


# Chapter 10


## Green Marketing

### Effect on the Growing Demand for Sustainable Products by Mediation of Consumer Behavior: Analysis in the Horn of Africa


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#### **ABSTRACT**

*This Chapter investigates the influence of marketing of green offerings on the enhancing demand for offerings sustainability in the Eastern Africa, with a particular focus on the interceding part of Behavior of Consumers. As environmental enterprises gain elevation, businesses in the Eastern Africa are decreasingly espousing marketing of green offerings strategies to appeal toe co-conscious consumers. This exploration employs a mixed- styles approach, combining quantitative checks and qualitative interviews to assess consumer comprehensions and actions regarding offerings sustainability. Outcomes reveal that influence marketing of green offerings noteworthy enhances consumer mindfulness and preference for*

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*offerings sustainability. Also, Conduct of Consumer characterized by stations, ethos, and coping intentions serves as a critical middleman in this association. The investigation highlights that consumers are more likely to engage with brands that demonstrate genuine engagement to environmental sustainability through transparent exercises and influence linkages.*

## **INTRODUCTION**

Since environmental concerns and the need for responsible buying have grown, there has been a global trend towards sustainability (Guye et al., 2024). Marketing of green offerings, a tactic that highlights environment sensitive procedures and goods is essential in influencing customer behavior and creating a market for sustainable goods (Birhane et al., 2024). This phenomenon is especially noteworthy in areas like the Eastern Africa, where opportunities and difficulties specific to the region are created by the interaction of economic development, cultural influences, and environmental degradation. It is critical to comprehend how marketing of green offerings affects Behavior of Consumers in this area since it can help firms and policymakers promote sustainable exercises (Machová et al., 2022). As environmental matters gained more attention in the late 20th century, the idea of marketing of green offerings emerged. It began with an emphasis on offering improvements and eco-labeling, but it has since expanded to include corporate communal responsibility and sustainability throughout the whole supply chain (Jabo et al., 2024). Influence marketing of green offerings techniques can have a big impact on consumers' attitudes and purchase decisions, according to empirical investigation. Investigation indicates that consumers are becoming more driven by ethical concerns, which is creating a need for offerings sustainability.

In the Horn of Africa, distinct environmental issues and consumer trends have a big impact on green marketing and consumer interest in sustainable products. The region is experiencing severe droughts, land degradation, and climate change consequences, forcing a shift in buying patterns toward environmentally friendly alternatives (Riskos, 2021). Consumers in cities increasingly prefer sustainable products due to worries about longevity and environmental damage (Dereso et al., 2023). The rise in climate-related events has fueled interest in the sustainability of agriculture and renewable energy, resulting in a demand for ecologically conscious companies (Asefa et al., 2024). Likewise, local traditions and principles have a significant impact. Consumers are increasingly supporting locally owned firms that use sustainable techniques, generating a feeling of community and resilience. Social media also boosts environmentally friendly marketing efforts by allowing firms to interact directly with customers, promote environmentally friendly stories, and foster loyalty (Adula et al., 2024).

Overall, the mediation of consumer behavior in the Horn of Africa is shaping a growing demand for sustainable products, as individuals seek to align their purchases with their values in response to pressing environmental challenges.

Notwithstanding, the Eastern Africa poses unique obstacles, such as restricted associated with availability, financial limitations, and disparities in environmental consciousness, that could potentially influence the influence of these promotional tactics (Basnet et al., 2024). The efficient application of marketing of green offerings in the Eastern Africa is hampered by practical matters that persist despite the body of knowledge that has already been published (Adula et al., 2024). These include cultural constraints that can prevent people from accepting green offerings, a lack of infrastructure for the distribution of offerings sustainability, and inadequate consumer education. Also, there are still knowledge gaps about the particular elements that influence Behavior of Consumers in this situation. For example,

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