Green Marketing and Consumer Behavior: A Comparative Analysis between Uzbekistan and Indonesia

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Abstract: *This article examines how green marketing interacts with consumer behavior in two emerging economies, Uzbekistan and Indonesia. The research utilizes an IMRAD-based comparison methodology, drawing on secondary data from the World Bank, national statistical and policy documents, and recent academic publications from 2015 to 2025. The article compares the two countries based on the size of their markets, how many people use digital technology, how they develop laws about the environment, and what factors are known to affect green purchase behavior. The findings reveal that Indonesia has a more comprehensive and advanced ecosystem for green marketing, supported by a larger consumer market, stronger legislative frameworks for sustainable finance and the circular economy, and a more extensive body of empirical research on environmentally responsible consumption. Uzbekistan, on the other hand, is making quick progress in digital growth and green-economy reforms that come from the top down. But its green consumer industry is still not fully established. There are fewer eco-labels, fewer things available, and less proof to back up its claims, which makes people less likely to believe it and take part in environmentally friendly actions. Across both countries, trust, product functionality, price fairness, environmental knowledge, and the credibility of promotional claims are consistently important. But the balance between these drivers is different. Indonesian consumers are more likely to respond to messages about identity, social influence, and sustainability in digital channels. On the other hand, Uzbek consumers seem to care more about practical value, credibility, and the connection between environmental claims and socio-economic benefits. The article contends that successful green marketing in both contexts must transcend symbolic promotion to encompass verifiable product performance, transparent claims, targeted digital education, and context-specific pricing and distribution strategies. The research offers a comparative framework for marketers and policymakers, along with a proposed action matrix to enhance green consumption in emerging markets.*

Keywords: *green marketing, consumer behavior, green purchase intention, sustainable consumption, Uzbekistan, Indonesia, comparative analysis*

1. Introduction

Green marketing has moved from the margins of corporate communication to the center of debates about sustainable consumption, responsible production, and competitive differentiation. In its broadest sense, green marketing refers to the design, pricing, promotion, and distribution of products and services in ways that reduce environmental harm and communicate that reduced harm credibly to the market. Yet the concept has

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always contained a tension. On one side, firms use green marketing to create value, signal responsibility, and attract consumers who care about sustainability. On the other side, if environmental claims are vague, exaggerated, or weakly supported, the same strategy can produce skepticism, confusion, and accusations of greenwashing. Earlier foundational work warned that green marketing fails when it becomes a short-term promotional tactic rather than an organization-wide commitment to product quality, process improvement, and truthful communication (Polonsky, 1994; Peattie & Crane, 2005). More recent reviews similarly emphasize that effective green marketing requires credible claims, consistent strategy, and alignment between environmental messaging and actual product attributes (Dangelico & Vocalelli, 2017).

The consumer side of this debate is equally complex. Studies on green purchase behavior repeatedly show that concern for the environment does not automatically translate into actual buying behavior. Consumers may express positive attitudes toward sustainability while still purchasing cheaper, more familiar, or more convenient conventional products. This "attitude-behavior gap" has been one of the most persistent findings in the green consumption literature (Joshi & Rahman, 2015; Wijekoon & Sabri, 2021). Behavioral theories help explain why. The Theory of Planned Behavior argues that behavior is shaped not only by attitudes, but also by perceived social norms and perceived behavioral control (Ajzen, 1991). In green consumption settings, this means that consumers may support environmentally friendly products in principle, yet fail to buy them if they doubt product quality, do not trust the claim, do not know where to find the product, or perceive the price premium as unfair. Trust also matters strongly. Research on green perceived value, green risk, and green trust demonstrates that consumers are more willing to purchase when environmental claims feel useful, believable, and low risk (Chen & Chang, 2012).

These conceptual insights matter especially in emerging economies, where sustainable consumption is shaped by uneven institutional capacity, rapid urbanization, changing retail structures, and strong price sensitivity. In such markets, green marketing cannot simply copy strategies from affluent Western contexts. Consumers often weigh environmental attributes against affordability, reliability, and everyday utility. Furthermore, the legitimacy of green claims depends on local policy frameworks, media environments, and consumer familiarity with eco-labels and sustainability discourse. Comparative work across emerging markets therefore remains important: it allows scholars to identify what travels across contexts and what must be adapted to local realities. This article addresses that need by comparing Uzbekistan and Indonesia - two countries that differ sharply in market scale and policy maturity but share several relevant characteristics, including ongoing economic transformation, growing digital connectivity, and increasing policy attention to environmental transition.

Indonesia offers a particularly rich case for green marketing research. It is one of the world's largest consumer markets, and its sustainability architecture has become more visible through sustainable finance, circular-economy planning, and sustainable consumption policy. Official policy documents such as OJK's Roadmap Keuangan Berkelanjutan Tahap II (2021-2025) and Indonesia's sustainable consumption and production framework point to a state-level effort to integrate environmental, social, and governance concerns into development and finance. National circular-economy planning

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also indicates that sustainability is no longer simply a minor problem; it's a problem for the overall economy. This macro context is significant as companies articulate their green value propositions with greater assurance when policy signals, financial incentives, and public discourse validate the legitimacy of environmental initiatives. Indonesia's academic literature increasingly encompasses studies on green packaging, green labels, sustainable purchasing among young consumers, and the influence of social media, moral obligation, and identity on behavior (Amalia et al., 2021; Ramadhanti et al., 2024; Hidayat et al., 2024; Eunike et al., 2025; Haryono et al., 2025).

Uzbekistan, by contrast, represents an earlier-stage but fast-evolving context. Its green-economy transition is being driven strongly from the policy side. Recent government strategies and development-partner reports show a widening national commitment to climate adaptation, resource efficiency, renewable energy, waste management, and sustainable production. The UNDP Climate Public Expenditure and Institutional Review for Uzbekistan describes the green transition agenda as anchored in long- and medium-term policy documents, including the Strategy for Green Economy Transition till 2030. National circular-economy planning also indicates that sustainability is no longer simply a minor problem; it's a problem for the overall economy. Importantly, the SCP action plan explicitly recognizes consumer communication and demand-side change as part of the transition rather than as an afterthought. This makes Uzbekistan an analytically valuable case: it shows what happens when environmental policy begins to mature before the green consumer market is fully institutionalized.

The consumer evidence from Uzbekistan is still thinner than in Indonesia, but what exists is revealing. Research on brand evaluation in Uzbekistan reveals that consumers in a developing-country context are profoundly affected by trust, empathy, uniqueness, and recommendations, and may be inclined to pay a premium for brands perceived to provide enhanced socio-economic advantages, notwithstanding potential quality concerns (Ataniyazova et al., 2022). Research on sustainable behavior and the decline in plastic bag consumption indicates that individuals remain uninformed or unmotivated to alter their habits. New research on eco-friendly packaging among Uzbekistan's Generation Z shows that they are more willing to buy products that are good for the environment. It still illustrates that doing something, trust, and expertise are highly vital. Taken together, the available evidence suggests that in Uzbekistan environmental claims alone may be less persuasive than green claims connected to health, household economy, product safety, modernity, and social responsibility. This possibility has not been examined sufficiently in comparative form, and it has direct relevance for both firms and policymakers.

The choice to compare Uzbekistan and Indonesia is therefore substantive rather than accidental. Indonesia represents a relatively advanced emerging-market setting where consumer-side green marketing research has expanded and where sustainability communication increasingly interacts with digital platforms, labels, and identity-based consumption. Uzbekistan represents a transition case where policy ambition is high and digital access is expanding rapidly, but consumer-facing green markets remain less mature and less studied. Comparing these settings allows the article to investigate three questions. First, what structural and institutional differences shape the development of green marketing in each country? Second, which determinants of green consumer behavior

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appear robust across both contexts, and which appear more country-specific? Third, what kinds of marketing strategies are most likely to succeed in each market without falling into superficial or misleading environmental messaging?

Based on these questions, the article pursues three objectives. The first is to map the comparative context of green marketing in Uzbekistan and Indonesia using current secondary indicators and policy evidence. The second is to synthesize the empirical literature on consumer behavior and identify the dominant drivers and barriers in each case. The third is to generate a practical comparative framework for firms and policymakers seeking to expand green consumption in emerging markets. Rather than pretending to produce a new survey, the article openly adopts a comparative desk-based method. This is a strength, not a weakness, because it allows the study to assemble evidence scattered across country reports, policy frameworks, and recent academic studies into one coherent argument. The central claim developed in the article is that green marketing in both countries can be effective only when it is embedded in broader systems of trust, product utility, education, and market access; however, the optimal balance among these elements differs substantially between Uzbekistan and Indonesia.

2. Methods

This study uses a comparative secondary-data research design framed within the IMRAD format. The method was selected for two reasons. First, the topic requires a cross-country comparison of institutional context and consumer behavior, which cannot be captured adequately by relying on one firm, one city, or one dataset. Second, the current academic and policy landscape contains enough recent material to support a rigorous comparative synthesis, particularly for Indonesia and, to a more limited extent, Uzbekistan. The article therefore combines macro-level indicators, policy analysis, and literature synthesis in order to identify patterns that are both analytically meaningful and practically useful.

The evidence base has three layers. The first layer consists of country-level indicators that describe market and environmental context, including population, GDP per capita, GDP growth, internet use, access to electricity, forest area, carbon emissions per capita, and renewable electricity shares. These data were compiled primarily from World Bank country profiles for Indonesia and Uzbekistan in order to preserve cross-country comparability. For digital-consumer dynamics, national sources were also used to track recent internet-penetration trends - specifically APJII for Indonesia and the Statistics Agency of Uzbekistan for Uzbekistan. These national series are useful for within-country trend interpretation even though their methodologies are not perfectly identical.

The second layer consists of policy and institutional documents. For Indonesia, the analysis draws on OJK's sustainable finance roadmap, the sustainable consumption and production policy framework, and the national circular-economy roadmap. These materials were selected because they shape the external environment in which green products are financed, regulated, and normalized. For Uzbekistan, the study uses the UNDP Climate Public Expenditure and Institutional Review, the Sustainable Consumption and Production Action Plan prepared with SWITCH-Asia support, and related green-transition policy material. These documents matter not only because they describe national strategy, but because they indicate how strongly governments frame sustainable consumption as a collective development objective rather than as a purely private lifestyle choice.

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The third layer consists of academic studies and literature reviews on green marketing and consumer behavior. The evaluation looks at studies that other scholars have looked at or that are thought to be reputable from 2015 to 2025, with an emphasis on studies regarding Indonesia and Uzbekistan. There are systematic reviews in the literature on green marketing and green buying habits. So are theoretical works on trust and perceived risk, as well as new studies from different countries that look at green packaging, green labels, sustainable consumption among young people, and the effects of green marketing techniques. The country-specific literature is uneven: Indonesia has a larger empirical base than Uzbekistan. Instead of treating this asymmetry as a problem to be hidden, the article treats it as part of the comparative finding itself, because the depth of available consumer research reflects different stages of market maturation.

The analytical procedure involved four steps. First, descriptive indicators were compiled into a comparative baseline (Table 1) and visualized through two figures to show relative market readiness and digital expansion. Second, policy documents were read comparatively in order to identify the presence of enabling mechanisms such as sustainable finance, circular-economy planning, consumer communication, and market-building support. Third, empirical studies were coded for recurring determinants of green consumer behavior, including trust, price, knowledge, social norms, identity, product functionality, eco-labels, and perceived risk. Fourth, the findings were interpreted comparatively to develop an action matrix distinguishing strategies more suitable for Indonesia from those more suitable for Uzbekistan. This procedure does not claim statistical causality. Instead, it provides structured comparative inference based on converging evidence from multiple credible sources.

A methodological limitation should be acknowledged clearly. Green marketing performance is difficult to compare directly across countries because standardized national data on green-product market size, eco-label uptake, and actual sustainable purchase rates are not consistently published. As a result, this article uses proxy indicators and literature-based interpretation rather than a single harmonized dataset. That limitation is real, but it does not invalidate the analysis. In emerging-market research, triangulation across policy evidence, market context, and behavior studies often yields a more realistic picture than an artificial attempt to force comparability where measurement systems are still developing. The goal of the present method is therefore not to oversimplify the two cases, but to produce a grounded comparative narrative supported by current evidence.

3. Results and Discussion

3.1 Comparative market and sustainability context

Table 1.

Selected comparative indicators for Indonesia and Uzbekistan

Indicator	Indonesia	Uzbekistan	Interpretive relevance for green marketing
Population, 2024	283.5 million	36.4 million	Indonesia supports wider segmentation and faster scale effects; Uzbekistan offers a smaller but more targeted market.

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GDP per capita, 2024	US$4,925.4	US$3,161.7	Price sensitivity matters in both countries, but premium positioning may face stricter limits in Uzbekistan.
GDP growth, 2024	5.0%	6.5%	Both markets are growing, but fast growth alone does not guarantee mature green demand.
Internet users, 2024	73% of population	90% of population	Digital channels are important in both markets; Uzbekistan's recent digital expansion creates a strong education opportunity.
Access to electricity, 2023	99.4%	100.0%	Basic infrastructure is not the main constraint; product positioning and trust matter more.
Forest area, 2023	47.7% of land area	8.5% of land area	Indonesia's environmental discourse is more publicly visible; Uzbekistan's sustainability messaging may rely more on policy and efficiency narratives.
CO_2 emissions per capita, 2024	2.9 tons	4.1 tons	Carbon-intensive patterns heighten the relevance of credible low-waste and efficiency claims.
Renewable electricity excl. hydro, 2021	8.7%	0.1%	Indonesia currently offers a slightly stronger low-carbon signaling environment in the consumer sphere.

Source note: Compiled by the author from World Bank country profiles for Indonesia and Uzbekistan. Figure 1 uses country-specific internet-use series from APJII and the Statistics Agency of Uzbekistan.

Table 1 presents a snapshot of selected contextual indicators. Indonesia is far larger in population terms, with more than 283 million people compared with Uzbekistan's roughly 36 million. This difference alone affects the scale and segmentation possibilities of green marketing. A larger market can sustain more specialized green product categories, certification systems, and targeted campaigns. Indonesia also benefits from a broad consumer base that makes it easier for firms to test niche environmentally positioned products in metropolitan markets before scaling nationally. Uzbekistan's smaller market does not eliminate the potential for green consumption, but it means green marketing is likely to expand first through a narrower set of product categories linked to necessity, safety, and visible value rather than through a broad lifestyle marketplace.

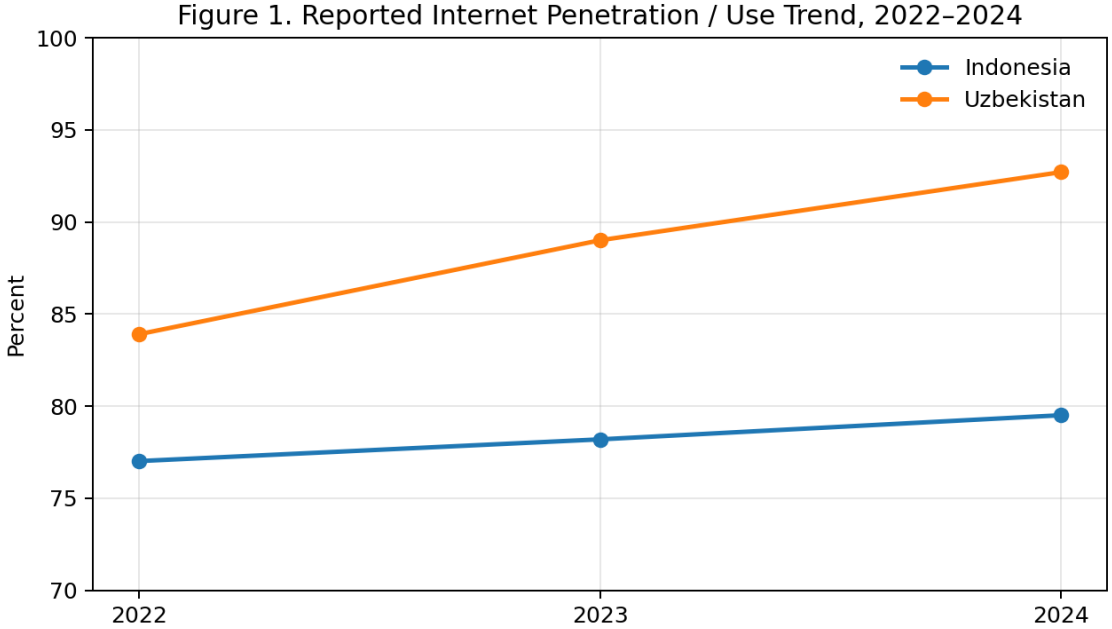
At the same time, Uzbekistan's recent macro trajectory is not weak. Its recent GDP growth is faster than Indonesia's, and basic infrastructure indicators such as electricity access are

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already high. The more interesting divergence lies in environmental structure and digital context. Indonesia has a much larger share of forest area and a more visible circular-economy narrative, which may reinforce public recognition of sustainability-related issues through media, tourism, public campaigns, and corporate discourse. Uzbekistan, however, shows a high level of internet use in the World Bank profile and a rapid recent expansion in national digital-use measures. Figure 1 demonstrates that reported internet use increased strongly in both countries, but Uzbekistan's recent rise is especially notable. This matters because digital channels increasingly mediate product discovery, peer influence, and credibility cues in green consumption. A market with rapidly rising digital penetration may leapfrog some traditional retail constraints if online platforms, social commerce, and trustworthy information sources develop in parallel.

The data also suggest that the environmental signaling context differs between the two countries. Indonesia's renewable electricity share excluding hydropower remains limited but still exceeds Uzbekistan's by a large margin. Uzbekistan's per-capita carbon emissions are also somewhat higher than Indonesia's, which complicates the country's sustainability narrative: green transition may be a public-policy priority, but consumers may not yet encounter as many visible low-carbon lifestyle cues in the marketplace. In other words, policy ambition does not automatically translate into consumer familiarity. Green marketing thrives not only when governments plan sustainability, but when sustainability becomes materially visible through products, packaging, labels, retail formats, and everyday conversation. The Uzbek case appears to be moving in that direction, but the transition remains incomplete.

Figure 1. Reported Internet Penetration / Use Trend, 2022–2024



Note: The two series are best interpreted as within-country trend measures because the national methodologies are not perfectly identical.

The policy comparison clarifies why the Indonesian market currently offers a denser ecosystem for green marketing. OJK's sustainable finance roadmap frames ESG integration as part of financial-sector modernization, while the circular-economy and sustainable consumption frameworks create a broader narrative that sustainability is part of long-term development strategy. In practice, this can support green marketing in three ways. First, it

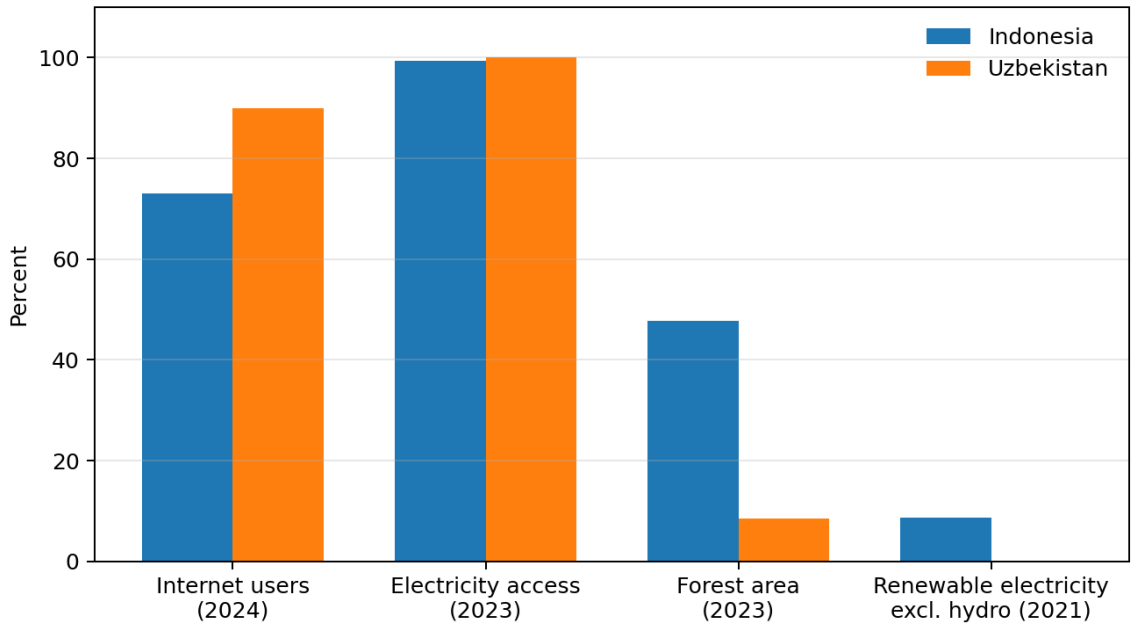
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legitimizes investment in environmentally differentiated products and services. Second, it encourages cross-sector dialogue among regulators, banks, firms, and civil society. Third, it gives companies a more stable language for discussing sustainability without relying solely on imported branding logic. The existence of a policy ecosystem does not guarantee effective market behavior, but it reduces the isolation of green initiatives.

The policy environment in Uzbekistan is quite ambitious and becoming better at planning all the time. The UNDP study says that the Strategy for Green Economy Transition until 2030 and the papers that go with it want to reduce pollution and emissions, make better use of water, support environmentally friendly technologies, use more renewable energy, and improve waste services. The SCP Action Plan is significant for this article because it does more than just make production more efficient; it also directly addresses the conditions that need to be in place for sustainable consumption and production. It is very important that it focuses on markets, stores, demand, and communication. It says that Uzbekistan's green transformation needs more than simply better technology in factories; it also has to change how people think and act. From a green marketing perspective, this is an encouraging signal because it opens policy space for labels, consumer education, retailer engagement, and awareness-building mechanisms.

Nevertheless, the two countries differ in how close policy is to consumer-facing market maturity. Indonesia's framework has already generated a wider field of research and a more visible sustainability conversation in business practice. Uzbekistan is still closer to the stage where policy is building the conditions for future market development. This distinction matters for strategy. In a mature or maturing consumer-facing environment, firms can compete on differentiated green claims, identity signaling, and lifestyle positioning. In an earlier-stage environment, firms may need to emphasize practical value, safety, economy, and trust before environmental messaging can become a primary decision cue. Thus, the country comparison suggests that green marketing should not be imported as a fixed formula. It must be calibrated to the stage of market institutionalization.

Figure 2. Selected Market and Sustainability Proxies



Source note: World Bank country profiles. The grouped bars visualize a compact proxy set rather than a complete sustainability score.

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Table 2.

Policy and institutional architecture relevant to green marketing

Dimension	Indonesia	Uzbekistan
Core strategic orientation	Sustainable finance, SCP policy updating, and a circular-economy roadmap create a broad narrative that sustainability is part of long-term development.	Green-economy transition and SCP action planning are policy priorities, with strong emphasis on resource efficiency, pollution reduction, and institutional coordination.
Consumer-side maturity	Higher maturity: wider public discourse, more empirical consumer research, and stronger visibility of green products and labels.	Earlier-stage maturity: policy ambition is strong, but consumer-facing green markets and research remain thinner.
Role of finance	OJK roadmap supports ESG integration and can legitimize investment in greener products and services.	Green transition is present in policy, but consumer-facing green finance and certification ecosystems are still developing.
Communication challenge	Avoid symbolic over-branding and greenwashing in a highly digital, socially mediated environment.	Build basic trust, understanding, and concrete proof; communication must often educate before it persuades.
Most promising marketing logic	Identity + value + credible certification + digital community effects.	Practical value + trust + transparent evidence + socio-economic co-benefits.
Key risk	High visibility can generate skepticism if claims are superficial.	Low familiarity and limited access can prevent positive attitudes from becoming purchases.

Source note: Synthesized by the author from OJK (2021), Indonesian SCP and circular-economy policy material, UNDP (2023), and the Uzbekistan SCP Action Plan (2022).

The literature synthesis in Table 3 reveals several determinants that recur across the two settings. The first is trust. Whether the literature speaks in terms of green trust, perceived sincerity, or credibility, the message is consistent: consumers buy green products more readily when they believe the claim and when they think the company is not exaggerating. Chen and Chang argue that perceived value and risk influence purchase intentions partly through green trust. Peattie and Crane say that people are less likely to believe environmental messages that are too simple. In developing and transition markets, where people may not know much about official eco-labels, trust may depend even more on things like how good the product is, what friends say about it, how clear the packaging is, third-party certification, and the brand's reputation.

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The research from Uzbekistan strongly supports this focus on trust and relational value. Ataniyazova and her colleagues found that trust, empathy, uniqueness, and recommendations were important factors that affected people's plans to buy things in Uzbekistan. People might be more willing to spend money if they think they will get something out of it, though. Their research encompasses a broader scope beyond eco-friendly products, yet it significantly influences green marketing. In a market where environmental claims may not yet be fully established, consumers may respond more favorably when green positioning is linked to benefits that are perceived as socially significant and personally credible. This means that Uzbek green marketing might work better if it tells stories about how the products are safe, last a long time, and help the country grow, instead of just talking about the environment in general.

Price and perceived value form the second major determinant cluster. The global literature has long shown that many consumers support green products but hesitate when the price premium appears disproportionate or when functional performance is uncertain. Chen and Chang's work links green purchase intentions to the combination of perceived value, perceived risk, and trust. Reviews by Joshi and Rahman and by Wijekoon and Sabri likewise identify product attributes and situational barriers as central to the attitude-behavior gap. In Indonesia, this issue remains highly relevant even in a more developed sustainability discourse. Young consumers may be receptive to environmental products, yet they still compare packaging, price, convenience, and utility. Green marketing succeeds when it explains why the premium is justified - or better, when it reduces the premium through scale, subsidy, or distribution innovation.

Indonesian empirical studies illustrate how this logic operates in a digitally connected consumer environment. Amalia et al. found that perceived green value and green attitude significantly shaped green purchase intention among Indonesian young consumers. Ramadhanti et al. show that, in circular packaging contexts, green self-identity and environmental attitude matter, but intention must still translate into behavior. Eunike et al. broaden the model by showing that environmental knowledge, moral obligation, and perceived behavioral control also play important roles in sustainable purchasing. Hidayat et al. similarly point to the significance of environmental concern and social media in Generation Z consumption. Taken together, these studies suggest that Indonesian green marketing can appeal simultaneously to value, knowledge, moral identity, and social influence - but only when practical access remains feasible.

A third determinant is the role of social influence and identity. Theory of Planned Behavior research predicts that subjective norms matter, and Indonesian evidence appears especially consistent with that prediction. Social media, peer communities, and generational identity seem to shape the legitimacy of sustainable consumption among younger consumers. Green products in Indonesia could grow more popular since they are better for the environment and because they indicate that you are responsible, modern, and part of a group. That's why digital campaigns, methods for influencers, and marketing that focuses on communities are so useful. But it also makes things more dangerous. If a company's green messaging is overly symbolic, they can spend too much time on how they look and not enough time on what they do. People are more inclined to start greenwashing if they care about how others see them. It's not right to say no to marketing based on identification;

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instead, it should be based on demonstrable proof and product performance that can be checked.

Eco-labels are important because they are where trust, information, and marketing design all come together. Eco-labels should assist cut down on the quantity of information that is not equal by making it clear what the environmental criteria are. In real life, they might not operate as well as they do in theory. Lukmawan and Wulandari discovered that eco-labels did not directly influence the purchasing intentions of Indonesian Millennial and Gen Z consumers toward green items. But they did make the clients feel different and give them less control over what they did. This is a useful finding because it indicates that just putting labels on products doesn't make people buy them. Labels are crucial, but they only work if customers can read them, trust the firm that developed them, and think the product is helpful and not too expensive. This is especially true in Uzbekistan, where not many people know about eco-labels. You shouldn't simply use labels. You should also utilize explanations, store help, and talk to people more.

Another thing to think about is how easy it is to get the object. Many books on green marketing talk about ideals and attitudes, but what individuals do depends on how easy it is to access and perceive green solutions. The World Bank and other research suggest that both countries are getting better at using the internet. However, their stores are set up in distinct ways. Indonesia has a broader market for consumers and more stores in cities that are already open. This makes it easier to do things like put things in order, move things around, and market items on all channels. Uzbekistan's fast-growing digital environment may create new possibilities through e-commerce and social commerce, but access remains a strategic issue. If green products are available only in premium or metropolitan channels, green marketing will struggle to scale. For emerging markets, therefore, distribution is not merely a logistical issue; it is part of consumer psychology because limited availability weakens perceived behavioral control and makes sustainable choices feel exceptional rather than normal.

Table 3.

Selected empirical and review studies used in the comparative synthesis

Study	Country / scope	Design or sample	Key findings	Implication
Amalia et al. (2021)	Indonesia	394 Gen Y/Z respondents	Perceived green value and green attitude significantly support purchase intention.	Value explanation remains critical even among younger consumers.
Ramadhanti et al. (2024)	Indonesia	Young consumers / circular packaging	Green self-identity, environmental attitude, and socialization agents influence intention and behavior.	Packaging strategies work better when linked to identity and learning.

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Lukmawan & Wulandari (2024)	Indonesia	181 Millennials and Gen Z	Eco-labels shape attitude and behavioral control more than direct purchase intention.	Labels need explanation and trust to influence actual choice.
Eunike et al. (2025)	Indonesia	Sustainable purchase model	Environmental knowledge, moral obligation, attitude, and perceived control matter.	Green marketing should connect information with agency and ethics.
Haryono et al. (2025)	Indonesia	Green marketing strategy study	Green pricing and green promotion significantly improve pro-environmental purchasing behavior.	Pricing architecture and promotion quality remain strategic levers.
Ataniyazova et al. (2022)	Uzbekistan	397 consumers	Trust, empathy, uniqueness, and recommendation predict buying intention; socio-economic benefit supports willingness to pay.	Green claims may work best when tied to credible social and personal value.
Horská et al. (2015)	Uzbekistan	Plastic bag behavior case	Awareness and motivation are central to eco-friendly behavior change.	Demand-side behavior needs communication, not only regulation.
Khalimjonov (2023)	Uzbekistan	Gen Z / green packaging	Growing interest in green packaging exists, but implementation requires understanding, trust, and business action.	Younger consumers can be early adopters if firms reduce ambiguity.
Dangelico & Vocalelli (2017)	Systematic review	114 studies	Credibility and consistency are central elements of green marketing strategy.	Environmental communication must match actual product and process choices.

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Wijekoon & Sabri (2021)	Literature review	Review of determinants	Many drivers and barriers influence both intention and behavior; contextual and situational factors remain decisive.	Green marketing must be designed as a system, not just a message.

Source note: Compiled by the author from the studies reviewed in this article. The selection is illustrative and emphasizes recurring explanatory patterns.

The comparison also shows that the same determinant can carry different meanings in different contexts. Consider environmental knowledge. In Indonesia, environmental knowledge often works together with green identity and moral obligation. It helps consumers interpret packaging, claims, and social-media content within an already active sustainability discourse. In Uzbekistan, environmental knowledge may play a more foundational role because it can determine whether consumers understand the category at all. Communication in such a context should probably focus less on sophisticated ideological framing and more on concrete education: what the product is, why it matters, how it performs, and what evidence supports the claim. The SCP Action Plan's recognition of communication and demand-side activation supports this interpretation. In short, knowledge is a universal determinant, but its operational role is context-specific.

The managerial implications follow directly from this comparative reading. For Indonesia, green marketing should be segmentation-driven and evidence-rich. Urban youth, digitally engaged middle-class consumers, and sustainability-oriented communities can be targeted with narratives that combine environmental benefit, lifestyle fit, and credible certification. Social media and community marketing can be powerful, but firms must avoid symbolic overreach by making product claims auditable and transparent. Companies should also pay close attention to price architecture, because favorable attitudes do not eliminate price sensitivity. Product bundles, refill systems, and circular-packaging incentives may help bridge the intention-behavior gap. Green advertising and pricing also seem to be important in Indonesia. Recent studies (Haryono et al., 2025) indicate that these methods are associated with purchasing environmentally beneficial products. The strategic entry point for Uzbekistan is a little different. Green marketing should start with groups that are easy to understand and that people can use to make their homes or lives better right now. For example, things that last a long time, make less waste, use less energy, are safe for health, or come in less packaging that can be thrown away. Messages should be clear, not blurry. Companies can probably get more people to trust them by talking about the environment and using tools that build trust, like being clear about where their products come from, explaining certifications, showing how well a product works, and getting help from trusted groups or institutions. People should shop and learn in both online and physical stores.

The evidence from Uzbekistan suggests that consumers may respond strongly when environmental responsibility is embedded in broader narratives of care, local welfare, and practical value. In this sense, successful Uzbek green marketing may look less like "eco-luxury branding" and more like "credible responsible value."

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A broader policy implication is that governments and firms should view green marketing as part of market formation rather than simply as advertising. Indonesia's policy ecosystem already moves in this direction by connecting finance, circular economy, and sustainable consumption. Uzbekistan's policy documents also recognize that sustainable consumption requires enabling conditions. The next step in both countries is to tighten the connection between policy and marketplace. This includes clearer rules for getting certified, greater information for consumers, help for small and medium-sized businesses that act responsibly, and public communication that clears things out instead of adding slogans. When green claims aren't clear and consistent, the market gets noisy and people grow skeptical. Green marketing can help make environmentally friendly consumption more common instead of just a niche desire if criteria are clear and access improves.

The comparison further suggests that the asymmetry of current research should itself guide future scholarship. Indonesia's literature is now rich enough to test increasingly nuanced models involving identity, collective efficacy, social media, eco-label interpretation, and the gap between intention and behavior. Uzbekistan still needs more empirical work on actual purchase categories, willingness to pay, label recognition, and the effects of digital information. Comparative surveys using harmonized instruments would be especially useful. Even so, the present evidence already supports an important proposition: green consumer behavior in emerging markets is not determined by environmental concern alone. It is co-produced by institutional credibility, economic realism, digital mediation, and the everyday usability of the product itself. Green marketing becomes persuasive when these elements align and fragile when they do not.

Table 4.

Comparative action matrix for firms and policymakers

Action domain	Indonesia priority	Uzbekistan priority	Expected effect on consumers
Product strategy	Use circular packaging, refill systems, and category-specific eco-innovation.	Begin with durable, low-waste, energy-saving, or health-safe categories.	Makes environmental benefit visible and concrete.
Pricing	Reduce the intention-behavior gap through bundles, refill discounts, and targeted promotions.	Avoid abstract green premiums; frame value through long-term savings and practical utility.	Improves fairness perceptions and lowers risk.
Promotion	Leverage digital communities, identity signaling, and influencer partnerships with evidence-rich claims.	Use explanatory, trust-building communication and local proof points.	Raises awareness while reducing skepticism.

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Certification / labels	Strengthen label literacy and transparency; show what the standard actually means.	Introduce labels gradually with retail explanation and third-party credibility.	Turns claims into understandable cues.
Distribution	Expand omnichannel visibility and convenient access in urban markets.	Use e-commerce and selective retail partnerships to normalize availability.	Increases perceived behavioral control and purchase feasibility.
Public policy	Support standardization, circular-economy incentives, and anti-greenwashing oversight.	Build enabling mechanisms for SCP uptake, SME support, and consumer education.	Creates a more trustworthy market environment.

Source note: Author's synthesis of the comparative findings.

4. Conclusion

This article set out to compare green marketing and consumer behavior in Uzbekistan and Indonesia through a structured IMRAD-based comparative analysis. The results indicate that both countries are relevant and promising sites for green-market development, but they occupy different positions along the path from policy aspiration to consumer-market maturity. Indonesia currently offers the more developed environment for green marketing because it combines a large consumer base, an expanding sustainability policy architecture, and a strong body of empirical studies showing how attitudes, identity, social media, moral obligation, and pricing interact in green purchasing. Uzbekistan, meanwhile, is an important transition case where policy support for a green economy and sustainable consumption is growing rapidly, internet use is expanding, and the foundations of green-market formation are becoming clearer.

Across both countries, several determinants consistently matter: trust, product functionality, price fairness, environmental knowledge, accessibility, and the credibility of claims. Yet the comparative evidence shows that these determinants are weighted differently. Indonesian consumers appear more responsive to identity-based and socially mediated green consumption when supported by practical value. Uzbek consumers appear more likely to require stronger links between environmental positioning and concrete socio-economic benefit, trust, and everyday usefulness. For that reason, marketers should resist one-size-fits-all models. Effective green marketing in Indonesia may scale through segmented digital campaigns, labels, and circular-product ecosystems, whereas in Uzbekistan it is likely to scale first through value-based, trust-centered, and educational strategies in categories where environmental benefit is immediately visible.

The article's broader contribution is to show that green marketing should be understood not as a decorative communication layer, but as part of the institutional construction of sustainable consumption. When firms, regulators, and educators reinforce one another, consumers are more willing and more able to choose greener options. When claims are

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weak, information is unclear, or products remain inaccessible, positive attitudes rarely become regular purchases. Future research should build on this comparison with harmonized surveys, category-specific experiments, and longitudinal work on whether policy-led green transition actually changes market behavior over time. Even with current limitations, the evidence is clear enough to support a practical conclusion: in both Uzbekistan and Indonesia, green marketing works best when it is credible, useful, transparent, and adapted to local consumer realities rather than copied from generic global templates.

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