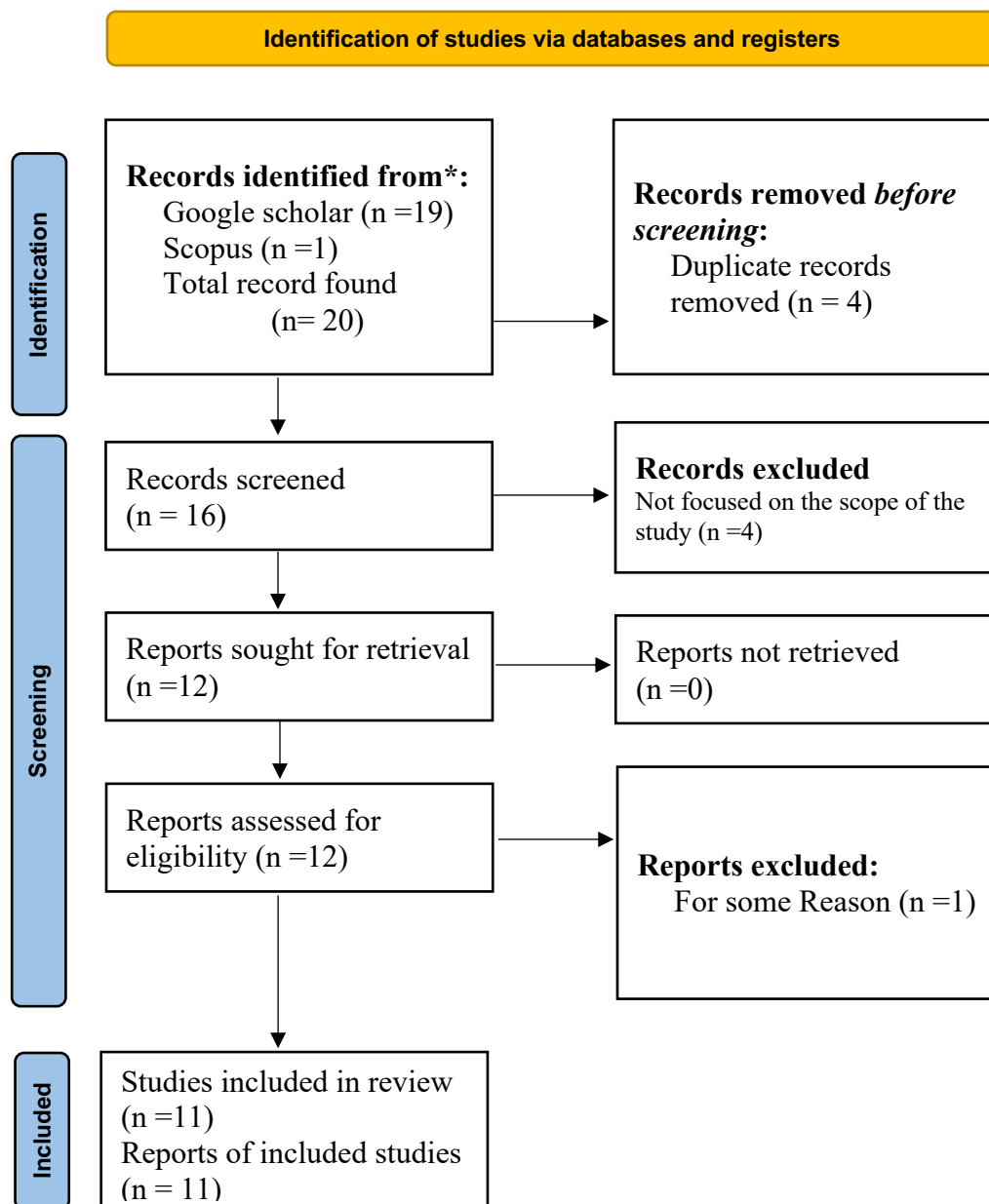
Identification of studies via databases and registers

Identification

Records identified from*:
Google scholar (n =19)
Scopus (n =1)
Total record found
(n= 20)

Records removed *before screening*:
Duplicate records removed (n = 4)

Screening

Records screened
(n = 16)

Records excluded
Not focused on the scope of the study (n =4)

Reports sought for retrieval
(n =12)

Reports not retrieved
(n =0)

Reports assessed for eligibility (n =12)

Reports excluded:
For some Reason (n =1)

Included

Studies included in review
(n =11)
Reports of included studies
(n = 11)

Figure 1. Systematic Literature Review PRISMA

3. DISCUSSION

3.1 Empirical findings and themes

Belay Addisu (2018) explored the implementation of green marketing strategies and the usage of environmentally friendly products in Ethiopia, where these practices are still quite novel. The mixed-method research included a survey of 145 postgraduate students at Addis Ababa University, showing that online advertisements were the most efficient way to promote awareness of green products. The study revealed no notable difference in the consumption of green products between genders. Although most independent variables showed a notable correlation with green product consumption, price exhibited a negative association, suggesting that increased prices resulted in decreased consumption. Overall, the research emphasizes that online advertisements are the most powerful awareness instrument. It was determined that social influence had the most significant positive impact on the consumption of eco-friendly products.

In addition, the same author, Belay Addisu (2019), seeks to pinpoint major obstacles concerning sustainable consumption and production (SCP) while proposing strategies for attaining a green economy in Ethiopia. The qualitative analysis was conducted on the secondary data gathered from peer-reviewed journals, UN SDG 12 reports, and resources from various government and sustainability stakeholders. The primary environmental obstacles hindering the development of green markets in Ethiopia included weak enforcement of environmental regulations, difficulties in mobilizing SMEs for sustainable practices, insufficient awareness of the advantages of a green economy, lack of incentives for private companies, and inconsistent production processes.

Youtang and Mesfin (2022) examined how green investment and marketing affect business performance, with CSR serving as an essential mediator in encouraging sustainable practices. By merging secondary and primary data sources, the researchers conducted interviews with 237 people employed in textile factories in Ethiopia. The structural equation model (SEM) and multivariate regression analysis indicated that both green investment and green marketing have a positive impact on business performance, with green marketing showing a more significant effect. The research conducted by Kumar et al. (2022) investigates the connection between eco-friendly practices and environmental success in Ethiopia's manufacturing sector through a structural equation model. Information gathered from 90 manufacturing companies through surveys regarding green products, processes, suppliers, and distribution methods indicated that practices related to green processes and supplier/distribution greatly improve green performance. This

research is the first of its kind in Ethiopia and provides actionable insights for managers to enhance environmental performance via sustainable practices.

Adela et al. (2024) investigated how green products and green packaging influence business performance, considering the mediating role of competitive advantage in Ethiopia. The research was conducted using Structural Equation Modeling (SEM) with SPSS and AMOS version 23, providing a robust basis for assessing the suggested relationships. The research showed that eco-friendly products and packaging play an important role in competitive advantage. The findings further indicated that environmentally friendly products and packaging significantly impact business performance. The connection among green products, eco-friendly packaging, and business performance is largely influenced by competitive advantage.

Gada Gizachew (2023) investigated the Influence of Green Marketing Strategies on Marketing Performance, with an emphasis on the mediating effect of competitive advantage in Ethiopian SMEs. The findings from the research conducted using Structural Equation Modeling (SEM) indicated that both the direct and indirect effects, through competitive advantage, of the components of green marketing strategy (green product, green price, green place, and green promotion) on marketing performance were notable.

Ebrahim Amana (2024) examined how aspects of environmental marketing, particularly green pricing, product, promotion, and place, influence environmental sustainability in various water bottling plants in Ethiopia. Using a quantitative method with data from 238 participants, the study found that green pricing had the greatest effect on sustainability, followed by product, promotion, and place.

Tilahun N. et al. (2024) investigated the influence of green practices, specifically green manufacturing, green marketing orientation, green human resource management, and green investment on the economic performance of textile and leather companies in Ethiopia via green innovation. Employing a quantitative method with information from 201 surveys, the research demonstrated that green manufacturing, green marketing focus, and green investments have a positive effect on economic performance and green innovation. Nonetheless, sustainable human resource management had little impact on green innovation. Green innovation was discovered to strengthen the connection among economic success, green investment, and green marketing orientation, yet it did not mediate the impacts of green human resource management and green manufacturing practices on economic success.

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Erba (2024) explored the connection between green advertising and environmental sustainability in relation to corporate social responsibility (CSR). Focusing on extensive production sectors in Ethiopia. The analysis performed using structural equation modeling and smart partial least squares (PLS) techniques validated a positive and significant correlation between green advertising, environmental sustainability, and CSR, with CSR acting as a mediating variable.

Demessie & Shukla (2024) examined how green marketing strategies affect firm performance in Ethiopia, emphasizing the mediating influence of competitive advantage and the moderating effect of strategic proactivity. Information from 360 marketing and production managers in manufacturing companies was examined utilizing structural equation modeling and the Hayes process macro. The research revealed that resources (managerial, relational, and financial), environmental regulations, and eco-technology play vital roles in executing sustainable marketing strategies. Competitive advantage was discovered to partially mediate the connection between sustainable marketing strategy and business performance. Moreover, strategic proactivity influenced both the direct link between sustainable marketing strategy and competitive advantage and the indirect link between sustainable marketing strategy and business performance through competitive advantage.

Fikeresiyon & Gurudutta (2024) investigated how green marketing strategies influence consumer purchasing behavior in Ethiopian companies exporting fresh fruits and vegetables. The study employed both primary and secondary data sources. Primary data were gathered via a survey employing a simple random sampling method, focusing on managers or senior staff of firms engaged in the export of fresh fruits and vegetables. A systematic questionnaire was used, yielding 116 valid responses that were examined through descriptive and inferential statistical techniques. The findings suggest that green marketing strategies partially affect consumer purchasing choices.

Proposed Table 1. Comprehensive Summary of Included Studies on Green Marketing in Ethiopia

Author(s) & Year	Research Focus	Methodology	Industry/Sector	Key Findings
Mulugeta (2012)	Packaging implications for green marketing	Descriptive (Survey, Interviews)	Manufacturing (Agro-Industry)	Company's packaging is not environmentally sustainable (non-biodegradable, not reusable/recyclable).
Rao & Hailu (2016)	Employee perceptions of Environmental CSR	Quantitative (Survey)	Manufacturing (Brewery)	Employees view ECSR positively; a significant external communication gap exists; work experience influences perceptions.
Belay Addisu (2018)	Green product consumption & marketing strategies	Mixed-Methods (Survey)	Service (Education)	Online ads are the most effective awareness tool; social influence has the strongest positive impact; price has a negative effect; no notable gender difference in consumption.
Belay Addisu (2019)	Challenges to Sustainable Consumption & Production (SCP)	Qualitative (Secondary Data)	Multi-Sector / Economy	Key obstacles: weak environmental regulation enforcement, difficulty mobilizing SMEs, insufficient awareness, lack of private sector incentives, and inconsistent production.

Zewde & Fikre (2019)	Niche market for Green Pod Chickpea	Mixed-Methods (Descriptive, Econometric)	Agriculture (Chickpea)	The GPCP market is variety-specific and localized; scalability is limited by lack of research, support, and clear market characteristics.
Youtang & Mesfin (2022)	Green investment, marketing & business performance	Quantitative (SEM, Regression)	Manufacturing (Textile)	Both green investment and green marketing boost performance; green marketing has a stronger effect; CSR acts as a mediator.
Kumar et al. (2022)	Green manufacturing practices & performance	Quantitative (SEM)	Manufacturing (General)	Green processes and green supplier/distribution practices significantly enhance environmental performance.
Getie Andualem (2022)	Antecedents of green purchase behavior	Quantitative (SEM)	Multi-Sector (Consumer)	Cognitive factors, perceived value/quality, trust, and packaging drive intention, which strongly mediates actual purchasing behavior.
Zhang & Berhe (2022)	Green investment, marketing & business performance	Quantitative (SEM, Regression)	Manufacturing (Textile)	Both green investment and marketing improve performance (marketing has a stronger effect); CSR is a critical mediator.

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Gada Gizachew (2023)	Green marketing mix & marketing performance	Quantitative (SEM)	SMEs (General)	All 4Ps (product, price, place, promotion) directly and indirectly (via competitive advantage) improve marketing performance.
Boson et al. (2023)	Green supply chain & organizational performance	Mixed-Methods (Survey, Interviews)	Service (Telecom)	Most green supply chain practices (except eco-design) positively influence performance; organizational commitment is a key driver.
Negassa (2023)	Green brand innovativeness, value & loyalty	Quantitative (SEM)	Multi-Sector (Consumer)	Green brand innovativeness influences perceived value, which drives loyalty; consumer green knowledge moderates this relationship.
ANDUALEM (2023)	Green marketing practices & challenges	Mixed-Methods (Descriptive)	Manufacturing (Brewery)	Company's green marketing performance is rated very low by stakeholders; urgent adoption is recommended to improve image.
Adela et al. (2024)	Green products, packaging & business performance	Quantitative (SEM)	Manufacturing (General)	Green products and packaging enhance competitive advantage and business performance; competitive advantage is a significant mediator.
Tilahun N. et al. (2024)	Green practices & economic performance	Quantitative (Survey)	Manufacturing (Textile & Leather)	Green manufacturing, marketing orientation, and investment boost economic performance and green innovation. Green innovation

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				mediates the effect of some practices but not others.
Erba (2024)	Green advertising & environmental sustainability	Quantitative (SEM-PLS)	Manufacturing (Large-Scale)	Green advertising positively affects environmental sustainability; CSR acts as a mediating variable.
Demessie & Shukla (2024)	Sustainable marketing strategy & firm performance	Quantitative (SEM, Process Macro)	Manufacturing (General)	Resources, regulations, and tech drive strategy. Competitive advantage partially mediates, and strategic proactivity moderates the link to performance.
Fikeresiyon & Gurudutta (2024)	Green marketing strategies & consumer purchasing	Mixed-Methods (Survey)	Agriculture (Fruit/Vegetable Export)	Green marketing strategies have a partial, but significant, effect on consumer purchasing choices.
Ebrahim Amana (2024)	Green marketing mix & environmental sustainability	Quantitative (Survey)	Manufacturing (Water Bottling)	Green price is the most significant variable, followed by product, promotion, and place; environmental marketing explains 37.9% of sustainability variance.
Alemu, Ayalewu, & Rahman (2024)	Green products, packaging &	Quantitative (SEM)	Manufacturing (General)	Green products and packaging significantly influence competitive advantage and business

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	business performance			performance; competitive advantage is a significant mediator.
Gamachu & Adula (2024)	CSR & green market product adoption	Quantitative (Regression)	Agriculture (Coffee Cooperatives)	All CSR dimensions (ethical, economic, discretionary, legal) significantly promote green product adoption, explaining 92.8% of the variance.
Yebcha Fenta et al. (2024)	Antecedents of green purchase intention	Quantitative (Survey)	Multi-Sector (Consumer)	Perceived behavioral control and attitude are the strongest predictors of young consumers' green purchase intentions.
Ababulgu et al. (2024)	Green supply chain & environmental performance	Quantitative (Survey)	Manufacturing (Water Bottling)	Multiple GSCM practices enhance environmental performance; green innovation acts as a partial mediator.
Berkesa et al. (2024)	Adoption of Green Supply Chain Practices	Quantitative (Survey, SEM)	Manufacturing (Leather)	GSCM adoption is low; driven by external institutional pressures, not internal commitment; more advanced in larger, exporting firms.
Minbale et al. (2024)	Sustainable apparel purchasing behavior	Quantitative (SEM)	Multi-Sector (Consumer)	Very low consumer awareness; all TPB variables (except personal norms) affect intention; price and availability mediate the intention-behavior gap.

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Hurrisa & Mannar (2024)	Green marketing, corporate image & performance	Quantitative (Descriptive & Inferential)	Multi-Sector (Manufacturing/Service)	A gap exists in sustainability marketing; green marketing directly improves corporate image and has a mediated effect on performance; reputation directly boosts performance.
Adula & Kant (2025)	Green marketing, competitiveness & eco-labeling	Quantitative (SEM)	Service (Aviation)	Green marketing significantly enhances competitiveness; this relationship is partially mediated by eco-labeling.
Kant et al. (2025a)	Green marketing & demand for sustainable products	Mixed-Methods	Multi-Sector (Consumer - Horn of Africa)	Green marketing raises awareness and preference; consumer behavior (attitudes, norms, intentions) is a key mediator.
Kant et al. (2025b)	CSR, Green Marketing & Digital Marketing	Quantitative (SEM, EFA)	Multi-Sector (General - Horn of Africa)	CSR has a significant direct/indirect impact on Digital Marketing success, with the Green Marketing Paradigm acting as a key mediator.
Habtemaryam et al. (2025)	Green innovation & environmental performance	Quantitative (PLS-SEM)	Manufacturing (Textile & Leather)	Most green practices (GMP, GMO, GINV) boost environmental performance and have a synergistic effect on green innovation, which acts as a mediator. GHRM had no significant effect.

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3.2 Methodology used

The methodological approaches of the included studies were systematically reviewed to understand the prevailing research strategies in Ethiopian green marketing scholarship. This analysis categorized studies based on their use of quantitative, qualitative, or mixed methods, and further examined specific data collection techniques and analytical tools.

The findings reveal a strong predominance of quantitative methods, which were employed in 24 out of the 30 studies (approximately 80%). Within this quantitative paradigm, Structural Equation Modeling (SEM) is the most advanced and frequently used analytical technique, featured in 17 studies. Researchers commonly utilize software packages such as SPSS, AMOS, and Smart-PLS for data analysis. The addition of Habtemaryam et al. (2025), who used PLS-SEM, reinforces this trend. Furthermore, sophisticated statistical techniques like the Hayes Process Macro (Demessie & Shukla, 2024) were applied to test complex models involving mediation and moderation.

In contrast, qualitative methods are significantly underrepresented, with only 3 studies (Belay Addisu, 2019; Andualem, 2023; Mulugeta, 2012) adopting this approach, often using descriptive analysis or thematic analysis of interview and observational data.

The mixed-methods approach, which integrates both quantitative and qualitative data for a more comprehensive understanding, is also scarce, applied in only 3 studies (Belay Addisu, 2018; Zewde & Fikre, 2019; Boson et al., 2023). This heavy reliance on quantitative cross-sectional surveys, as seen in both new studies, highlights a significant opportunity for future research to employ qualitative and mixed-methods designs to gain deeper, contextual insights into the drivers and barriers of green marketing in Ethiopia.

Table 2. Summary of Research Methods Employed

Method	Quantity	Researchers
Quantitative	24	Youtang & Mesfin (2022); Kumar et al. (2022); Getie Andualem (2022); Zhang & Berhe (2022); Rao & Hailu (2016); Gada Gizachew (2023); Negassa (2023); Adela et al. (2024); Ebrahim Amana (2024); Tilahun N. et al. (2024); Erba (2024); Demessie & Shukla (2024); Fikeresiyon & Gurudutta (2024); Alemu, Ayalewu, & Rahman (2024); Gamachu & Adula (2024); Yebcha Fenta et al. (2024); Ababulgu et al. (2024); Minbale et al. (2024); Adula & Kant (2025); Kant et al. (2025a); Kant et al.

		(2025b); Berkesa et al. (2024); Hurrisa & Mannar (2024); Habtemaryam et al. (2025)
Qualitative	3	Belay Addisu (2019); ANDUALEM (2023); Mulugeta (2012)
Mixed-Methods	3	Belay Addisu (2018); Zewde & Fikre (2019); Boson et al. (2023)

3.3 Analyzed Industries

The analysis of industrial focus reveals that the manufacturing sector is the primary context for green marketing research in Ethiopia, accounting for 21 out of 30 studies (approximately 70%). This includes a diverse range of sub-sectors such as textiles & leather (Youtang & Mesfin, 2022; Tilahun N. et al., 2024; Berkesa et al., 2024; Habtemaryam et al., 2025), breweries (Rao & Hailu, 2016; ANDUALEM, 2023), water bottling (Ebrahim Amana, 2024; Ababulgu et al., 2024), and general manufacturing (Kumar et al., 2022; Demessie & Shukla, 2024).

The services sector is the second most studied, with 5 studies (16.7%). Research here is diverse, covering telecommunications (Boson et al., 2023), education (Belay Addisu, 2018), aviation (Adula & Kant, 2025), and broader consumer-focused studies (Yebcha Fenta et al., 2024; Getie Andualem, 2022).

The agricultural sector is represented by 3 studies (10%), focusing on export fruits/vegetables (Fikeresiyon & Gurudutta, 2024), coffee cooperatives (Gamachu & Adula, 2024), and niche products like green pod chickpea (Zewde & Fikre, 2019). One study (Belay Addisu, 2019) took a multi-sectoral, economy-wide perspective, a category now joined by Hurrisa & Mannar (2024).

The overwhelming focus on manufacturing indicates a research priority on production-oriented environmental impacts. While critical, this emphasis underscores a significant gap in understanding green marketing within the service economy, particularly in high-impact sectors like tourism, hospitality, banking, and retail. Filling this gap is essential for a holistic understanding of Ethiopia's transition to a green economy.

Table 3. Summary of Industries/Sectors Analyzed

Sector	Quantity	Researchers
Manufacturing	21	Belay Addisu (2019); Youtang & Mesfin (2022); Kumar et al. (2022); Zhang & Berhe (2022); Rao & Hailu (2016); Adela et al. (2024); Ebrahim Amana (2024); Tilahun N. et al. (2024); Erba (2024); Alemu, Ayalewu, & Rahman (2024); Ababulgu et al. (2024); Berkesa et al. (2024); ANDUALEM (2023); Mulugeta (2012); Gada Gizachew (2023); Demessie & Shukla (2024); Negassa (2023); Minbale et al. (2024); Kant et al. (2025a); Kant et al. (2025b); Habtemaryam et al. (2025)
Services	5	Belay Addisu (2018) - Education; Boson et al. (2023) - Telecom; Adula & Kant (2025) - Aviation; Yebcha Fenta et al. (2024) - Consumer; Getie Andualem (2022) – Consumer.
Agriculture	3	Fikeresiyon & Gurudutta (2024); Gamachu & Adula (2024); Zewde & Fikre, 2019
Multi-Sector	2	Belay Addisu (2019); Hurrisa & Mannar (2024)

3.4 Types of respondents

The studies drew on a wide range of respondents to capture diverse perspectives on green marketing. The most frequent sources of primary data were managers and employees within organizations, surveyed in 17 studies across manufacturing and service firms (e.g., Demessie & Shukla, 2024; Youtang & Mesfin, 2022; Hurrisa & Mannar, 2024; Habtemaryam et al., 2025). This provides a valuable (supply-side) view of corporate strategies and practices. A significant and growing body of research, comprising 8 studies, collected data from consumers (Yebcha Fenta et al., 2024; Getie Andualem, 2022; Negassa, 2023; Minbale et al., 2024). This demand-side perspective is crucial for understanding market acceptance and the effectiveness of green marketing campaigns.

Other respondent types included farmers and agricultural stakeholders (Zewde & Fikre, 2019), corporate stakeholders including passengers and professionals (Adula & Kant, 2025), and government/expert officials (Belay Addisu, 2019). Only one study relied exclusively on secondary data from literature and reports (Belay Addisu, 2019).

While the inclusion of consumer perspectives is a positive trend, the volume of data from the demand side is still limited compared to the corporate perspective. The addition of these two studies further solidifies the understanding of the organizational viewpoint. Future research would benefit from further deepening the consumer angle and exploring the views of other key stakeholders, as recommended by Hurrisa & Mannar (2024), to create a more multi-dimensional understanding of the green marketing ecosystem in Ethiopia.

3.5 Difficulties of green marketing strategies in Ethiopia

Although green marketing practices are being increasingly adopted in Ethiopia, various systemic and operational challenges hinder their widespread implementation. A significant barrier is the insufficient enforcement of environmental regulations, as pointed out by Belay Addisu (2019), where rules are frequently poorly implemented or loosely enforced, impeding compliance and discouraging investment in sustainable initiatives. Moreover, the absence of financial or regulatory motivations for private companies limits their readiness to embrace green marketing approaches, as pointed out by Tilahun N. et al. (2024). Companies often view these practices as expensive and cumbersome in the absence of sufficient support. The elevated prices of eco-friendly products and services represent another significant obstacle, discouraging budget-conscious consumers in Ethiopia's developing economy. Belay Addisu (2018) emphasizes this gap between consumer demand and the availability of eco-friendly products. A lack of awareness and comprehension among businesses and consumers regarding the advantages of eco-friendly practices exacerbates the problem, as Belay Addisu (2019) highlights the necessity for enhanced education and training programs to promote a green economy.

The fragmentation of small and medium enterprises (SMEs), which constitute a significant portion of Ethiopia's economy, presents challenges as well. Gada Gizachew (2023) emphasizes the absence of collaborative initiatives and resources among SMEs, limiting their capacity to adopt sustainable practices. Furthermore, inconsistent production methods and restricted access to sustainable technology limit companies' ability to implement green innovations, as noted by Tilahun N. et al. (2024). These obstacles suggest that although green marketing holds promise in Ethiopia, a unified effort is essential to tackle policy deficiencies, improve incentives, raise awareness, and invest in sustainable technologies for greater adoption.

3.6 Green marketing trends

Recent research on green marketing trends indicates an increasing consciousness of eco-conscious practices, with online ads significantly contributing to the promotion of green products (Belay Addisu, 2018). The incorporation of eco-friendly marketing strategies has been demonstrated to improve business performance in multiple industries Adela et al. (2024; Wakjira & Amante (2023). Nevertheless, obstacles like insufficient policy enforcement and the absence of incentives persist (Addisu, 2019). Competitive advantage has been identified as a mediator in the effectiveness of green strategies (Gada Gizachew, 2023; Demessie & Shukla, 2024), whereas customized methods, such as green packaging, correspond with the unique requirements of different sectors (Amana et al., 2024). Eco-friendly innovation enhances economic achievement (Tilahun N. et al., 2024), while green marketing relates to CSR and sustainability objectives (Erba, 2024). In Ethiopia, Kumar et al. (2022) emphasized that eco-friendly practices in manufacturing, especially concerning processes and supplier/distribution approaches, greatly enhance environmental outcomes. This groundbreaking research provides essential information for enhancing environmental performance via sustainable methods.

4. CONCLUSIONS

This organized and methodical approach facilitated a thorough and targeted examination of the current green marketing research in Ethiopia, establishing a strong basis for grasping existing trends, methods, difficulties, and shortcomings in the literature concerning green marketing practices in Ethiopia. This thorough analysis guarantees a strong comprehension of the state of green marketing studies in Ethiopia, steering future research paths.

The empirical research concerning green marketing in Ethiopia collectively underscores the growing importance of sustainable business practices throughout different sectors. Main results show that green marketing approaches, including eco-friendly products, pricing, promotions, and processes, have a beneficial impact on business performance, environmental sustainability, and consumer behavior. The analysis of the review also highlights that most of the study concentrated on four traditional marketing mix elements: green product, green pricing, green distribution, green promotion, and eco-friendly processes.

The significance of green marketing for company performance was also analyzed through a mediating variable alongside its direct impact. Green innovation has served as a significant intermediary between green practices (green investment and marketing orientation) and economic performance (Tilahun et al., 2024). Moreover, the research carried out by (Erba, 2024) revealed that corporate social responsibility significantly mediated the relationship between green advertising and environmental sustainability, while strategic proactivity enhances and bolsters the impact of sustainable marketing strategies on competitive advantage and performance (Demessie & Shukla, 2024).

In addition, the research primarily emphasizes quantitative approaches. This method might restrict the comprehension of the subtleties in green marketing strategies and their effects on business performance. Concerning the industries studied, most concentrate on specific manufacturing sectors (like textile, leather, and water bottling), whereas the service sector and agriculture, which significantly influence consumer perceptions, behaviors, and awareness of green practices, continue to be underexplored.

Poor implementation of environmental regulations, a lack of SME coordination, insufficient motivations for private companies, and low awareness regarding the advantages of eco-friendly practices are significant barriers obstructing the improvement of green marketing practices in Ethiopia (Belay Addisu, 2019).

Based on the literature review that has been done, there are several recommendations for future researchers.

Initially, studies on green marketing in Ethiopia primarily focus on manufacturing firms, while there remains a scarcity of research in the service industry. Secondly, much of the research focused solely on one perspective, such as that of the employee or the organization. It is essential to examine more extensive research by considering two perspectives, like consumers and businesses, or employees, or three perspectives, which include consumers, businesses, or employees, and the government.

Thirdly, based on the research approach employed, qualitative research remains quite restricted. Qualitative research aims to obtain more detailed insights via in-depth interviews regarding the green marketing process taking place in the company. Furthermore, longitudinal studies need to be carried out to investigate how green marketing practices change over time and their lasting effects on business performance and sustainability. Additional studies on consumer behavior,

encompassing preferences and buying choices, can assist companies in developing more effective green marketing approaches. Furthermore, evaluating the impact of different policy frameworks on the implementation of sustainable practices can enhance policy formulation. Finally, examining the impact of technological advancements, like digital marketing and sustainable production methods, can reveal new trends and possibilities in green marketing. By focusing on these aspects, stakeholders can gain a clearer insight into how green marketing can aid sustainable development in Ethiopia and elsewhere.

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