

The background is a dark blue gradient. It features several decorative elements: concentric circles in the top-left and bottom-right corners, and various squares of different sizes scattered throughout. Some squares are outlined in a light teal color, while others are white. The text is centered and reads:

Extended Essay Sample

# BUSINESS

To what extent do green marketing methods impact consumer purchase decisions and brand loyalty in the clothing industry?



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# **Topic: "To what extent do green marketing methods impact consumer purchase decisions and brand loyalty in the clothing industry?"**

## **Introduction:**

Environmental marketing is a significant and topical approach in the modern consumer world, and it manifests itself specifically in the clothing industry. Therefore, brands representing environmentally friendly and sustainable products are gaining popularity as consumers become more environmentally sensitive. One distinguished brand that has capitalized on green marketing is PANGAIA<sup>1</sup>. This paper will review the PANGAIA case study to focus on the effectiveness of green marketing strategies with consumer purchasing behavior and brand commitment.

I chose this topic because of a global concern with sustainable lifestyles and how the concept affects people's purchasing decisions<sup>2</sup>. Earlier works have aimed to point out that there is a favorable association between sustainable branding and how consumers think and behave.

The research question states how effective green marketing strategies influence consumers' buying behavior and brand commitment in the clothing sector, in the case of PANGAIA clothing brands. This research question stems from the need to further the existing understanding of how some marketing approaches can create customer loyalty to a specific brand and, therefore, sell sustainable and environmentally friendly clothing<sup>3</sup>. PANGAIA can be used as an example because of the innovative and entirely transparent strategy of using sustainability in marketing communication. From the above observations, it can be concluded that the Gilbert Throwable Brand is environmentally conscious as it incorporates environmentally friendly material, does not emit carbon, and makes conscious efforts to inform its clients of its environmental effects. Analyzing the disclosed marketing tactics of PANGAIA, it is possible to identify general trends of the green marketing concept as applied to the fashion industry.

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<sup>1</sup> Pangaia.com, URL: [https://pangaia.com/?srsltid=AfmBOor6Gf\\_h7irqlOC88RXLaq6HOp8PnYOJCpnU6TAx9ulfJ78fGXBv](https://pangaia.com/?srsltid=AfmBOor6Gf_h7irqlOC88RXLaq6HOp8PnYOJCpnU6TAx9ulfJ78fGXBv).

<sup>2</sup> "Fashion Collective Pangaia Builds a Sustainable Future." CFDA, URL: <https://cfda.com/news/fashion-collective-pangaia-builds-a-sustainable-future>.

<sup>3</sup> "Exploring Sustainability, Fashion, and Marketing with Pangaia." Emarsys, URL: <https://emarsys.com/learn/blog/exploring-sustainability-fashion-and-marketing-with-pangaia/>.

On the one hand, my interest in this given research question may be viewed as quite subsequent and logical since there is no doubt about the crisis' existence. It reveals my interest in sustainable development and ethical product consumption<sup>4</sup>. Scientifically, it forms part of the current scholarly discussion on the effectiveness of green marketing initiatives.

Consequently, in this study, I posit that green marketing positively influences consumers' purchase intentions and brand identification in the clothing sector. Our research suggests that though there is a concern for the environment and consumers link it with sustainable practices, consumers see a sense of truth or credibility in the organization's marketing communication efforts<sup>5</sup>. In conclusion, it is possible to pinpoint that the success of PANGAIA is rooted in the brand's commitment to sustainability on multiple levels, which is highly appreciated by the environmentally-minded consumer base. This essay will discuss the different elements of the green marketing strategies that PANGAIA implements and their impact on customers<sup>6</sup>. Thus, it is expected to enable a full understanding of the correlation between green marketing and customer loyalty in the clothing sector.

## **Methodology:**

To answer the research question, "How does the use of green marketing methods influence consumers' buying behavior and brand commitment in the clothing industry with special reference to clothing brand PANGAIA?" I shall use a qualitative research method primarily based on secondary research. This method will entail evaluating and synthesizing scholarly articles, case studies, market research articles, and consumer research on green marketing and its impact on consumers' experience.

The justification for the proposed research and data collection methodology is that a qualitative approach to studying phenomena and secondary analysis of materials entail a broader perspective on analyzing well-developed concepts and experiences. Primary research entails gathering data on the research topic. It may involve ethical dilemmas, while secondary research

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<sup>4</sup> "Sustainability." Sourcing Journal, URL: <https://sourcingjournal.com/sustainability/sustainability-news/pangaia-impact-report-material-innovation-circularity-decarbonization-philanthropy-513259/>.

<sup>5</sup> Roberts-Islam, Brooke. "Pangaia Provides Sustainable Alternative to Organic Cotton from Unexpected Sources." Forbes, 5 Aug. 2021, URL: <https://www.forbes.com/sites/brookeroberthislam/2021/08/05/pangaia-provides-sustainable-alternative-to-organic-cotton-from-unexpected-sources/>.

<sup>6</sup> "Customer Stories: Pangaia." Green Story, URL: <https://www.greenstory.io/customer-stories/pangaia>.

gives an overall impression of the topic through data already collected. This method is particularly good for pattern recognition, and in this case, the patterns mark the relationships between green marketing strategies and consumer reactions. Additionally, secondary research is well-suited for this study due to the wealth of existing material on sustainable marketing and consumer behavior.

The identification of sources used in the paper will be a function of their applicability, reliability, and usefulness in explaining the effects of green marketing on consumers' decisions and brand loyalty. Primary sources will be articles from peer-reviewed journals, industry reports, any case study related to PANGAIA and other companies within its line of business, and a study on consumers' buying behavior. Academic journals will give scholarly and reliable data on theoretical and empirical aspects of green marketing. By analyzing the market research industry, it is possible to obtain contemporary industry data and trends in the sphere of sustainable fashion. As for the brand-level data, case studies on PANGAIA will be instrumental in identifying the specifics of its actions and the results they produced. Marketing consumer behavior studies will enable an understanding of the impact of green marketing strategies on consumers' buying decisions and their degree of brand commitment.

The selected sources are appropriate to some extent because they precisely discuss green marketing and consumer behavior patterns. Scholarly sources and peer-reviewed articles also include only the data that is actual and is checked by professionals. These are readily available with present and real-life strategies that investigate the changing trends in the markets and the customers. Some of the marketing tactics employed by PANGAIA are described in detail through case studies. Therefore, the main advantages of these sources are credibility, depth, and relation to the research question. However, some limitations may refer to the diverse contexts of studies selected and the fact that one has to consider the applicability of the findings examined critically concerning the case of PANGAIA<sup>7</sup>. This way, I can make reasonable conclusions about the effect of green marketing on consumer choices and branding preferences based on the comprehensive secondary data.

## **Analysis:**

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<sup>7</sup> Pangaia.com, URL: [https://pangaia.com/pages/our-stance-on-synthetics#:~:text=We%20use%20a%20specially%20formulated,\(equivalent%20to%20ISO%2015985\).](https://pangaia.com/pages/our-stance-on-synthetics#:~:text=We%20use%20a%20specially%20formulated,(equivalent%20to%20ISO%2015985).)

## SWOT ANALYSIS:



Based on the SWOT analysis, several strengths, weaknesses, opportunities, and threats regarding PANGAIA and the research topic became clear.

Strengths: The critical success factor is that PANGAIA is building its primary values around sustainability, appealing to customers concerned with the environment<sup>8</sup>. The brand promotes its sustainability by using creatively designed materials and marketing techniques focusing on the product's sustainability. This gives consumers confidence and allows them to remain loyal to the organization's products. Regarding the research topic, it is excellent and appropriate to note that green marketing in the clothing industry is a very relevant subject to be researched at the current times. Industry and academic research in green marketing presents a range of secondary data, which can help understand the concept's effects to the maximum degree.

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<sup>8</sup> Roberts, Liz. "How Pangaia Is Communicating Its Values in a Heavily Greenwashed Industry." Glossy, URL: <https://www.glossy.co/fashion/how-pangaia-is-communicating-its-values-in-a-heavily-greenwashed-industry/>.



Figure 1: An overview of biobased fabric<sup>9</sup>

**Weaknesses:** A weakness for PANGAIA is its average selling price, which is considerably higher than that of non-sustainable brands and may become a constraint. Still, one of the challenges is that the sustainable fashion market is comparatively smaller than the regular fashion market, even though it is expanding. In the choice of the research topic, some of the weaknesses include: The research has used a considerable amount of secondary data, and this perhaps has some weaknesses in terms of the timeliness of the information collected and in terms of gaining first-hand information about a particular market.

**Opportunities:** The company has great potential to capture additional market share for its product as the demand for sustainable products continues to increase. Improvements in the material source and production techniques can make this brand more interesting. The research topic compliments the field of green marketing since the following findings can be made: By qualitative examination of PANGAIA, the study can help other similar brands align on how to improve their sustainability initiatives and consumer engagement. Besides, the investigation might raise the various stakeholders' awareness of green marketing and the need to embrace it fully.

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<sup>9</sup> <https://mystylosophy.com/the-pangaia-sustainable-conscious-brand/>



Figure 2: The set-up spotlights the USPs of two of their highlight products; their tracksuit with peppermint oil treatment and their recycled Nylon FLWRDWN bomber jacket filled with dried flowers.<sup>10</sup>

Threats: The company must confront the entrance of new entrants into the market in a position equal to its gain with green marketing since other brands, such as PANGAIA, may enter the market and implement similar tactics. Industry-related risks may also be present, brought about by the constant changes in fashion and the modern customer. The main limitation of the proposed research theme is the dynamic fields of both the fashion industry and consumer behavior; thus, the information produced might soon become useless. In addition, secondary source data may differ in accuracy and reliability, resulting in poor-quality research.

All the same, PANGAIA boasts a vast entrepreneurial commitment to sustainability alongside unique marketing approaches; however, it is confronted with issues related to market coverage and competition. As part of the study, the impact of green marketing methods presents a fair amount of potential in advancing the existing knowledge base on the topic. However, essential guidelines need to be followed about the methods used to analyze secondary data.

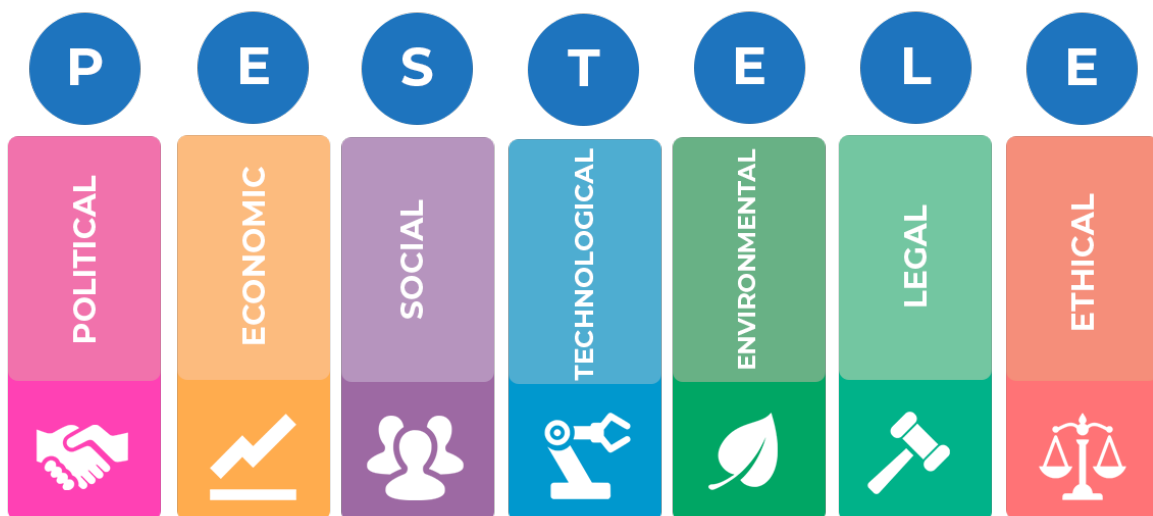
By applying the elements of the SWOT analysis, it is possible to evaluate the identified threats and opportunities of PANGAIA's development: It is crucial to underline that appropriate commitment to managed sustainable development and unusual and non-trivial approaches to

<sup>10</sup> <https://liganova.com/portfolio/pangaia/>



marketing communication give a sense of confidence to the target consumers. However, to achieve its objective, it has several drawbacks: its concentration is mainly in the unhealthy niche and is more expensive than its competitors. Another strength is secondary research data since the topic is fully developed, and the subject of green marketing is highly applicable. Among the limitations are the use of secondary sources and, thus, the biases they got from them. The study is done with a focus only on the firm known as PANGAIA. The SWOT analysis method helps delineate the strengths, weaknesses, opportunities, and threats when used in a strategic management process; however, it has the disadvantage that all information is based on existing data and may not be updated and contain much detail. As the advantages of crucial areas for investigation are evident in this method, the downside is its reliance on historical, perhaps even inaccurate, data that could impact its usefulness.

#### **STEEPLE analysis:**



**Social:** The social domain that PANGAIA is ideally located in is the growing concern of individuals regarding sustainability. The specific attitude of the given brand to the production of environmentally friendly goods and adherence to ethical norms is appreciated by consumers

who are aware of environmental protection issues<sup>11</sup>. The topic selected for the research concerns social aspects as critical drivers of consumers' decisions and brand preferences, stressing green marketing strategies.

Technological: PANGAIA adapts innovative technologies to sustainable materials, including recycled fiber and biodegradable parts. This is a strength of the brand and makes it easy to compare favorably in the clothing market. The research's understanding of the impact that advanced technological adoption in green marketing has on consumers' decisions, and brand patronage offers insights into the usefulness of the strategies.

Economic: A disadvantage of selective innovation is that branded sustainable products cost more than conventional products, making them less attractive to consumers with a tight budget, challenging PANGAIA. However, with the increasing consumers' awareness of sustainable fashion, the economics of green marketing becomes even more beneficial. Among the empirical questions that can be chosen for the topic, it is possible to focus on the influence of economic factors on green marketing, including the prices and the consumers' readiness to pay a premium for environmentally friendly products.

Environmental: In this regard, it could be argued that PANGAIA has a clear strategy for minimizing the firm's ecological impact. Some of the strategies the brand has implemented include using environmentally friendly materials and processes, which are fashionable to be environmentally conscious in the fashion industry. The study will also determine how green marketing conveys these environmental advantages to consumers and changes their buying behavior.

Political: Sustainable regulations, government policies, and incentives influence the operations of PANGAIA and marketing strategies. The following are some of the environmental factors affecting the market position of the brand and its performance; 'Friendly' policies support the brand, but unfavorable policies might be a challenge. The area of concern for the research will be the role of political factors in implementing and succeeding green marketing strategies in the context of the clothing industry.

Legal: Environmental legal requirements and reporting to such and other international standards are essential to PANGAIA. Compliance with legal regulations related to the sustainability of the business leads to creating trust among consumers and saves the company from possible legal consequences. This study will analyze how legal issues influence green marketing and its impact on consumers' perception and brand identification.

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<sup>11</sup> "Ethical Brand: Pangaia." Eco-Stylelist, URL: <https://www.eco-stylist.com/ethical-brand/pangaia/>.

Ethical: Similar to its guiding principles of sustainability and avoiding misleading advertisement, PANGAIA identifies perfectly with the consumer's demand for companies to be responsible. Through this ethical approach, business organizations gain an improved brand image that customers accept and trust. The research topic will assess the impact of ethical considerations in green marketing and present the various ethical issues relating to green marketing strategies. Therefore, the analysis shows that PANGAIA has advantages associated with social and environmental changes, such as applying new technology solutions. Other macro factors that significantly influence the brand position and green marketing success include the economic system, political structure, laws regarding green marketing, and accepted ethical behavior. This research proposal will examine how these factors affect consumers and the degree of brand loyalty regarding green marketing.

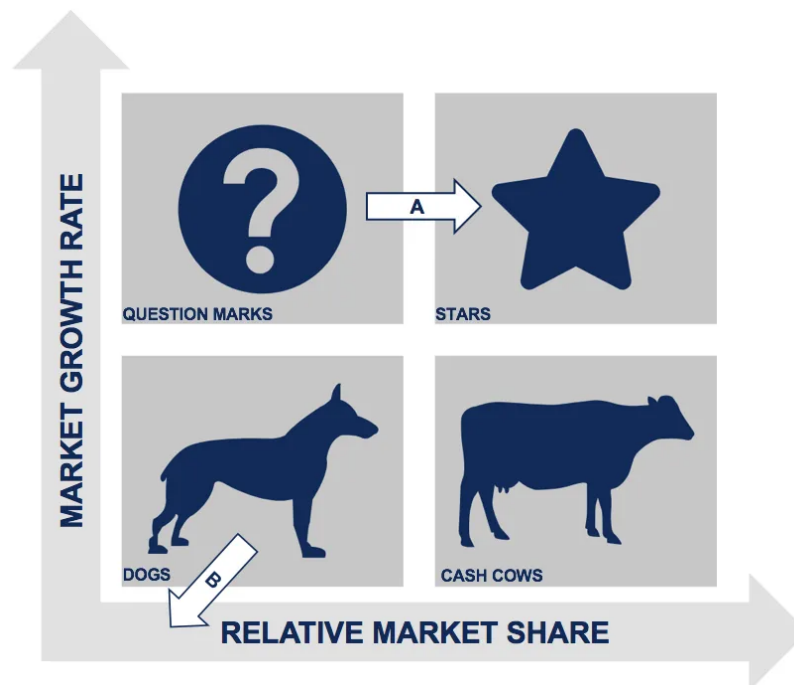
The external analysis based on the STEEPLE gives a clear picture of the external environment for PANGAIA and the chosen research topic – green marketing. In a social aspect, the alignment of PANGAIA with consumer tolerance on sustainability preferences makes it stand out among consumers and have more brand advocacy. Technologically, there is an improvement on the brand's side through integrating new, sustainable materials – all of which enhance the brand's competitive advantage.

Regarding the economic factor, the higher price causes low market coverage, but having more customer demands for environmental conservation products is the main opportunity for the business. On the environmental front, business practices in PANGAIA are satisfactory because they resonate with people's fundamental values. Regarding the political factor, it is seen that favorable regulations play a role in strengthening the position of PANGAIA in the market, and strict policies may put it to the test. From a legal point of view, adherence to sustainability standards is a vital necessity to retain consumer confidence. Ethically, the brand's notion of accountability and honesty is ideal and harmonious with the client's culture.

The benefits of the STEEPLE analysis are as follows: The STEEPLE analysis is suitable for capturing a wide range of factors that affect PANGAIA and/or the successful implementation of green marketing. It enables coverage of all aspects of how the external environment influences the brand and the consumers. However, the weakness is that they may involve assessing a broad perspective that will not allow for deeply penetrating each factor. Besides, the work is based on specific trends and does not consider certain peculiarities in the case of PANGAIA or other undertakings.

While the STEEPLE analysis effectively highlights key factors influencing green marketing, the tool's general nature means it should be complemented with more detailed, brand-specific data. This approach will ensure a more nuanced understanding of how external factors impact PANGAIA's marketing strategies and consumer responses.

## BCG matrix:



**Stars:** PANGAIA's strategic and unique apparel products are the stars in the BCG matrix. These are products with high growth rates, but at the same time, they are rather invasive products and need significant investments to defend their market share. Environmentalism, a core value of PANGAIA, and using sustainable fabrics creates a niche market of environmentally conscious people. It helps stimulate demand for the company's products, thus spurring the market's growth. The given brand concentrates on innovation and increased transparency, strengthening its image and share in the SI market.

**Cash Cows:** It is also possible to consider particular product lines that have been successfully implemented by PANGAIA and which can bring a lot of funds with relatively less effort required as cash cows. These products leverage consumption loyalty and demand persistence from those consumers who consider environmental and social sustainability necessary. Sustaining these product lines, PANGAIA can continue to make strong money to help create and popularize its novel stars.

Question Marks: PANGAIA's question marks are the new product lines or initiatives directly targeting niche markets or less-established segments. The world's population is continually growing; thus, these products' markets are in a growth stage, while their total market share remains low. It takes a lot of capital to develop, and can end up being market leaders or never make a dent. The business risks of transforming such question marks into stars are thus a result of proper marketing strategies adopted by PANGAIA, as well as the willingness of consumers and the PANGAIA market.

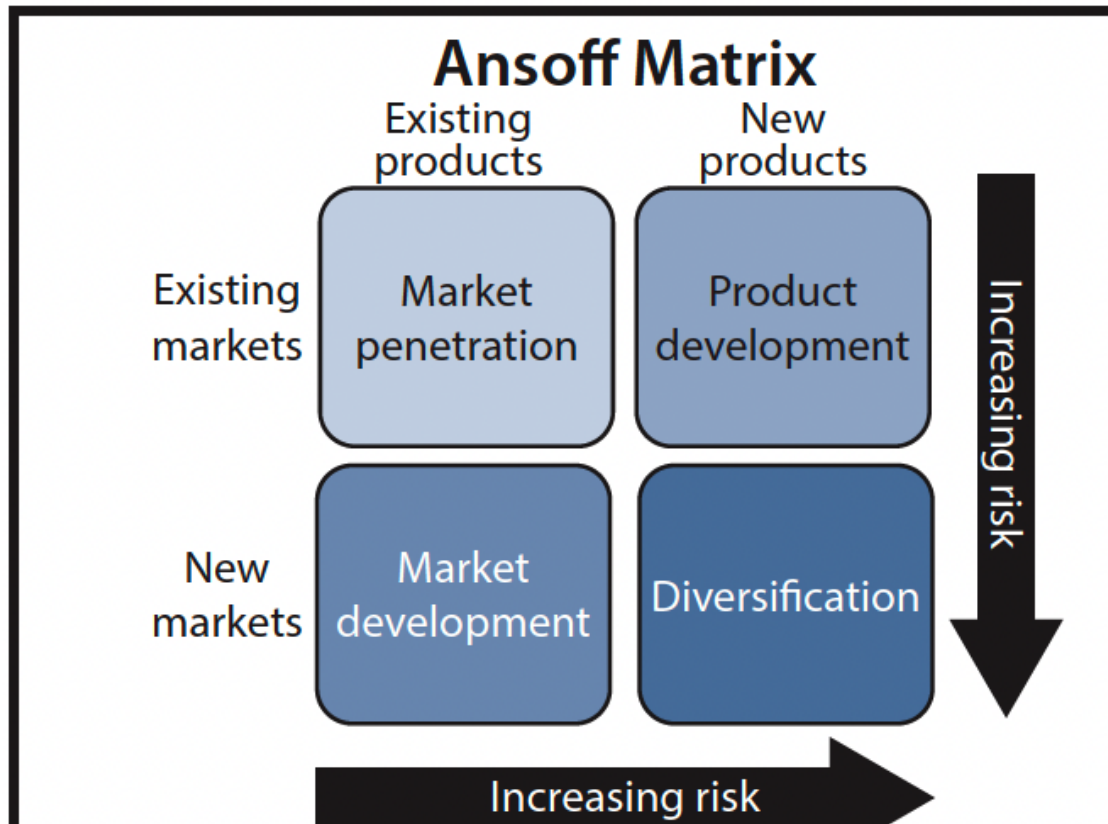
Dogs: A product with a low growth rate and low market share comes in this category of products known as dogs. For PANGAIA, such examples might be any products or processes that do not comply with the brand pillars of sustainability and innovation. These may be the actual products that could glut the market without yielding much market returns and may be best washed out or redefined.

BCG matrix analysis suggests that today, PANGAIA is a company of strength in innovative and sustainably produced clothing products for sustainable fashion that can be classified as star products in a high-growth market. These product ranges have been launched to act as cash cows; they generate enough revenue for the brand to expand its markets. Nonetheless, I pointed out that the business also has its question marks, which are new or specialized products that need a great deal of investment and thus must be marketed strategically. Many Products categorized as dogs should be critically analyzed to ascertain their sustainability and measurability for repositioning or exiting from the market.

One significant advantage of the BCG matrix is that it offers a clear view of the exact position of a firm's products in the business world, helping the firm quickly know which products are growth ventures and which are cash traps. This strategy helps with capital and investment needed for operation and strategic planning. Its criticisms comprise using market share and growth rate as the only key measures of effectiveness, which does not always immerse into the market's or customers' depth. Also, it fails with market forces that may affect the performance of products and competitors' moves that may affect the strategic makeup of products.

In sum, the BCG matrix does help identify PANGAIA's strengths and threats in its product spectrum. Considering the market's share and development, PANGAIA can make sound strategic choices to strengthen its market presence and provide continuity of the company's crucial sustainability and product development activities.

## **Ansoff Matrix**



Market Penetration: PANGAIA can expand the proportion of clients within existing markets by investing more in promotion and extending distribution networks. The following is a strategy based on a well-established position for branding sustainability: Increasing the market share. Affiliates may use strategies such as advertising, partnerships with key opinion leaders, and expanding reach across different types of stores and markets, as well as online and physical stores. Thus, by shifting its primary concern to the frequency of purchases, PANGAIA can nail down the company's position in the market and attract new customers interested in sustainable clothing.

Market Development: For market development, PANGAIA can expand and enter new geographic markets in areas where the demand for sustainable fashion and clothing is progressively increasing. New opportunities may arise from entering new regions where environmental problems are emerging on the companies' radar as critical, namely Asia and South America.

Moreover, appropriate marketing appeals and products could target new segments of the identified markets, mainly youths or working-age women, in PANGAIA's existing markets.

Product Development: PANGAIA can also work in product development, diversifying its products and developing more sustainable products in the market<sup>12</sup>. This might include developing new apparel, fabrics that embrace the latest technologies and environmental issues, environmentally friendly accessories, or shoes to match the latest apparel. Thus, if the company develops new items relevant to its target market's values, PANGAIA can sustain its competitive advantage and guarantee that its consumers remain loyal.

Diversification entails expanding the company to new and familiar markets with products it has not sold before. This could involve opening an organization selling sustainable home products or getting into the wellness industry emphasizing sustainable lifestyle products. Diversification is a way to shift risk and leverage that PANGAIA is recognized for sustainability across diverse industries. However, it calls for market analysis and capital for the new ventures to be segregated and follow brand deposits and consumer trends.

Many strategic expansion opportunities may be identified in the Ansoff Matrix assessment of PANGAIA. Market penetration strategies will help cement the brand's position in those markets. In contrast, marketing development will help the brand establish itself in new geographic locations and with new target groups. Product development guarantees a proper flow of new products' appearance, making the brand attractive. The second strategic direction that can be implemented in the organization is diversification since it provides an opportunity to expand the range of its products and markets using the company's commitment to sustainability.

The assets of the Ansoff Matrix include its simplicity in categorizing various strategic growth options, which enables one to see the prospects better. It helps to conceive the ideas and opportunities of the market and products and assists in corporate planning and development. Nonetheless, the most apparent drawbacks consist of ignoring external factors, namely, market forces that act as a limiting factor to applying the recommended strategies and their effectiveness. Additionally, the matrix does not provide detailed guidance on implementing these strategies, requiring further analysis and planning.

## Conclusion:

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<sup>12</sup> "Brand." Good on You, URL: <https://directory.goodonyou.eco/brand/pangaia>.

"Brand Ratings." Sustainable Review, URL: <https://sustainablereview.com/brand-ratings/pangaia/#:~:text=PANGAIA%20is%20a%20brand%20that,positive%20impact%20on%20the%20environment>.

This study aimed to answer the research question: In as much as green marketing techniques affect the purchase decision and brand commitment among consumers in the clothing industry. In particular, it aimed to examine the clothing brand PANGAIA. To answer this question, secondary research was done based on articles, reports, and case studies on green marketing and consumer behavior in the fashion industry. The research employed the SWOT, STEEPLE, BCG, and Ansoff matrix models to analyze the market strategies of PANGAIA and their efficiency.

The study showed that sustainability is essential in consumers' purchase intentions and preferences for PANGAIA. The Internal analysis revealed opportunities that include being a highly innovative and sustainably focused brand while threatening factors include Higher pricing strategies<sup>13</sup>. The STEEPLE analysis revealed how the organization appropriately positioned its practices concerning social and environmental aspects and as well recognized economic and political factors. The BCG matrix pointed out that PANGAIA had strong packaged products and growth opportunities in other products and services. In contrast, the Ansoff matrix showed many approaches to market penetration, new product and market development, product innovation, and diversification.

From the assessment of the research and methods, it was found that the secondary sources demonstrated effectiveness in giving an overview of the subject but were prone to biases and incapable of capturing real-time information. The sources of competitive advantage helped provide compartmentalized information within a strategic toolset; however, the tools were significantly limiting in capturing the business environment's broader strategic and market realities. Altogether, green marketing strategies deeply influence consumer choice and brand identification, as shown in the example of the company PANGAIA. The research methodologies and tools used were helpful and revealed useful information; secondary and primary data might give more detail in further research.

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<sup>13</sup> "Pangaia Sustainability." Weavabel, URL: <https://www.weavabel.com/blog/pangaia-sustainability>.



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