

Eco-friendly Marketing Strategy and Performance Outcome: The Role of Learning

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Cite as:

Riva Farzana, Heinberg Martin, MUSARRA GIUSEPPE, Katsikeas Constantine (2025), Eco-friendly Marketing Strategy and Performance Outcome: The Role of Learning. *Proceedings of the European Marketing Academy*, 54th, (125699)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract

Empirical work on the eco-friendly marketing strategy-performance relationship has been fragmented. The study differs from previous by (1) unveiling eco-friendly learning as the underlying mechanism, (2) investigating stakeholders' contingencies, (3) examining environmental performances and (4) focusing on eco-friendly product lines and emerging economy. Achievement goal theory and stakeholder theory as theoretical lenses were used. Results support that eco-friendly learning as eco-friendly marketing competency is the underlying mechanism and different stakeholders may determine the effectiveness of an eco-friendly marketing strategy. Results demonstrated that competitive intensity and customers' environmental sensitivity negatively moderate the eco-friendly marketing strategy- eco-friendly marketing competency link whereas coordination flexibility and ties with intermediaries moderate the link positively. These findings have important implications for marketing theory and practice.

Keywords: Eco-friendly Marketing strategy, eco-friendly marketing competency, environmental performance

Track: Marketing Strategy and Theory