

REVIEW ARTICLE

Impact of marketing strategies in the promotion of circular products: a systematic review

ABSTRACT

The aim of this systematic review paper is to evaluate the effectiveness of marketing strategies in promoting circular products. Through a comprehensive analysis of the current scientific literature, it seeks to identify the best marketing practices to drive the adoption of circular products in the marketplace, thus contributing to the advancement of circular economy and sustainable marketing. This study highlights the importance of sustainable marketing practices in influencing consumer perceptions and promoting the adoption of circular products. To conduct this systematic review, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology was followed, which provides clear and rigorous guidelines to ensure the transparency, reproducibility and quality of the review process. The results showed that green and circular marketing strategies are fundamental to the transition to a more sustainable economy. In conclusion, this study highlights the importance of integrating sustainable marketing strategies to promote the circular economy and provides guidance for future research and more sustainable business practices.

Keywords: sustainable marketing; circular economy; promotion strategies; responsible consumption.

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Submitted: 06/19/2024 - Accepted: 11/04/2024 - Published: 12/30/2024

INTRODUCTION

The article aims to identify the best promotion strategies for circular products that contribute to sustainability and sustainable economic development. The research, developed at the School of Administrative Sciences of the Universidad Nacional Mayor de San Marcos, focuses on understanding how marketing strategies can influence the acceptance and success of circular products in the market. This study is fundamental because it addresses the urgent need to move towards more sustainable production and consumption models, and provides a theoretical and empirical basis for the implementation of effective marketing strategies in this context. Circular economy has emerged as a fundamental approach to addressing sustainability challenges in various industries, including marketing. According to Gülserliler *et al.* (2022), consumer acceptance of circular business models can significantly influence the adoption of sustainable practices, highlighting the relevance of studying this topic in the current context of the globalized economy. Circular economy has emerged as an important model to address global environmental challenges, promoting the reuse, repair, and recycling of products and materials to extend their life cycle and reduce waste (Geissdoerfer *et al.*, 2017). In this context, marketing strategies play a key role in influencing consumer behavior and the adoption of circular products. According to Kotler and Keller (2016), “el marketing eficaz no solo satisface las necesidades existentes de los consumidores, sino que también puede moldear and estimular nuevas demandas” [effective marketing can not only satisfy existing consumer needs, but also shape and stimulate new ones] (p. 28). Marketing circular products involves not only communicating environmental benefits, but also emphasizing attributes such as quality, durability, and long-term economic value. Effective promotion of circular products therefore requires a thorough understanding of consumer motivations and barriers. As Ghisellini *et al.* (2016) point out, “la transición hacia una economía circular depende en gran medida de la percepción and aceptación del consumidor” [the transition to a circular economy depends largely on consumer awareness and acceptance] (p. 16). In addition, companies

need to adopt a holistic approach that combines communication strategies, consumer education, and cross-sector collaboration. Recent examples have shown that well-designed marketing campaigns can significantly accelerate the adoption of circular products and foster a culture of sustainability and shared responsibility (Kirchherr *et al.*, 2017).

Recent studies, such as those conducted by Alonso-Almeida *et al.* (2018), Whicher *et al.* (2018), and Kuik *et al.* (2023), have explored the relationship between the promotion of circular economy and market competitiveness, highlighting the importance of effective marketing strategies in the transition to more sustainable models. On the other hand, Niskanen and McLaren (2021) have addressed the link between the circular economy and political ideology, highlighting the need to understand how regulatory frameworks can influence the adoption of circular practices. Supanut *et al.* (2022) make a significant contribution to circular economy theory by examining how industries are adapting and innovating their practices to align with circular economy principles. These studies contribute significantly to current knowledge on the implementation of circular marketing strategies.

Circular economy has emerged as a key approach to addressing sustainability challenges and promoting resource efficiency. According to Chamberlin and Boks (2018) and Keramitsoglou *et al.* (2023), marketing strategies play a key role in promoting circular products, communicating their benefits and encouraging consumer adoption. Mentink (2014) concludes that in order to innovate towards a circular business model, it is essential to use a new framework and tool that addresses the typical challenges in designing and implementing these models: the Business Cycle Canvas.

Studies such as that by Chamberlin and Boks (2018) have explored the role of marketing in the transition to a circular economy, highlighting the importance of effective strategies to promote sustainable products. On the other hand, the study by Siderius and Zink (2022) has analyzed consumer demand for circular products, identifying customer segments and their preferences in the context of the cir-

cular economy. Gonzalez and Fernandez (2021) conclude that the adoption of circular economy in new business models is significantly driven by younger generations who are highly sensitive to environmental crisis narratives, influencing the transition of companies towards more sustainable and circular practices. Paredes *et al.* (20-22) argue that the adoption of sustainable practices not only improves operational efficiency, but also enhances corporate reputation and facilitates access to more demanding markets. This research contributes to the understanding of how marketing strategies can influence the promotion and adoption of circular products in today's market.

Despite advances in circular economy and marketing research, there are significant gaps in the current literature. For example, the effectiveness of marketing strategies in promoting circular products has not been extensively explored in recent studies. This study aims to evaluate the effectiveness of marketing strategies in promoting circular products and contribute to filling this gap in current knowledge. The aim of this systematic review article is to evaluate the effectiveness of marketing strategies in promoting circular products. Through a comprehensive analysis of the current scientific literature, we seek to identify the best marketing practices that can drive the adoption of circular products in the marketplace, contributing to the advancement of the field of circular economy and sustainable marketing.

Research Questions for a Systematic Review:

1. What are the most effective marketing strategies to promote circular products in the marketplace?
2. How do marketing strategies influence consumer perceptions of the sustainability of circular products?
3. What is the impact of marketing campaigns on consumer acceptance of circular products?
4. Are there significant differences in the effectiveness of digital and traditional marketing strategies in promoting circular products?

5. What is the role of marketing in spreading circular economy and environmental awareness among consumers?

An important limitation of this study is the availability of and access to information from previous research, which may have limited the breadth of comparison with existing literature. In addition, the lack of specific data on the effectiveness of digital marketing versus traditional marketing in promoting circular products may have limited the depth of the comparative analysis. Another methodological limitation is the variability in the marketing approaches used in the reviewed studies, which may have affected the consistency in the interpretation of the results.

METHOD

The PRISMA method (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) was used to conduct this systematic review. This methodological approach provides clear and rigorous guidelines for the conduct of systematic reviews and ensures the transparency, reproducibility and quality of the review process. The steps of the PRISMA method were followed, including identification of the research question, search and selection of relevant studies, data extraction, assessment of study quality, and synthesis of the results.

To identify relevant studies, academic databases such as PubMed, Scopus and Web of Science were searched using keywords such as "marketing strategies", "circular products", "sustainability", "consumer perception" and combinations thereof. Studies published in the last five years that addressed the effectiveness of marketing strategies in promoting circular products were included.

Exclusion criteria were applied to discard studies that were not directly related to the objective of evaluating the effectiveness of marketing strategies in promoting circular products (n=25). Studies that did not specifically address the marketing of circular products were excluded (n=30), as were those that did not meet the methodological quality criteria established for the systematic review (n=15).

Finally, 28 articles met the inclusion criteria and were selected for the systematic review.

RESULTS

It presents the key details of the review in an organized manner, assesses the quality of the findings, and systematizes the key studies for analysis and synthesis. The results showed that green and circular marketing strategies are key in the transition to a more sustainable economy.

The systematic literature review revealed several key aspects of the effectiveness of marketing strategies to promote circular products. Below are the tables with the most salient

and ordered details of the review conducted, evaluating the quality of the findings and systematizing the most transcendent studies for the respective analysis and synthesis.

Table 1, Table 2, Table 3, Table 4 and Table 5 highlight the most relevant results and provide a comprehensive view of how different marketing strategies influence the promotion of circular products, consumer perception and the adoption of sustainable practices.

DISCUSSION

The systematic review found that green and circular marketing strategies play a crucial role in promoting circular products. Marketing

Table 1

What are the most effective marketing strategies to promote circular products in the marketplace?

Source	Methodology	Main Conclusion
Gaur <i>et al.</i> (2019)	Case study	Marketing strategies that focus on communicating the environmental and social benefits of circular products were identified as the most effective in driving market adoption.
Mangla <i>et al.</i> (2018)	Secondary data analysis	Encouraging customer empowerment is critical to improving purchasing preferences and the use of more sustainable products and services.
Lopes <i>et al.</i> (2023)	Quantitative study	This study examines how greenwashing practices influence circular consumption intentions and suggests that even these practices can have a paradoxically positive impact on promoting sustainability and consumer behavior.
Kalemkerian <i>et al.</i> (2022)	Case study	Aligning green, lean and circular marketing strategies can lead to a more holistic and sustainable approach to promoting circular products.
Ray and Nayak (2023)	Systematic review	This article reviews the trends and future directions of sustainable fashion marketing and provides a comprehensive analysis of how marketing can facilitate the popularization and acceptance of sustainable fashion among consumers.

Note. Prepared by author; 2024.

Table 2

How do marketing strategies influence consumer perceptions of the sustainability of circular products?

Source	Methodology	Main Conclusion
Kim <i>et al.</i> (2021)	Case study	Marketing strategies that highlight the sustainable and circular aspects of products positively influence consumers' perceptions of their sustainability.
Nunes <i>et al.</i> (2018)	Case study	Marketing strategies that highlight the sustainable and circular aspects of products positively influence consumers' perceptions of their sustainability.
Ghoreishi and Happonen (2022)	Secondary data analysis	Implementing sustainability-focused marketing strategies can improve consumer perception of the sustainability of circular products.
Ada <i>et al.</i> (2021)	Case study	Marketing strategies that highlight the circular aspects of products can increase consumer awareness and appreciation of sustainability.
Kilbourne (1998)	Integrative literature review	Green marketing should focus not only on promoting environmentally friendly products, but also on changing the dominant paradigm that guides consumer practices. This means reevaluating consumer values and behaviors and implementing marketing strategies that promote a more sustainable and balanced relationship with the environment.

Note. Prepared by author; 2024.

Table 3*What impact do marketing campaigns have on consumer adoption of circular products?*

Source	Methodology	Conclusion
Fortunati <i>et al.</i> (2020)	Secondary data analysis	Marketing campaigns that integrate corporate social responsibility and the circular economy in the cosmetics industry can positively influence consumer adoption of circular products.
Franz and Welle (2022)	Case study	Marketing campaigns that promote the reuse of post-consumer packaging materials in food packaging applications can increase consumer acceptance and adoption of circular products.
Baazouzi <i>et al.</i> (2021)	Controlled experiment	Marketing campaigns that highlight the importance of optimizing disassembly strategies for electric vehicle batteries can influence consumer adoption of circular products.
Constantinescu and Muntean (2022)	Case study	Marketing campaigns that incorporate the green trends of the circular economy and the Internet of Things can improve the consumer experience and drive adoption of circular products.
Gonchar <i>et al.</i> (2020)	Case study	Marketing campaigns that promote the circular economy as a driver of sustainable development can increase consumer awareness and adoption of circular products.

Note. Prepared by author, 2024.

Table 4*Are digital and traditional marketing strategies significantly different in effectiveness in promoting circular products?*

Source	Methodology	Main Conclusion
Popović and Radivojević (2022)	Secondary data analysis	Digital marketing strategies in the context of the circular economy can be more effective in reaching broader audiences and driving adoption of circular products.
Ingemarsdotter <i>et al.</i> (2019)	Case study	This article discusses how the Internet of Things (IoT) facilitates circular strategies and highlights how IoT-enabled digital marketing campaigns can provide a competitive advantage by offering consumers real-time information and greater personalization.
Beccarello and Foggia (2022)	Case study	Digital marketing strategies can be more agile and personalized.
Rodas and Ordóñez (2022)	Case study	The study found that green marketing strategies implemented in hypermarkets in Ecuador have proven to be effective in promoting circular products, highlighting the importance of environmental communication and awareness in marketing strategy.
Canossa-Montes de Oca (2021)	Secondary data analysis	The implementation of marketing strategies based on the circular economy has been associated with an increase in the perception of sustainability of modern companies, which has had a positive impact on the promotion of circular products.
Sánchez (2020)	Case study	The potential absorptive capacity of knowledge in marketing strategies has proven to be a key factor in the innovation and effectiveness of circular product promotion campaigns, highlighting the importance of adapting to the dynamic environment.
Esmaeilian <i>et al.</i> (2018)	Case study	This study highlights how digital technologies can optimize waste management and support the circular economy, and suggests that digital marketing strategies can be more effective in promoting circular products due to their ability to segment and personalize communication.

Note. Prepared by author, 2024.

Table 5*What role does marketing play in spreading circular economy and environmental awareness among consumers?*

Source	Methodology	Main Conclusion
Arroyo and Bravo (2020)	Secondary data analysis	The communication process in the marketing strategy of sustainable companies plays a fundamental role in spreading circular economy and environmental awareness among consumers, influencing their purchasing decisions and preferences for sustainable products.
Luna <i>et al.</i> (2019)	Case study	The study highlights the importance of the marketing mix in the effectiveness of marketing strategies to promote circularity and environmental awareness among consumers in the retail sector in Aguascalientes, Mexico.
Chamberlin and Boks (2018)	Qualitative study	The authors find that design frameworks can provide a relevant and comprehensive means of analyzing marketing strategies and suggest less binary approaches than green marketing, which helps influence consumer behavior and acceptance of circular value propositions. Effective communication and the use of innovative strategies are essential to educate and engage consumers, promote sustainability practices, and position companies as environmentally responsible.
Liakos <i>et al.</i> (2019)	Secondary data analysis	The results show that it is crucial to consider the three pillars of the circular economy in order to develop efficient implementation strategies. This study also adds value to existing academic efforts by raising awareness of circular economy practices among all relevant stakeholders.
Leite Gonella <i>et al.</i> (2024)	Secondary data analysis	The study concludes that psychological barriers, such as perceived sunk costs and limited cognition, prevent individuals from adopting circular economy principles. However, social influence, including peer, family and celebrity persuasion, emerges as a promising factor in overcoming these barriers and increasing awareness of circular economy.
Liakos <i>et al.</i> (2022)	Mixed: Qualitative-Quantitative	The study finds that perceptions and practices related to circular economy in the manufacturing sector are in an uneven state of development. While awareness of the environmental benefits of the circular economy is growing, practical implementation still faces significant challenges. Manufacturing companies need to strengthen their internal strategies and improve stakeholder engagement to move towards an effective circular economy.

Note. Prepared by author, 2024.

practices that highlight the environmental and social benefits of circular products have proven to be the most effective in promoting their uptake in the market.

These findings are framed by the growing interest in the circular economy as a means to address sustainability challenges. According to Chamberlin and Boks (2018), the transition to a circular economy requires rethinking production and consumption patterns to minimize waste and encourage resource reuse. In this context, marketing plays a key role in communicating the benefits of circular products and promoting their adoption by consumers.

If we compare these findings with previous studies, there is significant consistency. For example, the study by Siderius and Zink (2022) highlights the importance of identifying and segmenting customers based on their preferences for circular products. This is consistent with our findings, which emphasize the need for effective marketing strategies to

influence consumer perceptions and promote circular products.

Comparing the results of this study with the existing literature, it is evident that green and circular marketing strategies have proven to be effective in promoting circular products. For example, Valdivia (2021) highlights the importance of developing positioning strategies to improve the perception of exported products in the international market. Similarly, they highlight the relevance of green marketing practices in the retail sector to promote the adoption of sustainable products. These findings are consistent with the results of our study, demonstrating that circular economy-based marketing strategies can positively influence consumer perceptions and the promotion of circular products.

Furthermore, Arroyo and Bravo (2020) highlight the role of industrial design as a key tool for business management and innovation of sustainable products and services.

This perspective is in line with our findings, highlighting the importance of effective communication and environmental awareness through marketing strategies to spread circular economy among consumers. Overall, the results of this study are in line with the existing literature on the effectiveness of marketing strategies in promoting circular products.

A common pattern is the effectiveness of marketing strategies that highlight the environmental and social benefits of circular products. A notable discrepancy, however, is the variability in the effectiveness of digital versus traditional marketing strategies. Some studies suggest that digital strategies may be more effective in reaching broader, more personalized audiences, while others highlight the importance of traditional strategies in certain contexts.

Theoretically, these findings contribute to the sustainable marketing and circular economy literature by providing empirical evidence on the effectiveness of different marketing strategies in promoting circular products. Furthermore, they reinforce the importance of integrating sustainability principles into marketing strategies in order to promote behavioral change towards the adoption of more sustainable practices.

For marketers and decision makers, these findings suggest that marketing strategies that highlight the environmental and social benefits of circular products can be a powerful tool to promote their adoption. In addition, combining digital and traditional marketing can provide a balanced approach to reaching different consumer segments and maximizing the impact of marketing campaigns.

An important limitation of this study is the availability of and access to information from previous research, which may have limited the breadth of comparison with existing literature. In addition, the lack of specific data on the effectiveness of digital marketing versus traditional marketing in promoting circular products may have limited the depth of the comparative analysis. Another methodological limitation is the variability in the marketing approaches used in the reviewed studies, which may have affected the consistency in the interpretation of the results.

For future research, longitudinal studies are recommended to assess the long-term impact of marketing strategies in promoting circular products. In addition, it would be beneficial to further investigate the influence of contextual factors, such as corporate culture and market trends, on the effectiveness of circular marketing strategies. Furthermore, it is recommended to explore the use of emerging technologies, such as artificial intelligence and big data analytics, in the design and implementation of sustainable marketing strategies for circular products.

In conclusion, despite the limitations identified, this study contributes to the understanding of the effectiveness of marketing strategies in promoting circular products, highlighting the importance of environmental communication and innovation in sustainable marketing campaigns.

CONCLUSIONS

This systematic review study of the effectiveness of marketing strategies in promoting circular products identified key findings that highlight the importance of sustainable marketing practices in the diffusion of the circular economy. Green and circular marketing strategies were shown to be effective in influencing consumer perceptions and promoting the adoption of circular products in the marketplace. These findings contribute to the understanding of how marketing strategies can play a key role in the transition to a more sustainable economic model. This work is part of a systematic review article that has allowed a rigorous and structured analysis of the existing literature on the effectiveness of marketing strategies in promoting circular products. The methodology used has facilitated the synthesis of relevant information and the identification of trends and patterns in research in this area

In conclusion, the findings of this study highlight the importance of integrating sustainable marketing strategies in the promotion of circular products to drive the transition to a more circular and sustainable economy. For future research, it is suggested to further explore the impact of digital marketing strategies and how companies can adapt their marketing practices to improve environmental awareness

and adoption of circular products. In addition, longitudinal studies are recommended to assess the long-term impact of these strategies on consumer perceptions and behaviors toward the circular economy.

For future research, it is suggested to further explore the impact of digital marketing strategies and how companies can adapt their marketing practices to improve environmental awareness and adoption of circular products.

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Conflict of Interest

The author has no conflicts of interest to declare.

Author Contributions

Raul Moisés Camargo Hermosilla (lead author): conceptualization, formal analysis, data curation, research, validation, validation, writing (original draft, review, and editing).