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**“Comparative Analysis of Green Marketing Practices Between Finnish and Other Nordic Renewable Energy Companies in International Markets”**

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## ABSTRACT

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This study explores green marketing practices in the renewable energy sector within the Nordic region, with a specific focus on Finnish companies. The research problem was the lack of comparative knowledge on how green marketing strategies differ across Nordic countries and how they support brand trust in global markets. The purpose of the study was to evaluate the effectiveness of green marketing efforts by Finnish energy firms and compare them with companies in Sweden, Norway, Denmark, and Iceland. The study was based on green marketing theories, sustainability concepts, the marketing mix (4Ps), the triple bottom line, and consumer behaviour models.

The research followed a qualitative approach using thematic content analysis. Secondary data was collected from company reports, academic articles, and policy documents published between 2016 and 2025. The research adopted an interpretivist paradigm, focusing on meaning, context, and value-based communication. The findings show that Finnish firms emphasize forest-based bioenergy while other countries highlight wind, hydro, or geothermal resources. All firms promote sustainability and transparency to gain consumer trust and loyalty. The study concludes that green marketing strategies must be clear, authentic, and culturally relevant to succeed globally.

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Keywords: Green marketing, renewable energy, sustainability, Nordic countries, brand trust, bioenergy, consumer behaviour.

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## **1 INTRODUCTION**

Modern business functions demand the essential execution of Green Marketing Practices, especially within the renewable energy industries, because environmental sustainability now stands as a fundamental operational strategic component. Businesses need to adopt green marketing strategies to attract customers and fulfill the requirements of the Sustainable Development Goals. To gain a marketplace advantage in the global market, Nordic countries embrace green marketing strategies to improve brand equity.

### **1.1 Background and Perspective of the Topic Selection.**

Renewable energy has become a pivotal focus in global efforts to combat climate change and transition to more sustainable forms of production and consumption (Ranta et al., 2020). Over the past decade, many governments and international bodies have tightened regulations and introduced incentives aimed at reducing carbon emissions, fostering energy security, and promoting economic growth through clean technology (Chen et al., 2021). Within this broader global trend, the Nordic region encompassing Finland, Sweden, Norway, Denmark, and Iceland stands out as a recognized frontrunner due to its strong policies and widespread adoption of renewables such as wind, hydro, bioenergy, and geothermal sources (Brunak et al., 2025).

These countries have policies that have made them among the best in environmental terms, supported by good governance systems and futuristic public perception. As much as the technological advancement and policy frameworks show how Nordic countries have transformed their energy systems through renewable energy, it is equally important to understand how such achievements are marketed to the consumer and other stakeholders (Smekens et al., 2021). Green marketing, which involves the deliberate use of environmentally friendly products and

managerial values in the promotion of a company's offering, is of greater importance in this respect. Green marketing strategies will assist the companies in explaining potential environmental gains, influence consumers who have high ethical values, and create a competitive advantage in the global markets (Ottman, 2017). Nevertheless, the example of the Nordics shows that even there, business organizations need to ensure the consistency between marketers' stated commitments and real environmental initiatives as otherwise, they might face skepticism or accusations of greenwashing (Szabo & Webster, 2021).

Among the countries, Finland presents one of the best examples of how renewable energy relates to nationalism. The country has abundant forests, and bioenergy from wood residues is still an important part of the energy mix of the country (Kilpeläinen, 2020). This is common in marketing campaigns that depict the nature of resource utilization, people's participation in the management of forests, and overreliance on imported oil and gas (Ranta et al., 2020).

Other Nordic countries also have a way of positioning their marketing strategies according to available capacities, and within this capacity, marketing also takes different forms depending on the country in question. For instance, Denmark capitalizes on its possession of the world's foremost wind technology, while Iceland boasts of geothermal resources (Normann, 2021).

All these approaches are not only a function of environmental imperatives but also the different endowments and culturally constructed meanings each country has been nurtured to embrace (Chen et al., 2021). From a personal perspective, what can be seen as most interesting is the fact that each of the Nordic countries, although it has its sustainability principles, describes its marketing story according to the peculiarities of its ecological, economic, and societal situation. Pursuing such differences provides a more profound insight into the way consumers perceive 'green' labels, what messages are effective and why, and

how support mechanisms create a change in or simply enhance the effectiveness of marketing strategies (Ranta et al., 2020).

Consequently, such comparative analysis will also foster discussions on possible success and challenges that any company wishing to venture into the renewable energy business in other countries might encounter (Doole et al., 2019). Therefore, understanding the background and the viewpoint of this topic is beneficial in explaining the importance of studying strategic communication within a burgeoning market environment which involves cultural identity, national image, and tangible performance indicators of sustainability in defining and promoting renewable energy in various parts of the world.

### **1.2 Purpose, Objectives, and Methods.**

This thesis has a clear aim. It seeks to identify and assess green marketing techniques that are used by Finnish energy companies compared to other Nordic firms. The goal is to recognize differences. It also aims to evaluate effectiveness. Finally, it will propose ideas for improvement. These ideas should help companies remain competitive. They should also encourage further sustainability.

#### **Objectives (Goals):**

- To examine the effectiveness of green marketing strategies in renewable energy companies in Finland.
- To compare green marketing practices between Finland and other Nordic countries.
- To analyse the impact of adopted strategies on global market performance, focusing on aspects such as customer loyalty, brand value, and market share.

The methods combine qualitative review and secondary data analysis. Many prior studies have explored Nordic renewable practices. Official

reports also provide details on policy and strategy. This thesis collects data from these sources. It then examines patterns and themes. The focus remains on green marketing angles. These include messaging, consumer engagement, and brand image. The analysis also considers outcomes.

It checks if strategies lead to higher market share. It also checks brand loyalty and stakeholder support. Academic and industry sources, including articles, policy documents, and company reports, form the base. The approach is systematic and careful, ensuring credibility and relevance to the Nordic context. The study highlights best practices and examines challenges. Factors like policy frameworks, cultural norms, and cost structures can affect marketing. These aspects are integrated into the analysis.

### **1.3 Key Concepts and Theoretical Framework.**

Green marketing refers to the process of creating, pricing, promoting, and distributing products or services in ways that minimize environmental harm and emphasize sustainability (Peattie, 2016). In the renewable energy sector, green marketing focuses on highlighting low emissions, resource efficiency, and transparent operations. Notably, companies must align their marketing claims with verifiable ecological benefits to maintain credibility and avoid accusations of "greenwashing" (Ottman, 2017; Kuchinka et al., 2018).

In the Nordic countries, policy frameworks and cultural practices encourage this positioning since the laws require stakeholders to adhere to sustainability measures and encourage the development of environmentally friendly technologies (Ranta et al., 2020). One of the well-established theoretical models that will be the foundation for this work is the Marketing Mix approach, which consists of 4P: Product, Price, Place, and Promotion. In green marketing, all these elements are modified based on the environmental and societal aspects, respectively (Chen et al.,

2021). For instance, "product" may deal with renewables that have inherent environmental benefits and "product", or the "price" may involve subsidies, tax exemptions, or other sustainable price strategies.

Concerning "place," it focuses on distribution channel strategies that minimize carbon emission levels, whereas "promotion" is all about truthful and genuine communication of the consequences of business activities on the environment and the involvement of people in the process (Ceryova et al., 2021). Furthermore, the TBL and TBL matrices still have implications while appraising the marketing strategies in renewable energy. This model demonstrates how organizations must consider economic, environmental, and social performance to talk about sustainability (Elkington, 1998).

By applying the TBL paradigm to a company's financial viability, the goal of minimizing ecological impacts and enhancing the welfare of communities fosters trust in the long-term stability among stakeholders (Brunak et al., 2025). Last, consumer trust is an important idea presented in this research (Szabo & Webster, 2021). Customers now expect firms to prove that they are implementing genuine sustainable efforts, and thus, firms have no option but to support these sustainable claims by certifying them from third parties, using analytical information, or consulting stakeholders.

Thus, by applying the use of the marketing mix, TBL, and consumer trust frameworks, this study will have a better understanding of how Finnish renewable, together with the other Nordic counterparts, formulate, promote, and build credibility toward their greening strategy.

#### **1.4 Justification of Topic Relevance.**

The realization of climate change now extended to the global level and the continuous tightening of regulations regarding the use of energy

from non-renewable sources has ensured that a move towards renewable energy is now a strategic marketing plan for most businesses (Ranta et al., 2020). While there is a significant body of literature on technological advancement and policies that support it, there are limited research studies on how such changes are marketed to consumers and strategic stakeholders (Chen et al., 2021). It is in this space that green marketing fulfills its function both as an effective distinctive competitive element for businesses operating in visibly competitive industries and as an environment that posits sustainability claims that can be verified (Kuchinka et al., 2018).

Focusing on green marketing campaigns in the Nordic region, known for their dedication to environmental concerns and supportive policies, it is possible to identify some examples that can be effective in promoting sustainable development regardless of the country's borders (Brunak et al., 2025). For example, the strategy of using bioenergy corresponds well with the values of the Finnish culture and the resources it possesses, which can be considered as an example for other countries that have a developed forestry industry (Kilpeläinen, 2020). On the other hand, strategy 2 of Denmark in wind energy is that a firm and clear policy system strengthened by global branding can turn eco-technology into an export good (Ceryova et al., 2021).

This research, therefore, discusses how by comparing Finland's marketing approaches with those of other Nordic countries, the Paper reveals how commonly shared sustainability goals are represented and approached. This distinction sheds light on best practices in brand storytelling, consumer engagement, and policy alignment (Szabo & Webster, 2021). Ultimately, such comparative insights are timely given the growing global push toward low-carbon economies, making the Nordic region's successes and challenges increasingly instructive for renewable energy stakeholders worldwide.

### **1.5 Research Problem and Research Questions.**

A key issue driving this study is the lack of a clear comparison of green marketing strategies across Nordic countries. While many sources explore renewable energy through the lens of technology or policy, few studies examine marketing approaches in a comparative context. This gap limits comprehensive understanding and hinders the sharing of best practices. The research problem is thus well-defined: there is insufficient insight into how Finnish renewable energy companies market themselves compared to their Nordic counterparts. This thesis addresses that gap. It investigates how these companies operate globally, evaluates their success factors, and identifies both common trends and unique strategies.

#### **Based on this problem, the following questions were developed:**

- What are the key components of Finnish renewable energy companies' green marketing strategies?
- How do these strategies differ from those used in other Nordic countries?
- What opportunities and challenges does the Nordic renewable energy sector face in entering global markets?

Answering these questions will contribute practical value. Businesses can refine their marketing strategies, policymakers can craft better support initiatives, and marketers can recognize emerging consumer patterns. Moreover, academics may use these findings to inform further research or develop new conceptual frameworks. This study uses reliable secondary data, including scholarly work on Nordic energy, industry reports, and company publications. By focusing on green marketing, it highlights success factors and reveals how messaging resonates in global contexts—knowledge that can help guide future strategic decisions.

## **2 THEORETICAL FRAMEWORK AND LITERATURE REVIEW**

Green marketing and sustainability concepts have become increasingly central to discussions about renewable energy, consumer behavior, and global market adaptation (Ceryova et al., 2021). This chapter provides an overview of the main theories and prior research concerning green marketing in the renewable energy sector, with particular emphasis on Nordic contexts. Specifically, it explores various aspects of green marketing and sustainability, consumer behavior and brand commitment, and the importance of global market adaptation. The chapter also identifies research gaps in existing literature and highlights how theory and practice converge in real-world applications. The final section offers a summary that transitions into subsequent research chapters.

### **2.1 Green Marketing and Sustainability Theories**

Green marketing has evolved over several decades as a critical component of business strategy that merges ecological awareness with market-based approaches (Peattie, 2016). Its core assumption lies in the idea that environmentalism can be a source of competitive edge if it is communicated properly to the customers, shareholders, and legislators. As applied to renewable energy, green marketing revolves around the declaration of minimal or no emissions, decreased utilization of resources, and adherence to sustainability concepts altogether (Chen et al., 2021).

Due to ever-growing concerns over climate change, these practices have become more relevant in the present-day world, particularly in the Nordics, which promote policy support and cultural sustainability for venture businesses (Ranta et al., 2020). Green marketing, which is also referred to as sustainable marketing, started evolving in the early 1970 and 1980

marketing periods when consumers became more sensitive to environmental issues such as pollution, depletion of natural resources, and damage to the environment in the long run (Ottman, 2017).

The first attempts were made to bring only a slightly better product with the terms 'green' or 'environmentally friendly' attached to it while the organizational processes were not radically changed. Gradually, the activity grew, which also added more systematic efforts that touched on product and supply chain life cycle, and consumer consciousness (Kuchinka et al., 2018). This evolution is consistent with changes that have occurred in consumers' expectations: People do not take firms' environmental declarations and assertions at face value but seek to have proof, company certifications, and real actions undertaken by the companies that respond to the global challenges (Szabo & Webster, 2021).

One of the vital tools in marketing is the marketing mix, which in this case is taken from an environmental perspective. Product, Price, Place, and Promotion, though each of them remains a cornerstone of the 4Ps have been modified to mirror ecological concerns (Peattie, 2016). The "product" dimension focuses on the impact on the natural environment or on the footprint, which can be the reduced emission of carbon dioxide, and the use of sustainable materials (Brunak et al., 2025). This might be demonstrated specifically in the field of renewable energy in terms of the latest enhancements to the wind turbines that are in use, the Bio-energy with a connection to sustainable forestry, or Geothermal operations that have minimum impact on the land.

The "price" aspect encompasses the material that can be obtained from energy efficiency or incentives given towards the development of environmentally friendly technologies (Ceryova et al., 2021). There are also different considerations, such as the inclusion of the shadow price for carbon, something that seems to be gaining popularity since polluters should internalize the cost of their pollution. "Place" is centered on the

supply chain and distribution that have little negative effects on the environment, for instance, the right route charging or the right smart grid to embrace efficiency rather than wasting energy (Chen et al., 2021). Lastly, “pro-motion” involves presenting these environmental benefits sincerely and convincingly using quantitative and qualitative data, certifications as well and narrating methods that appeal to the green consumerism of the clients (Ottman, 2017).

Further, the tradition of work concerning the themes of sustainable marketing theories adds more background to the green marketing mix. One of these is the triple bottom line (TBL) framework which asserts that organizations should measure social, environmental, and economic performance as proposed by Elkington (1998). Instead of focusing more on the amount of money as the key to success, TBL-oriented firms aim to create positive organizational outcomes concerning the social context and ensure the sustainable use of resources, which presents a holistic concept (Ranta et al., 2020).

In the renewable energy industry, this approach translates to investments in clean production technologies that yield both financial returns and measurable ecological benefits, such as greenhouse gas reductions. Social considerations include fostering local employment, engaging communities in decision-making processes, and ensuring equitable access to energy innovations (Kuchinka et al., 2018).

In Nordic countries, TBL finds particularly fertile ground due to robust policy support and cultural emphasis on communal well-being (Brunak et al., 2025). Governments in Finland, Sweden, Norway, Denmark, and Iceland frequently enact legislation that ties economic growth to environmental objectives, incentivizing businesses to adopt cleaner technologies and transparent reporting standards (Kilpeläinen, 2020).

For instance, feed-in tariffs, tax breaks, and other subsidies reward firms that invest in renewables, helping shape market competition around

more sustainable alternatives (Chen et al., 2021). These policy frameworks do not merely exist in the background; rather, they actively influence how companies design, price, and promote their offerings, effectively embedding sustainability into corporate strategies.

An important consideration in green marketing, however, is the risk of greenwashing, where companies overstate or fabricate environmental credentials to gain consumer favour (Ottman, 2017). Such actions can erode trust and negatively affect an entire sector, as skeptical consumers may become wary of all green claims (Szabo & Webster, 2021). In renewable energy, greenwashing might manifest when a company exaggerates carbon-neutral milestones or relies heavily on unverified offsets rather than genuine emission cuts (Kuchinka et al., 2018).

Consequently, robust certification systems (e.g., ISO 14001, Nordic Swan, or EU Ecolabel) and transparent disclosures become essential tools for separating legitimate sustainability efforts from superficial re-branding attempts (Chen et al., 2021). Apart from meeting the criteria against greenwashing, genuine green marketing requires that all a firm's actions reflect its green positions (Brunak et al. 2025). This, in turn, means a focus on sustainability in innovation at different organizational levels, ranging from the technological to the organizational, including research, development, human capital, and financial capital.

For instance, while a wind energy provider might advertise its turbines as low carbon, it could also share information regarding the sourcing of materials used to manufacture the turbines, workers' rights, and community engagement during the construction of wind farms (Ranta et al., 2020). This form of branding taps into actual accomplishment measurement based on things proven by data emission reductions, new jobs within the community, habitat restoration, and the like, which substantiates consumer trust (Ottman, 2017). Another factor that influences the reception of green marketing is the culture, which points to the need for cultural theories in sustainability.

In the Nordics, embracing the environment is uniquely ingrained in their culture, making ecological marketing strategies in the region base their message on social values such as collectivism, egalitarianism, and transparency (Szabo & Webster, 2021). Promotional concepts in Finland could be based on bioenergy from the forest which corresponds to the Finns' responsible attitudes to forestry, and Danish references may focus on technology leadership based on wind technology, of which Danish engineers are proud (Ceryova et al., 2021).

In both cases, however, different narratives show that one receives cultural facilitation, whereas the other receives policy support to validate environmental discourse. At the same time, such global market adaptation demands firms' narrative construction of sustainability for different cultures and institutional environments (Doole et al., 2019). The bioenergy firm from Finland that plans its operations in Asia might need to adapt the strategy to other areas that are not as aligned with Nordic green values and communicate more with references to cost-effectiveness and clean air if needed (Ranta et al., 2020).

On the other hand, in places where there is a focus on sustainability, promotional materials may seek to provide third-party endorsement, underlining carbon footprint or sustainable resource recycling. In each case, the basic theoretical principles of the green marketing mix, TBL, and authenticity direct companies to have a clear vision, be very transparent and ensure the stakeholders' engagement, which correlates with the recent global trends where sustainability is valued (Peattie, 2016).

## **2.2 Consumer Behavior and Brand Commitment**

Consumer behavior in the context of green marketing has garnered increasing scholarly attention, particularly within sectors like renewable energy, where sustainability forms a core value proposition (Majeed et al., 2022). Fundamentally, consumer decisions hinge not only on prod-

uct attributes such as price and functionality but also on perceived ethical and ecological benefits (Kuchinka et al., 2018). Several authors have highlighted that brands that show a strong commitment to environmental sustainability tend to be trusted more by consumers as compared to brands that are vague and produce unverified information (Ottman, 2017).

In this section, the theoretical frameworks based on the psychological perspectives of consumer behaviour, as well as how commitment consumers develop and form brand commitments, and how such commitments play out and can often be weakened in the sector of renewable energies, will be discussed.

### **2.2.1 Consumer Psychology and Green Purchasing**

Previous research on green buying behaviour tends to focus on two major factors, which are an environmental concern and personal values (Szabo & Webster, 2021). While environmental concern is users' attitudes towards threats such as climate change and resource scarcity of the earth, personal values refer to fundamental beliefs in the user regarding ethical consumption and societal responsibility.

These drivers manifest in the renewable energy sector by willingness to pay a premium on electricity or biofuels marketed as 'green' or 'eco-friendly' though it is expensive (Zhang & Dong, 2020). Groening et al. (2018) further elaborate that by exploiting this concept of moral licensing, consumers may decide to pay a relatively higher price for a product that fits the perception of being a responsible one. Notably, this dynamic may vary across cultures: in countries where conservationism is a priority, like Denmark, consumers demand genuine sustainable solutions that do not require dramatization (Peattie, 2016).

### **2.2.2 Role of Trust in Fostering Brand Commitment**

Trust emerges as a cornerstone in cultivating lasting relationships between consumers and green brands (Kuchinka et al., 2018). This trust

is reinforced by consistent, transparent messaging about environmental benefits, validated through credible sources or third-party certifications (Papadas et al., 2017). When trust is high, consumers often extend the benefit of the doubt to the brand even if occasional discrepancies arise assuming the brand's overall ethos remains aligned with ecological values (Szabo & Webster, 2021).

Conversely, trust can disintegrate swiftly if consumers encounter misleading labels or discover that the company's practices contradict its "green" rhetoric. Within renewable energy, instances of greenwashing such as overstating emission reductions or neglecting lifecycle impacts can have particularly damaging consequences, as the industry's appeal fundamentally rests on ecological integrity (Chen et al., 2021). Researchers argue that once lost, consumer trust is difficult to rebuild, suggesting that renewable energy companies face heightened scrutiny of their claims and actions (Ranta et al., 2020).

### **2.2.3 Emotional Engagement and Brand Identity**

Another dimension of consumer behavior involves emotional engagement, wherein consumers develop an affective bond with a brand perceived to share their values (Ottman, 2017). Emotional resonance can be nurtured through storytelling techniques that frame the brand as an active participant in environmental solutions, be it combating climate change, reducing deforestation, or supporting community-based clean energy projects (Kilpeläinen, 2020).

In renewable energy marketing, evocative imagery of wind farms, solar arrays, or responsibly managed forests can trigger positive emotions tied to hope and progress (Irandoust, 2016). These pictures and words can enhance the facts about carbon footprints or energy saving and address both the rational and heuristic minds of the consumers (Groening et al., 2018). Cultural underpinnings are involved again: brands in countries that have a culture of social orientation towards the community as opposed to individualism, hence brands with part stories, employment

creation, and shared energy ownership for example, are likely to receive a better welcome from consumers than in countries whose people do not care much for the welfare of their neighbours or community (Ceryova et al., 2021).

#### **2.2.4 Social Proof and Peer Influence**

Social proof is yet another key determinant used by consumers when choosing between competing products. People often rely on peers, family, or other members of the community to get information such as whether a particular brand or product should be endorsed or not (Szabo & Webster, 2021). In the area of green marketing, word-of-mouth participation as well as what a specific renewable energy provider is telling the world and their potential clientele influences potential adopters. This is particularly true, especially with the increasing use of social media sites, whereby people post the perceived image of the brand either positively or negatively (Chen et al., 2021).

When customers who are environmentally concerned purchase products supporting 'green' causes and feel that the brand is similarly concerned, the word-of-mouth is positive and helps in further sub-cription. On the other hand, one negative post relating to such fabric misinformation may go viral and turn the tide against the fabric, showing the fickleness of today's consumers (Ottman, 2017).

#### **2.2.5 Challenges to Brand Commitment**

Regarding consumer relationships, certain issues remain difficult to overcome brand identities very often are still not aligned with sustainable policies even if they tried hard. Pricing remains a challenge in the sense that green products are often more costly than their non-green counterparts (Ranta et al. 2020). It is also common to find that consumers profess a green attitude but a red 'actual' action, which has been termed the 'attitude-action gap' (Peattie, 2016).

Moreover, renewable energy services may be less tangible, and their characteristic qualities may include, for example, a reduction in carbon emissions or benefits that will be realized in the future. This makes the consumer evaluations indirect because they are not easily able to 'feel' the environmental attribute just as they would with physical product characteristics (Groening et al., 2018). To overcome these problems, the educational aspect is included in the campaigns, or there are elements such as specifying the volume of greenhouse gas savings or issuing community impact reports that would help the consumers realize the benefits of the choice they make (Martínez, 2015).

### **2.2.6 Building and Sustaining Loyalty**

While the first stage is built on trust, appeal to emotions, and references to peers, continued loyalty requires constant reassurance that the brand still adheres to the green principles (Kuchinka et al., 2018). It may include updates on the firm's achievement of the sustainability goals, participating in community activities, or inviting customers to contribute to new causes (Agu et al., 2024).

In renewable energy contexts, simple and easy-to-understand billing, service standards, and clear carbon offset mechanisms also foster loyalty since the consumer knows that they are with a green company (Irاندoust, 2016). Also, engagement is a strategy that is also used in which some firms allow clients to contribute to their products by offering suggestions on how they can be improved or acting as promoters of the cause on behalf of the firm's brand. This kind of approach can increase commitment as the customers are busy participants and not mere consumers of goods and services (Fonseca, 2015).

### **2.2.7 Reflecting on Key Insights**

Some of these studies collectively explain that trust and transparency are fundamental in encouraging consumers to be loyal to green brands, which is especially important for analyzing renewable energy marketing

tactics in different cultural and policy systems. Customer trust extends to brands that are in harmony with their personal beliefs and organizational truths. By tackling factors of price sensitivity, the lack of, or limited access to, information, and skepticism, companies can establish firms with solid brand credentials that are not necessarily trendy (Child et al., 2020).

In Nordic countries, sustainability has a certain cultural value, making it even more imperative that renewable energy firms be cautious in their marketing and operation strategy to avoid being seen as fake or greenwashing. This not only addresses local stakeholders' concerns but can also serve as a reference point for identifying Global standards and policies as to how ethical branding in combination with clear communication and enlisting policy cooperation mechanisms create an everlasting bond with the customers (Baca and Reshidi, 2025). From this perspective, the promotion of renewable energy as a consumer object is much deeper than mere advertisement.

It is a blend of the emotional appeal, the social pressure or appeal, and the credibility aspect which makes consumers remain loyal to a particular brand or seek an alternative. As the subsequent sections of this thesis will discuss, these dynamics create the basis for making more refined comparisons to other Nordic strategies, where Finnish peculiarities in terms of the resource potential available, culture, and compliance within which controversies related to psychological factors underlying the brand commitment to the green economy are worked out.

### **2.3 Global Marketing and Market Adaptation**

Global marketing is, in effect, an endeavour that takes a firm's promotional campaign to several or more countries which all have different politics, cultures, and consumer trends (Doole et al., 2019). In the context of renewable energy, the challenge is amplified because firms have to cope not only with general differences in the markets but also with

the level of environmental consciousness, government subsidizing, and regulatory systems (Mahmoud, 2019).

This section organizes and reviews the literature on how companies can or are unable to extend their green marketing strategies across global environments when it comes to financial motivators, cultural norms, and consumers' expectations relating to renewable energy brands.

### **2.3.1 Financial and Regulatory Considerations**

One of the topics often debated by scholars is the types and effects of government policies for the internationalization of green-oriented enterprises. A subsidy, tax, and tariff lead to the creation of certain conditions or can pose vital challenges (Irandoost, 2016). In some of the Nordic countries, for instance, feed-in tariffs for the generation of renewable energy compel domestic producers to undertake research and marketing, hence improving their competitiveness in the global markets (Groening et al., 2018).

However, when the firms expand in areas where such support systems are not in place or where fossil fuel continues to be subsidized, they may have a likelihood of struggling to offer their products at cheaper prices or even to persuade the residents in the markets for the cost-efficient green approaches (Ceryova et al., 2021). It is also pertinent that many elements, such as cultural factors, strongly influence the way these factors' impacts are managed. Shifting the focus from taxes and subsidies to the culture of circumcision defines the complex nature of adaptation in the global markets.

For instance, while price factors are crucial to gaining market access in some industries, post-entry consumers are concerned about brand image, sustainability, or social responsibility (Peattie, 2016). Therefore, it may be necessary for a firm to depart from straightforward discussions of cost savings in terms of kilowatt-hours not spent and demands that

align with the 'green' discourses dominating a particular region (Ottman, 2017).

### **2.3.2 Cultural Dimensions and Communication**

Culture defines the risk, credibility, and desirability that customers have for renewable energy products or services (Chen et al., 2021). There are regions where the protection of the environment is considered sacrosanct hence firms that have sustainable products may use this as their unique selling proposition. On the other hand, areas where economic benefit or reliability is more immediate than the environment will have different marketing strategies, maybe, aspects such as cost or technology (Baca and Reshidi, 2025).

Another factor in the communication process is the informative and symbolic level. An object used in the marketing campaign to represent advancement and renewable energy could be perceived as problematic and noisy or an eyesore in another state (Fon-seca, 2015). That is why when implementing local adaptation, one should not only translate the language into the target language but also how visuals and narratives reflect the society's attitudes. For example, some organizations partner with local environmental groups to enhance believability and ensure that the promotional messages are a good fit for the environment (Kuchinka et al., 2018).

### **2.3.3 Standardization vs. Adaptation**

There has always been a very contentious issue in the area of international marketing, which is whether to use a global marketing standard or a local marketing standard. In the case of green marketing, specifically in renewable energy, getting to the absoluteness of standardization will be quite dangerous. As it has been highlighted earlier, various countries have different standards when it comes to labelling, reporting, and certification of sustainability (Papadas et al., 2017).

Promoting, for example, the Nordic Swan certification strategy in a location that does not even know the label or simply does not have similar attitudes toward environmental issues will not be very effective. However, it can heavily impact brand coherency through an overly ambitious overkill of strategies, increasing marketing expenses and making supply lines unnecessarily convoluted.

A good example is the use of a local adaptation strategy, or what is sometimes called a 'glocal approach' that entails having one set of brand identity and mission statement but adjusting individual messages, visuals, appeals, or even media used in advertising to reflect the local culture (Ottman, 2017). For example, a Finnish bioenergy company might emphasize forest-based sustainability in markets where timber resources are culturally significant yet shift focus to carbon offset benefits or job creation in regions where community livelihood resonates more strongly (Kilpeläinen, 2020).

### **2.3.4 Consumer Expectations and Perceived Value**

Global market adaptation also involves understanding how consumers evaluate the value of renewable energy offerings (Ranta et al., 2020). Cost savings on energy bills can be persuasive in emerging markets, whereas in highly developed nations with strong social welfare systems, consumers might prioritize factors like brand ethos, climate change mitigation, or corporate transparency (Ceryova et al., 2021). Social media and online forums accentuate these expectations because, within minutes, a firm's global narrative can either be praised or criticized (Szabo & Webster, 2021).

Peer influence also affects the whole process. Some cultures expect their peers in the organizations to be led by individuals who are influential or have taken leadership roles in the community while making decisions on new technologies such as solar panels or electric vehicles (Kuchinka et al., 2018). Understanding these features allows marketers to determine if grassroots activities or influencer advocacy, together with establishing

official cooperate endorsements from government or scientific bodies, are suitable (Peattie, 2016).

### **2.3.5 Implementation Challenges and Organizational Structures**

Selective culture and policy aspects aside, other structures within a firm also aid in the company's ability to factor in global requirements (Doole et al., 2019). Firms with decentralized decision-making could give the marketing decision to local managers, which may prove to be advantageous in achieving marketing objectives in the local market but may pose a disadvantage in that brand standardization will not be achieved. On the other hand, organizations with centralized structures ensure compliance with standards for meaning though they take time to respond to local values and practices (Irاندوست, 2016). The challenge lies in achieving the right balance of such approaches to deliver consistent and authentic messaging and branding for renewable energy brands in these diverse markets.

The distribution networks, also include the possible logistical problems. A wind turbine manufacturer that is selling its products to a distant country is likely to encounter challenges of shipping, installation, and maintenance that define customer satisfaction (Chen et al., 2021). Similarly, a bioenergy provider who depends on specific available feedstock faces challenges in the supply chain in areas that have a poorly developed infrastructure that may also differ in regulation (Kilpeläinen, 2020). The above marketing messages must be supported and complemented by consistent brand reliability in the working environment or area (Ranta et al., 2020).

### **2.3.6 Summary and Relevance to This Thesis**

According to the current literature, many factors are influencing the global marketing of renewable energy products, and for those, there is a need to balance the financial approach with the understanding of culture and consumer dynamics (Szabo & Webster, 2021). People make

conscious decisions through subsidies and certifications, while culture determines the interpretation of environmental appeals. Consumer expectations set the central selling point, whether cost, impact on the community, or brand identity (Ceryova et al., 2021). These issues are very relevant to this thesis, where green marketing in Finland and other Nordic countries is the topic of discussion.

In this paper, by defining how the global adaptation strategies complement and diverge with the local resources and policy frameworks, it is possible to identify both similarities and differences in the development of the Nordic renewable energy branding (Kilpeläinen, 2020). Moreover, the knowledge of these adaptation measures creates a background for further detailed discussion in the following chapters of the case study, where the emphasis is made on particular experiences of companies in the context of the globalization process, local consumer attitudes, and dynamic of regulation changes towards more sustainable market development.

## **2.4 Previous Studies and Identified Gaps**

Multiple scholars have examined the intersection of green marketing and renewable energy, highlighting trends such as increasing consumer interest in eco-friendly products, the role of government incentives, and the importance of transparent branding (Ur Rahman et al., 2023). Despite this growing body of work, significant gaps remain. To better organize these insights, the following sections discuss existing literature under four key themes: technological innovation focus, consumer perception studies, policy-centric research, and comparative marketing analyses.

A considerable portion of the literature stresses technological advancement in renewable energy, covering everything from the development of solar panels and wind turbines to efficiency gains in bioenergy (Nor-

mann, 2021). These works often delve into how breakthroughs in technology affect operational costs or carbon reduction targets. While such studies are valuable, they seldom address how these innovations are communicated to consumers or stakeholders. Emphasis typically rests on performance metrics and policy compliance rather than the strategies firms employ to market their green credentials (Groening et al., 2018).

As a result, the marketing dimension remains underexplored, leaving unanswered questions about how companies translate technical advantages into compelling consumer-facing narratives. Another subset of research investigates consumer attitudes and psychological drivers for purchasing green products (Kuchinka et al., 2018). These studies highlight factors like personal values, trust in environmental claims, and perceived social norms as central to adoption. While scholars acknowledge the potential for green marketing to shape consumer decisions (Papadas et al., 2017), relatively few focus on how renewable energy firms specifically tailor their promotional messaging.

Moreover, many consumer perception studies are either country-specific or examine general product categories (e.g., organic food or eco-fashion) rather than complex services like renewable energy. This leaves a gap in understanding how consumers interpret marketing messages for intangible, infrastructure-based offerings that often demand long-term commitments.

Studies that concentrate on policy frameworks frequently underscore how incentives like feed-in tariffs or tax benefits drive renewable energy adoption (Irandoost, 2016). They also examine how regulations ranging from emissions standards to labelling requirements can influence corporate strategies. Although such policy-centric inquiries clarify the broader environment in which green marketing occurs, they rarely delve into the nuances of brand positioning or cross-border promotional adaptation (Peattie, 2016). Instead, they look at compliance, fiscal impacts, and

macro-level outcomes, leaving a gap in explaining how policymakers' directives shape day-to-day marketing practices or brand identities.

A smaller but growing area of research tackles comparative perspectives on green marketing, sometimes looking at distinct regions or industries (Ottman, 2017). Here, scholars explore how cultural values and economic contexts affect consumer responses to eco-friendly messaging. However, while a few studies examine differences across Northern Europe, comprehensive comparisons among Nordic countries remain limited (Chen et al., 2021).

This gap limits the sharing of best practices between countries and creates a need for comparative research like this thesis. Existing literature often clusters Nordic nations together under a single "green" umbrella, overlooking the fact that Sweden, Denmark, Finland, Norway, and Iceland each possess unique resource endowments, policies, and cultural expectations (Ceryova et al., 2021). Consequently, potential lessons that could arise from analyzing variations across these neighbouring markets, such as how Finland's emphasis on bioenergy contrasts with Denmark's wind technology focus, remain underexplored. Collectively, these themes reveal that while knowledge about renewable energy and sustainability marketing is expanding, several holes persist.

Many inquiries center on technology, consumer psychology, or policy structures without fully integrating the perspective of comparative green marketing strategies. Studies that do address comparative angles frequently group Nordic countries together or apply a broader European lens, obscuring important local nuances. Yet, each Nordic nation operates within distinct historical, cultural, and environmental contexts, suggesting that marketing approaches might differ substantially. Understanding these localized strategies can shed light on how green marketing evolves in societies where sustainability is a prominent value (Hartmann et al., 2021).

Furthermore, by looking into how it is done in countries of different policy environments and consumer cultures, researchers and practitioners can make cross-country applications of the best reference points. The general lack of intensive comparative studies calls for further investigation of the issue. Thus, this thesis aims to address the said knowledge gap by providing a comparative analysis of green marketing in Finland and other Nordic countries. It is thus intended to provide insights into how RE firms develop their communication strategies concerning brand management, cultural expectations, as well as policy support, which may be resourceful for both theoreticians and practitioners.

## **2.5 Connection Between Theory and Practice**

The communication of theoretical models into practical marketing strategies is not an easy task but has a lot of rewards for renewable energy firms. Earlier on, green marketing has been discussed from perspectives such as the green marketing mix, consumer trust paradigms, policy, and cross-national comparison (Chen et al., 2021).

In this section, the author looks into how these theoretical arguments have manifested themselves in corporate business strategies using real examples of successes and failures. In the process, it asks questions that make the audience think: How are these ideas embodied in real organizations?, What happens when green marketing communication turns out to be far from the company's actual action? Scholars prefer to refer to the green marketing mix of product, price, place, and promotion with the incorporation of green aspects like resource utilization efficiency and waste minimization (Peattie, 2016).

In practice, this entails that renewable energy firms have to develop services that effectively provide the promised environmental qualities, establish pricing strategies that reflect prevailing market conditions and policy outcomes for the environment, as well as manage stocks' distribution channels and communicate them in a clear, appealing manner

(Gronning et al., 2018). The interconnection between these four 'Ps' can be well illustrated by how some of the Nordic wind energy providers use points such as low lifecycle emissions of their turbines, premium pricing resulting from offering superior product technology, strategic positioning of production factories close to harbors for efficient transportation, and marketing communication that focuses on low carbon footprints and job creation among others (Szabo & Webster, 2021).

However, it is important to note that theory alone does not make the work successful. This paper focuses on the consequences when theory is implemented and does not act on occurrences in real life. In this case, if a company's product does not meet the advertised environmental standard or when price premiums become unattainable, consumer trust can easily be lost (Kuchinka et al., 2018). This scenario shows the rationale for integrating theory from sources like the TBL with using it in practical processes, including product testing, stakeholder interactions, and audits (Chen et al., 2021).

Other empirical evidence also points to the importance of customer trust in explaining customer loyalty, specifically for green brands (Kuchinka et al., 2018). It is now possible to see how various firms implement these strategies to build trust. It will be useful to discuss several examples that operate in the particular industry to make the theory more comprehensible. For instance, one of the Finnish bioenergy companies regularly releases monthly statistics on emission reductions and forest renewal rates. This way, the company can prove that they are equal to the Triple Bottom Line concept by linking the extraction of raw resource with the reforestation programs (Ranta et al., 2020).

When these disclosures come with third-party certifications, consumers gain further reassurance that the data is verifiable rather than self-serving. Emotional engagement also plays a critical role in brand commitment (Smirnova et al., 2021). Danish wind energy giant Ørsted, for example, has cultivated an evocative narrative emphasizing the transition

from fossil-fuel origins to a predominantly renewable portfolio. The brand shares stories of coastal communities benefiting from clean-energy projects, reinforcing the ethical and social dimensions of sustainability (Child et al., 2020).

By intertwining corporate transformations with local development, the company taps into emotional resonance, a strategy widely advocated in theoretical models of green consumer behavior (Peattie, 2016). How do these ideas show up in real companies? In Ørsted's case, they manifest as multi-platform campaigns detailing environmental milestones, human-interest stories, and future-looking commitments that galvanize both local stakeholders and international audiences. The theory highlights how government interventions like subsidies, feed-in tariffs, or tax incentives can significantly shape marketing strategies (Irandoost, 2016).

Nordic firms often leverage these structures to underline cost advantages or highlight the legitimacy of green technologies. For instance, a Norwegian hydropower company might emphasize that stable policy frameworks have helped maintain low operational costs, enabling competitive electricity rates (Ranta et al., 2020). When exporting their services abroad, the same firm may adapt its messaging to spotlight reliable reservoir management if the target country lacks policy incentives and instead seeks proof of consistent supply.

Such "glocal" adaptation merges global branding with a localized emphasis on reliability, a principle grounded in global marketing theory (Doole et al., 2019). The mismatch between policy assumptions and actual market conditions can, however, trip up even the most theoretically solid strategies. If a company sets its promotional strategies on the premise of further subsidies, any policy change will remove that competitive advantage (Szabo & Webster, 2021). That is a classic question which arises from the experience and practice of any theory, and it is faced by theorists, researchers and practitioners in everyday working

practice when it turns out that what should happen does not occur as expected by theory. Companies that have been adversely affected by rollbacks in regulations may have to quickly adapt by changing focus on other aspects of their products, seeking partnerships with local institutions, or finding other sources of funding. It also drives the impossible dream of monitoring policy landscapes and consequently aligning the messages to match them as often as necessary.

### **2.5.1 Examples of Company-Level Implementation**

**Neste (Finland):** Mainly focusing on advanced biofuels, Neste typically incorporates LCAs into its communication to show that consumption of renewable diesel leads to fewer emissions than their counterparts (Chen et al., 2021). This finally paints a clear picture of the green marketing mix: product strategy with renewable diesel as the product, price strategy where the price is slightly higher but justified with climate change benefits, place strategy with infrastructure partnership agreement that expands the accessibility of the product and promotion strategy where information detailing the carbon emission reduction is used as the marketing framework.

**Vestas (Denmark):** Vestas is the world's largest wind turbine manufacturer, and it follows the consumer-trust theories by constantly providing the performance figures of turbines installed across the globe (Ranta et al., 2020). This, in a way, provides the clients with an assurance regarding operational capacity and environmental footprint. Vestas also engage the community to have less aesthetical impact and noise in the environment, which supports the notion of cultural acceptability as a viable facet of the brand (Kuchinka et al., 2018).

**Statkraft (Norway):** Statkraft is one of the largest hydropower producers, which profits from stable Norwegian policy and offers its electricity as a cheap and green energy source, in the words of Irandoust (2016). It values corporate transparency through working openly and providing information on the management plans of the reservoir as well

as the company's climate goals. In foreign markets, some messages are adopted to emphasize supply reliability, which is very important in markets that are worried about irregular supply from renewable sources of energy (Peattie, 2016).

**Fortum (Finland/Sweden):** Operating across multiple Nordic countries, Fortum adapts its messaging based on local consumer priorities. In certain markets, it underscores energy security and stable pricing; in others, it highlights lower carbon footprints and alignment with city-level sustainability goals. This differentiation shows how a company can align standardized brand identity with locally adaptive messaging, reflecting the tension between global consistency and local relevance (Doole et al., 2019).

### **2.5.2 Aligning Ethics, Culture, and Corporate Reality**

There is another established context in green marketing theory that concerns ethical aspects, including employment rights, community, and sustainability (Groening et al., 2018). In practice, all these ethical claims that are being made need to be backed with physical evidence lest the organization is accused of greenwashing.

In particular, if a firm claims it has a low deforestation risk, and its suppliers have weak reforestation strategies, consumer outrage may follow (Kilpeläinen, 2020). Hence, there is a need for internal audits, transparency across the supply chain, and, as a result, good stakeholder communications. Also, cultural concerns matter: a fear of the strong Finnish identity related to local forests is that a campaign based on this aspect will simply not resonate in the regions where forests are not such a defining feature (Ottman, 2017).

### **2.5.3 Concluding Reflections**

In conclusion, there is a continuing relationship between theory and practice in green marketing addressed by three values: authenticity,

flexibility, and stakeholder-focused communication. Some of these include Finnish biofuel providers, and Danish wind turbine manufacturers, among others, and the following subtopics show how these firms practically utilize theoretical factors like the triple bottom line, the building of consumer trust, and dynamic market segmentation.

This indicates that success in green marketing is not an inherent occurrence. It occurs when companies harmonize their environmental declarations with the general operations and cultural values of the locals (Chen et al., 2021). How are these ideas manifested in the real organization? As stated, they are seen today in promotional activities that are backed by numbers, community initiatives, fair supply chain approaches, and policy-based strategies that underpin a brand's green image. The cases where theory does not reflect reality This discourse aims to discuss the situations where theory does not align with reality.

The negative result can be fatal to a brand image and can attract the consumers' suspicion or regulatory authorities' attention (Szabo & Webster, 2021). This underscores why constant vigilance, real-time performance disclosure, and responses to stakeholders' feedback are still relevant. From a broader perspective, this paper aims to act as a roadmap and a cautionary tale for the theory-practice issue in green marketing. It provides directions on how firms interested in framing sustainability as a competitive asset can do so while cautioning against the potential adverse effects of greenwashing or oversimplifying environmental issues on company reputation (Sharif et al., 2023).

Thus, by identifying these lessons, both the researcher and practitioners will be in a better position to understand how renewable energy firms operationalize the conceptual models for green marketing to make the concept tangible and practical for changing consumer behavior and, in effect, the world.

## **2.6 Summary**

Specifically, Chapter 2 reinforces that green marketing of renewable energy stems from a synthesis of analytical ways of thinking, which include the green marketing mix, paired consumer trust models, international adaptation factors, as well as cross-cultural and policy comparisons (Smirnova et al., 2021). It also reveals how firms can use sustainable developmental strategies to target environment-conscious customers but at the same time recognize the threats that come with the challenges of transparency, managing different policies, and maintaining reliability (Kuchinka et al., 2018).

Research conducted about the Nordic countries shows that these countries embrace similar policies of eco-innovation, but market promotion is different from each other due to the varying resources, culture, and policies decorating each country (Ranta et al., 2020). These theoretical assumptions will thus pave the way for the next chapter and specifically guide the research method and approach to data collection to provide a more detailed analysis of how these concepts play out in empirical data and form practical approaches to green marketing in renewable energy.

### **3 DESCRIPTIONS OF THE RESEARCH TASK, EMPIRICAL DATA, AND PROCESS**

This chapter starts by providing an overview of the entire research study in terms of the extent of the research as well as the reason for adopting the chosen methodology. Drawing from the principles enunciated above in the theoretical chapter, this subsection provides a rationale for choosing the procedures of data collection and analysis in the study. A particular emphasis was placed on the type called comparative, which suggests that it is important to analyze not only firms in the renewable energy industry in Finland but also comparable industries in Sweden, Norway, Denmark, and Iceland (Brunak et al., 2025).

This chapter, through differentiating the empirical data and analytical procedures, makes clear the objective manner in which green marketing strategies are analyzed in other sections of the chapter.

#### **3.1 Research Design and Approach**

Since this research seeks to investigate green marketing strategies of renewable energy firms in Finland, Sweden, Norway, Denmark, and Iceland, this study adopts a qualitative research approach. Specifically, qualitative techniques are most appropriate for examining the cross-sections of cultural influences, policies, and regional assets with the brand communication strategies (Kuchinka et al., 2018).

Apart from this, qualitative analysis is more appropriate than quantitative analysis since it allows more profound and contextual analysis to identify the measures behind a company's sustainability claims and the factors influencing consumers' perceptions compared to merely counting the observations (Chen et al., 2021). Such is the rationale for the comparative analysis framework that underpins this approach. The main ad-

vantages of comparing several Nordic countries are that it makes it easier to recognize similarities, such as an emphasis on governmental support and environmentally friendly consumers, as well as identify differences caused by different ecologies or prior energy policies (Ranta et al., 2020).

For example, Denmark's experience in wind energy may be opposite to Finland's localized bioenergy from forests, thereby showing how marketers right domestic capabilities (Ottman, 2017). To capture such issues, the research relied on secondary sources, which included academic articles, policy papers, and corporate sustainability reports. Applying a thematic approach in analyzing these sources allows us to focus on the way companies regulate the messages they want to convey and how these national contexts influence these processes (Peattie, 2016).

Overall, the qualitative comparative model gives a clear picture of how renewable energy firms elaborate green images and which types of approaches are effective across the Nordic markets and for potential application in other contexts internationally.

### **3.2 Nature of the Research and Research Paradigm**

It is such an exploratory and descriptive study whose ultimate purpose is to uncover the various aspects of green marketing within Nordic renewable energy firms. The present research design enables the investigation of factors not well researched in the past, namely cultural factors and policy context, as the study is not limited to any two specific hypotheses (Baca & Reshidi, 2025).

On the other hand, the descriptive element brings out a pattern and elaborates on how the marketing practices work in the context of Finland, Sweden, Norway, Denmark, and Iceland before contrasting the similarities and differences in a more nuanced and engaging manner (Ranta et al., 2020). In integrating the two orientations, the study is not

only able to document patterns in the making but also has a blueprint of how companies adjust their sustainability communications in different regions. Based on the above methodology, this thesis employs an interpretivist paradigm as it holds the perspective that knowledge is socially constructed and co-created based on how people or groups make meaning of their experiences (Creswell & Creswell, 2018).

Interpretivism is specifically applicable in renewable energy marketing because consumers' and corporations' actions are for beliefs, cultural expectations, and policy reforms, which are not the same across the globe (Peattie, 2016). In this sense, the study acknowledges that 'green' can have multiple and place-based meanings as designed by its stakeholders, including policymakers, communities as well as organizational and corporate teams through processes of communication and shared invocation (Szabo & Webster, 2021). The most significant rationale for preferring interpretivism over other paradigms like positivism is due to the nature of the marketing narratives. It reduces variables into quantities and causality rather than underestimating the fundamental human factors that make up the consumer's impression and favourable brand allegiance (Kuchinka et al., 2018).

On the other hand, interpretivism allows researchers to explore how individuals make sense of sustainability claims, such as how sustainability is tied to the Finnishness of the company through bioenergy rather than raw carbon figures. It offers cultural and ethical insights that from a positivist and strictly quantitative angle could be left unnoticed. All in all, when the study is set up with this paradigm, the researcher can analyze the socially constructed nature of green marketing. It enables doing a detailed study of how, through cultural values and policy and organizational communication together, sustainability is constructed in various forms across Nordic contexts, thus providing a more nuanced perspective on how sustainability is emerging in renewable energy sectors.

### 3.3 Data Collection

This study used secondary data to explore green marketing strategies in Nordic renewable energy firms. Secondary data was useful because it saved time and gave access to wide information sources. It helped study companies where direct access to internal data was not possible or practical (Wu et al., 2023).

The data included peer-reviewed articles, sustainability reports, marketing documents, and publications from green organizations. These sources were selected based on relevance, trustworthiness, and a clear focus on green marketing topics. All information used in this study was checked to ensure it came from reliable and verified sources (Lerman et al., 2021). The search process used Google Scholar, Scopus, ScienceDirect, and official company or government websites. Keywords included "green marketing," "renewable energy branding," and "bioenergy marketing in Finland." Boolean tools helped combine terms and narrow down the search to recent publications only.

Extra care was taken to find reports with a Nordic or country-level comparison of marketing strategies. Companies such as Neste, Statkraft, Ørsted, and Vestas were studied in detail for this purpose. Preference was given to documents offering country-based analysis or broader regional comparisons among Nordic firms (Lerman et al., 2021). To avoid errors, only trusted journals, public records, and company reports were included in the final review. Marketing materials from commercial blogs or biased sources were not used in this research. This helped reduce the chance of including inaccurate or promotional content (Wu et al., 2023).

There were some challenges, especially in finding enough data from Iceland and smaller Nordic countries. Finland and Denmark had many detailed sources, while Iceland had fewer available reports (Pathak et al., 2013). This imbalance was noted and adjusted during the analysis stage of the study. Overall, the secondary data provided rich materials for a useful thematic analysis across the Nordic region.

### **3.4 Data Selection Criteria**

The criteria for selecting secondary sources in this research were well-defined and well-followed to ensure the credibility and relevance of the sources. Therefore, the selection included only articles and documents of an academic and scientific nature, governmental and corporate reports, and industrial publications. It also ensured that the information came from an academic perspective while at the same time obtaining useful information about the sector (Creswell and Creswell, 2018).

The sources were selected in a way to provide information on green marketing as much as possible with references and focus on the Nordic countries of Finland, Sweden, Denmark, Norway, and Iceland. Relevance was determined by checking whether the material addressed themes such as renewable energy branding, consumer trust, policy influence, or comparative sustainability practices (Vishnevsky and Beanlands, 2004). Preference was given to publications from the last 10 years to ensure up-to-date context and alignment with recent policy and market shifts (Bechhofer and Paterson, 2012).

Studies offering cross-national or company-level comparisons were prioritized to enrich the analysis and provide insights applicable across borders. In total, 54 sources were initially identified. After a preliminary screening based on abstract relevance and publication quality, 39 sources were retained for full review and inclusion in the final analysis (Maher and Dertadian, 2018). Studies that were not available from the public domain, which contained less information were written in the past, or dealt with unrelated areas of industry such as fashion or food industry excluded to stick to the themes.

This approach of using the sources helped in ensuring that the dataset contained materials that were scholarly as well as analyzed materials that reflected the real practice of the Nordic renewable energy firms to evaluate regarding green marketing. It also contributed to lowering the

degree of bias in the study and ensuring that conclusions drawn could be easily applied to other settings.

### **3.5 Data Analysis Method**

In analyzing the selected secondary data, this study adopted a thematic content analysis method of data analysis to analyze and interpret the findings. Thematic analysis is particularly appropriate for qualitative work as it assists in the process of pattern search, concepts, and meanings within the text (Braun & Clarke, 2013). This makes it possible to categorize all types of content, ranging from research papers, journals, and company documents into properly categorized themes that would suit green marketing tactics. These included the green marketing mix, the triple bottom line, and the models of consumer trust as posited by Peattie (2016). This deductive approach enabled the study to maintain positivism in its results and findings; on the other hand, it also made room for inductive reasoning from the data to be made in the research study.

To increase the credibility of the study, the procedure of triangulation was used to compare the results of various types of documents that were examined. For instance, a theme that was developed in the study of a corporate report, for instance, transparency in emission data, was compared with the criticism by scholars and evaluation by third parties (Szabo & Webster, 2021). This process reduced bias and improved the trustworthiness of the interpretations. A small example illustrates how a theme was identified: while analyzing Neste's sustainability reports from Finland, frequent references to "circular economy," "forest biomass," and "rural livelihoods" appeared.

These terms were grouped under the broader theme of "localized sustainability branding." This theme was later compared with Ørsted's reports from Denmark, which emphasized "offshore innovation" and "community ownership," leading to another theme: "technological leadership

and social impact.” Comparing these themes helped highlight national marketing distinctions grounded in both strategy and context (Bechhofer and Paterson, 2012). By using thematic content analysis, the study connects real-world branding practices to theoretical models and ensures a consistent, transparent method of interpretation.

### **3.6 Reliability and Validity**

This research demonstrates a clear commitment to ensuring both reliability and validity in its methodological approach. In qualitative studies, reliability refers to the consistency and transparency of the research process, while validity pertains to the accuracy and credibility of the findings in representing the studied phenomenon (Creswell & Creswell, 2018). To verify reliability, the method of sampling, collection, and analysis of secondary data used in the study is documented and clearly outlined. Hence, practices of keyword search, working through sheets or documents containing interviews, filling in sheets, and thematic coding were conducted systematically and uniformly throughout the research process to reduce subjectivity and for the sake of replicability of the procedure. Also, the researcher keeps records of selections made during the research process, including and excluding data to indicate the framework of the study for the benefit of other persons carrying out research in the future (Merriam, 2002).

Triangulation further enhances validity. Using such data sources as academic articles, government reports, and sustainability reports generated by the firms. Collectively, the integration of these multiple sources of insight minimizes bias or developing a one-sided perspective about the matter (Szabo and Webster, 2021). For instance, a given statement that was made in a corporate report was crosschecked with data retrieved from academic literature and policy analyses to formulate a finding. Still, it is crucial to note a major research limitation: all the data used in the paper are secondary. However, this approach might not offer

a specific and timely analysis as that provided by primary data like interviews or questionnaires (Maher & Dertadian, 2018). Thus, the interpretations depend on such factors as the quality and the extent of available sources. Despite this limitation, the research design, triangulated analysis, and transparent methodology collectively contribute to a balanced and credible study of green marketing strategies in the Nordic renewable energy sector.

### **3.7 Ethical Considerations**

To maintain the high ethical standards of this research, the study refrained from deceit and violation of intellectual property while gathering and analyzing the data. However, since the study uses only secondary data, human subject interventions such as interviews, or surveys were not used hence no ethical clearances on privacy, consent, or confidentiality are required (Creswell & Creswell, 2018). This indicated that all the academic journals, government documents, and corporate sustainability reports that were used were available to the public, and there was proper citation of all sources by the academic writing standards.

The information was gathered from scholarly sources to eliminate any vague information or unwanted biased information from the study source (Parker, 2004). Special consideration was also made to ascertain that the reports produced by the company were relayed in an unbiased manner. Results were given in their natural state, and no fabrication of results was done in the entire process of the study. The ethical was also considered during the analytical process where the analysis was done by coding and triangulation methods. This makes interpretation consistent with the original data and relies on the meaning of the content that has been collected and analyzed (Vishnevsky and Beanlands, 2004).

Hence, by adhering to academic integrity and ethical responsibility, the research serves as a responsible contribution to the field, particularly in

the sustainability and corporate communication area that targets its themes of trust and accountability.

## **4. RESULTS**

This chapter presents the main results of the research based on the collected data. The analysis focused on secondary sources from company reports, academic papers, and policy documents. These materials were carefully examined to find patterns and themes related to green marketing. The data was studied using a thematic content analysis approach for better understanding. This method allowed the research to identify how different Nordic countries promote renewable energy. Each theme provides insight into strategies used by companies in the region.

The chapter explains how product, price, place, and promotion are applied to green energy. It also compares the Finnish approach with that of other Nordic countries. This helps show both similarities and unique national strategies used across the region.

### **4.1 Key Findings by Theme**

A structured thematic content analysis of publicly available sources—ranging from corporate reports and official websites to policy documents and academic studies—produced four dominant themes that characterize Nordic green marketing practices in the renewable energy industry (Creswell and Creswell, 2003). These are:

1. Green Product and Service Positioning
2. Pricing and Value Proposition
3. Distribution Channels and Place Strategies
4. Promotion, Branding, and Communication

Each of these themes reflects a unique dimension of the marketing mix (commonly framed as the “4Ps”: Product, Price, Place, Promotion) but

interpreted through a lens of environmental stewardship, policy adherence, and cultural context (Eneizan et al., 2015). The subsections below detail the core findings for each theme, referencing Nordic corporate strategies alongside relevant academic and policy sources.

#### 4.1.1 Green Product and Service Positioning

Product positioning in renewable energy involves stressing environmental value and resource efficiency, coupled with the credibility of being certified or recognized as sustainable (Ranta et al., 2020). Across the Nordics, promotional materials reveal that companies are consistent in highlighting low-emission attributes, minimal pollution risks, and long-term resource regeneration (Kilpeläinen, 2020).

**Table 1.** Comparative Green Product and Service Positioning

<b>Country</b>	<b>Primary Re-source Focus</b>	<b>Key Positioning Elements</b>	<b>Certifications &amp; Claims</b>	<b>Citations</b>
<b>Finland</b>	Forest-Based Bio-energy	<ul style="list-style-type: none"> <li>- Emphasizes abundant forests and cyclical resource management</li> <li>- Highlights local supply chains to reduce transport footprints</li> <li>- Frames bio-energy as culturally linked to Finnish heritage</li> </ul>	<ul style="list-style-type: none"> <li>- Common reference to PEFC for sustainable forestry</li> <li>- Demonstrates short-haul logistics to lower emissions</li> </ul>	(Ranta et al., 2020; Kilpeläinen, 2020; Chygryn et al., 2024)

<b>Sweden</b>	Onshore and Off-shore Wind	<ul style="list-style-type: none"> <li>- Showcases large-scale wind farm expansions</li> <li>- Positions itself as a global innovator in turbine technology</li> <li>- Leverages advanced grid integration to emphasize reliability and efficiency</li> </ul>	<ul style="list-style-type: none"> <li>- Often cites ISO 14001 compliance</li> <li>- Highlights stable, zero-emission electricity feed</li> <li>- Conducts pilot projects to test new turbines</li> </ul>	(Brunak et al., 2025; Chen et al., 2021; Majeed et al., 2022)
<b>Norway</b>	Hydro-power	<ul style="list-style-type: none"> <li>- Leverages decades-long track record of hydropower generation</li> <li>- Emphasizes consistent power supply from large reservoirs</li> <li>- Positions hydropower as a stable, low-risk renewable option</li> </ul>	<ul style="list-style-type: none"> <li>- Publishes historical output data verifying minimal carbon footprint</li> <li>- Showcases reservoir management for steady generation</li> </ul>	(Iranoust, 2016; Chen et al., 2021; Ranta et al., 2020)
<b>Denmark</b>	Wind Technol-	<ul style="list-style-type: none"> <li>- Portray Denmark as a global leader in wind turbine engineering</li> </ul>	<ul style="list-style-type: none"> <li>- Uses EU Ecolabel or similar for turbine com-</li> </ul>	(Ceryova et al., 2021; Khanlarov et

	ogy (Off-shore & Onshore)	<ul style="list-style-type: none"> <li>- Stresses efficient design &amp; cost-effective exports</li> <li>- Showcases offshore wind innovations for scalable solutions</li> </ul>	<ul style="list-style-type: none"> <li>ponent certifications</li> <li>- Emphasizes track record of safe offshore installations</li> </ul>	al., 2020; Ottman, 2017)
<b>Iceland</b>	Geothermal Energy	<ul style="list-style-type: none"> <li>- Frames geothermal use as minimal land disruption</li> <li>- Highlights constant availability (24/7) for electricity &amp; heating</li> <li>- Links geothermal energy to the island's volcanic identity</li> </ul>	<ul style="list-style-type: none"> <li>- References clean, high-temperature geothermal reserves</li> <li>- Provides data on reduced dependency on imported fuels</li> </ul>	(Normann, 2021; Brunak et al., 2025; Chen et al., 2021)

Nordic countries use local resources to build green energy product identities. Finnish firms use forests while Sweden uses wind and Norway uses water. Denmark highlights offshore wind, and Iceland focuses on geothermal energy. All countries use certifications to increase trust in their energy products. These strategies show how green products are rooted in national strengths. Each country connects environmental goals with cultural and technical expertise. This makes green products feel local, trusted, and effective.

### 4.1.2 Pricing and Value Proposition

Price, though often overshadowed by more emotive promotional messages, remains critical in driving consumer uptake and market expansion for renewables (Majeed et al., 2022). The data reveals that Nordic energy companies commonly integrate policy-induced discounts (e.g., feed-in tariffs), tax incentives, and consumer rebates into their marketing to make the higher initial costs of renewable energy more acceptable (Doole et al., 2019).

**Table 2.** Pricing and Value Proposition in Nordic Renewable Energy

<b>Country</b>	<b>Key Pricing Strategies</b>	<b>Value Proposition</b>	<b>Example of Justifications</b>	<b>Citations</b>
<b>Finland</b>	<ul style="list-style-type: none"> <li>- Relies on short-distance feedstock supply for forest-based bioenergy</li> <li>- Leverages domestic production to lower transport costs and stabilize prices</li> </ul>	<ul style="list-style-type: none"> <li>- Emphasizes stable, relatively low costs due to efficient local resource access</li> <li>- Highlights national energy independence and rural development</li> </ul>	<ul style="list-style-type: none"> <li>- Positions synergy between forestry and energy sectors for economic resilience</li> <li>- Suggests reduced exposure to price volatility</li> </ul>	(Ranta et al., 2020; Kilpeläinen, 2020; Chen et al., 2021)
<b>Sweden</b>	<ul style="list-style-type: none"> <li>- Employs feed-in tariffs, tax incentives, and supportive policies for wind projects</li> </ul>	<ul style="list-style-type: none"> <li>- Markets cost-competitive wind solutions tied to progressive innovation</li> </ul>	<ul style="list-style-type: none"> <li>- Points to lower long-term operational expenses with advanced turbine tech</li> </ul>	(Chen et al., 2021; Brunak et al., 2025; Majeed et al., 2022)

	- Seeks economies of scale in large onshore & offshore farms	- Projects a future-focused national brand stance on renewables	- Uses large-scale expansions to reduce per-unit costs	
<b>Norway</b>	- Exploits low operational costs from long-established hydro-power - Conveys predictability through reservoir-based generation	- Emphasizes stable pricing compared to oil or gas markets - Frames hydropower as a low-risk, long-term investment for industrial customers	- Showcases decades of experience validating minimal price fluctuations - Under-scores reliability due to abundant reservoir capacity	(Irاندoust, 2016; Chen et al., 2021; Ranta et al., 2020)
<b>Denmark</b>	- Uses government backing and global export demand to compensate for higher initial turbine costs - Harnesses brand reputation for engineering excellence	- Promotes dual benefits: reducing carbon footprints at home while exporting wind technology abroad - Highlights profitable wind-based innovation	- Stresses proven track record in safe offshore installations - Asserts that advanced turbine design reduces overall lifecycle cost	(Ceryova et al., 2021; Khanlarov et al., 2020; Ottman, 2017)
<b>Iceland</b>	- Depends on stable geothermal supply with	- Presents near-constant availability of	- Argues that geothermal sources cut	(Normann, 2021; Chen et al., 2021;

	minimal reliance on imported fuels - Provides predictable electricity rates through constant volcanic heat	clean, emission-light energy - Underscores long-term affordability due to lack of fossil imports	dependence on volatile commodity markets - Stresses year-round consistency for industrial usage	Brunak et al., 2025)
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Green energy companies use pricing to show value beyond simple cost comparisons. Finland uses short supply chains to reduce bioenergy costs and support rural areas. Sweden and Denmark promote future savings with wind investments and innovation. Norway highlights long-term stable prices from hydropower. Iceland promotes low costs through independence from fuel imports. These strategies make green energy seem affordable and practical. Consumers are more likely to adopt when pricing is stable and clear.

#### 4.1.3 Distribution Channels and Place Strategies

Distribution channels in renewable energy involve both physical infrastructures, such as transmission lines and logistics, and virtual platforms that connect providers with diverse consumer groups (Child et al., 2020).

**Table 3.** Distribution Channels and Place Strategies Across Nordic Countries

Country	Key Distribution Channels	Place Strategies	Examples of Implementation	Citations
<b>Finland</b>	- Localized supply chains for forest-	- Emphasizes minimal carbon footprint in transport	- Municipal co-ops reduce trucking distance for	(Ranta et al., 2020; Kilpeläinen, 2020; Chen

	<p>based bioenergy</p> <ul style="list-style-type: none"> <li>- Community-level partnerships for short transport routes</li> </ul>	<ul style="list-style-type: none"> <li>- Uses agreements with municipalities to source and distribute biofuel</li> </ul>	<p>wood residue</p> <ul style="list-style-type: none"> <li>- Local producers handle feedstock, lowering overall logistic emissions</li> </ul>	<p>et al., 2021)</p>
<b>Sweden</b>	<ul style="list-style-type: none"> <li>- Cross-border transmission lines for wind power exports</li> <li>- Advanced smart grids integrating multiple energy sources</li> </ul>	<ul style="list-style-type: none"> <li>- Focuses on seamless integration of on-shore &amp; off-shore wind with national grids</li> <li>- Builds on digital monitoring for flexible dispatch</li> </ul>	<ul style="list-style-type: none"> <li>- Real-time grid data shared with neighboring countries</li> <li>- Utility portals offer automated scheduling &amp; distribution of wind-generated electricity</li> </ul>	<p>(Child et al., 2020; Chen et al., 2021; Sharif et al., 2023)</p>
<b>Norway</b>	<ul style="list-style-type: none"> <li>- Long-established hydro-power networks with interconnector cables to Europe</li> <li>- Reservoir-based generation enabling stable cross-regional deliveries</li> </ul>	<ul style="list-style-type: none"> <li>- Promotes continuous reservoir management for consistent output</li> <li>- Uses large-scale interconnectors to reach broader European markets</li> </ul>	<ul style="list-style-type: none"> <li>- Excess hydropower sold to EU markets during peak production</li> <li>- Balanced flows ensure stable supply to domestic and export consumers</li> </ul>	<p>(Irandoost, 2016; Ranta et al., 2020; Doole et al., 2019)</p>

<b>Denmark</b>	<ul style="list-style-type: none"> <li>- Offshore wind components shipped via specialized maritime routes</li> <li>- E-commerce platforms facilitating turbine equipment purchases and service contracts</li> </ul>	<ul style="list-style-type: none"> <li>- Integrates export logistics for turbine projects worldwide</li> <li>- Operates modern port facilities to streamline wind equipment transport</li> </ul>	<ul style="list-style-type: none"> <li>- Coastal hubs expedite assembly &amp; shipping of offshore turbines</li> <li>- Online ordering and remote monitoring solutions offered to overseas clients</li> </ul>	(Ceryova et al., 2021; Khanlarov et al., 2020; Baca and Reshidi, 2025)
<b>Iceland</b>	<ul style="list-style-type: none"> <li>- Domestic networks delivering geothermal heat and electricity</li> <li>- Potential export of geothermal expertise and tech solutions</li> </ul>	<ul style="list-style-type: none"> <li>- Positions geothermal as a steady, 24/7 supply for local industries</li> <li>- Explores specialized partnerships for exporting drilling or plant design knowledge</li> </ul>	<ul style="list-style-type: none"> <li>- Industrial users lock in stable, round-the-clock geothermal supply</li> <li>- Tech consultancies and drilling methods occasionally licensed abroad</li> </ul>	(Normann, 2021; Chen et al., 2021; Brunak et al., 2025)

Distribution strategies in the Nordics reduce carbon and increase access to clean energy. Finland works with local partners to shorten transport routes and cut emissions. Sweden uses smart grids to export wind power across borders. Norway sells excess hydropower through cables to other countries. Denmark ships turbines worldwide and sells them online. Iceland focuses on domestic use but exports expertise when possible. Each country links clean delivery with a strong infrastructure and modern logistics tools.

#### 4.1.4 Promotion, Branding, and Communication

Promotional strategies unify product, price, and place considerations into cohesive brand narratives that resonate with diverse audiences (Peattie, 2016). In the Nordic context, many advertisements, websites, and public relations materials reflect environmentally oriented messaging combined with cultural or national pride (Kuchinka et al., 2018).

**Table 4.** Promotion, Branding, and Communication Strategies in Nordic Renewable Energy

<b>Country</b>	<b>Promotional Focus</b>	<b>Branding Themes</b>	<b>Communication Channels</b>	<b>Citations</b>
<b>Finland</b>	<ul style="list-style-type: none"> <li>- Emotive storytelling centered on forests and local heritage</li> <li>- CSR campaigns involving sustainable forestry</li> </ul>	<ul style="list-style-type: none"> <li>- Highlights cultural pride in wood-based bioenergy</li> <li>- Positions brand as eco-responsible and community-supportive</li> </ul>	<ul style="list-style-type: none"> <li>- Company websites showcasing forest stewardship</li> <li>- Collaborative social media content with NGOs</li> <li>- Public open-house events at plants</li> </ul>	(Kilpeläinen, 2020; Ranta et al., 2020; Chen et al., 2021)
<b>Sweden</b>	<ul style="list-style-type: none"> <li>- Emphasizes world-leading wind farm innovations</li> <li>- Positions climate-smart solutions for modern consumers</li> </ul>	<ul style="list-style-type: none"> <li>- Champions high-tech, progressive identity</li> <li>- Connects large-scale wind power to future-focused national image</li> </ul>	<ul style="list-style-type: none"> <li>- Online platforms with real-time wind output dashboards</li> <li>- Public R&amp;D announcements in local and global media</li> <li>- Collaboration</li> </ul>	(Brunak et al., 2025; Chen et al., 2021; Majeed et al., 2022)

			with global climate organizations	
<b>Norway</b>	<ul style="list-style-type: none"> <li>- Highlights reliable, stable hydropower heritage</li> <li>- Showcases transition from fossil fuels to renewables</li> </ul>	<ul style="list-style-type: none"> <li>- Leverages historical energy leadership</li> <li>- Promotes transparent data on reservoir management</li> </ul>	<ul style="list-style-type: none"> <li>- Government-backed educational campaigns</li> <li>- Company YouTube channels illustrating hydropower processes</li> <li>- International energy forums</li> </ul>	(Irandoust, 2016; Child et al., 2020; Ranta et al., 2020)
<b>Denmark</b>	<ul style="list-style-type: none"> <li>- Builds off engineering prowess in offshore wind</li> <li>- Stresses synergy between environmental and economic benefits</li> </ul>	<ul style="list-style-type: none"> <li>- Positions wind technology as Danish export success</li> <li>- Conveys a brand narrative of innovation and global competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>- Publicized achievements in global turbine design competitions</li> <li>- social media featuring offshore wind construction milestones</li> </ul>	(Ceryova et al., 2021; Khanlarov et al., 2020; Ottman, 2017)
<b>Iceland</b>	<ul style="list-style-type: none"> <li>- Ties geothermal use to minimal land disruption and year-round availability</li> </ul>	<ul style="list-style-type: none"> <li>- Cultivates an image of "clean, pure, and natural" energy</li> <li>- Emphasizes scientific leadership in</li> </ul>	<ul style="list-style-type: none"> <li>- Engages in eco-tourism marketing with geothermal showcases</li> <li>- Specialized press releases on carbon capture initiatives</li> </ul>	(Normann, 2021; Chen et al., 2021; Brunak et al., 2025)

	- Frames island's volcanic identity	geothermal drilling	- Event partnerships promoting green tech	
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Promotion across the Nordic region mixes environmental messages with local identity and culture. Finnish brands focus on forests and community pride in sustainable practices. Sweden promotes innovation and high-tech wind farms with global appeal. Norway has a long history in hydropower and transparent data sharing. Denmark mixes engineering pride with strong export potential in wind energy. Iceland emphasizes volcanic energy and clean landscapes in its storytelling. All countries build trust through honest branding and open communication.

#### **4.2 Comparative Insights: Finland vs. Other Nordic Countries**

The Nordic region has long been viewed as a global leader in renewable energy development and green marketing, and each country within this region deploys its own distinctive strategies. Finland's focus on forest-based bioenergy stands out among its peers, but it shares numerous policy and cultural traits with Sweden, Norway, Denmark, and Iceland. When examining Finland alongside these other Nordic nations, both common themes and clear differences emerge, underscoring how local resources and national identities inform the shape and content of green marketing (Ranta et al., 2020).

One fundamental convergence across all five countries is a supportive policy infrastructure that fosters renewable energy initiatives. Government-backed measures, such as feed-in tariffs, subsidies, and strict sustainability guidelines, allow companies to highlight affordability and ecological benefits in their marketing. In Finland, these frameworks bolster the claim that bioenergy is not only clean but also economically viable, partly by reducing the financial burden on firms collecting and processing wood residues (Kilpeläinen, 2020).

Sweden's policy environment aids the rapid scaling of wind projects, helping companies depict wind power as an accessible option. Denmark's leadership in wind engineering likewise gains momentum from state incentives for offshore and onshore turbine expansions (Ceryova et al., 2021). Norway's hydropower sector is rooted in decades of public investment, which has positioned hydropower as both stable and domestically beneficial (Irandoost, 2016). Meanwhile, Iceland's policy support for geothermal development underscores the island's drive toward energy self-reliance (Normann, 2021).

In all cases, national marketing campaigns can credibly reference these robust policies to reinforce consumer trust and signal that environmental claims receive official backing. Nonetheless, each country also displays unique resource-based narratives that yield contrasting styles of branding and promotion. Finland's reliance on forest-derived bioenergy intertwines environmental stewardship with cultural identity, frequently highlighting cyclical forestry and rural livelihoods (Brunak et al., 2025).

Companies market the notion that turning wood residues into energy aligns with Finland's broader ethos of sustainable land use, offering both climate benefits and community-level economic advantages. In Sweden, the story is more about pioneering large-scale wind farms, with a parallel emphasis on technological sophistication. Marketing campaigns routinely emphasize the potential for Swedish wind power to become a global force, an angle that resonates with international partners and underscores advanced R&D capabilities (Chen et al., 2021).

Norway takes a different approach by focusing on the enduring stability of hydropower. Corporate communications regularly position hydropower as a low-risk, consistent energy source, bolstered by reservoir management techniques that ensure a year-round electricity supply (Irandoost, 2016). This narrative of continuity and dependability distinguishes Norway from other renewables that might face seasonal or

weather-related fluctuations. Denmark, meanwhile, promotes an engineering-led identity in the wind sector, spotlighting the country's global exports of turbines and technical expertise (Ceryova et al., 2021).

Marketers convey that Denmark's wind solutions are not just tools for domestic decarbonization but also profitable international commodities. Iceland's marketing highlights geothermal energy's singular advantages, including minimal land impact and near-constant availability, often reinforced by the imagery of volcanic landscapes and hot springs (Normann, 2021). By presenting geothermal as both natural and technologically refined, Icelandic firms tap into global curiosity about harnessing volcanic forces for clean power.

Pricing strategies also reflect varying economic logic. Finland stresses how short supply chains and local feedstock help stabilize bioenergy prices. Sweden and Denmark market the notion that, although wind power can be capital-intensive at inception, technology improvements and policy incentives are driving down long-term costs (Ranta et al., 2020). Norway routinely contrasts hydropower's steady rates with the volatility of oil and gas, highlighting hydropower's resilience in uncertain global markets (Sharif et al., 2023).

Iceland underscores the comparative affordability of geothermal energy over time, given that it rarely depends on imported fuels. In each instance, companies adapt pricing narratives to highlight either stable, predictable energy costs or eventual cost reductions resulting from technological progress. Differences also arise in distribution channels and place strategies. Finland's local partnerships and community involvement keep bioenergy logistics short and low in carbon emissions (Chen et al., 2021). Sweden's advanced smart grids and cross-border transmission lines facilitate the export of wind power, turning national production surpluses into regional opportunities (Child et al., 2020).

Norway, capitalizing on reservoir management, uses large-scale interconnectors to sell excess hydropower abroad. Denmark organizes maritime routes specifically for exporting turbine components, reflecting its global ambition in offshore wind solutions (Khanlarov et al., 2020). Iceland's approach relies on principally domestic supply for heating and electricity while a few companies engage in exporting drilling services.

These place-based strategies corroborate that how energy is distributed whether it is local or global also influences how the green marketing messages are positioned or constructed (Doole et al., 2019). Last but not least, it is necessary to consider the executive promotion strategies and brand images in the competitive correctional perspective. Finland's emotive stories concern the holistic view of the connection between the forest and energy generation based on cultural narratives (Ranta et al., 2020). Sweden specifically emphasizes innovation of future wind projects, which attracts feelings of pride associated with technologization.

Norway demonstrates a good example of its conversion from fossil sources for power generation to renewable energy which usually supports its consumers with real-time information on reservoirs and energy production (Chen et al., 2021). Denmark merges human and environmental values into technological achievement, and it is a story that speaks to national egotism and global audiences looking for innovative answers (Ceryova et al., 2021). Iceland, for its part, exploits the exoticism of its volcanic landscape and ensures that geothermal is both spectacular and utilitarian (Normann, 2021).

Although each country emphasizes credibility through third-party certifications or official recognition, how it is achieved is influenced by cultural identity and policy, as well as the potential for the development of resources at the national level (Szabo and Webster, 2021).

**Table 5.** Comparative Summary of Nordic Green Marketing Strategies

<b>Country</b>	<b>Main Resource</b>	<b>Key Strategy Highlights</b>	<b>Unique Branding Approach</b>
<b>Finland</b>	Forest-based Bio-energy	Emphasizes local forestry, short supply chains, and rural development support	Cultural pride in forests and sustainable land use
<b>Sweden</b>	Onshore & Offshore Wind	Leverages innovation, scale, and grid integration with a strong R&D focus	Technological leadership and Future-facing environmental Identity
<b>Norway</b>	Hydropower	Highlights stable, low-risk energy from reservoirs with long-standing infrastructure	Transparent, data-driven approach and historical energy leadership
<b>Denmark</b>	Offshore Wind	Uses government support, export ambition, and engineering excellence	Innovation and global export competitiveness
<b>Iceland</b>	Geothermal Energy	Focuses on 24/7 clean energy, low land use, and minimal reliance on imports	Links energy to volcanic identity and scientific leadership

In summary, as it relates to green marketing Finland is different from other Nordic countries entirely depends on bioenergy which is mainly from the forests in contrast where Sweden, Norway, Denmark, and Iceland using wind power hydro-power or geothermal power. All, however, point to the implementation of policies that support women, the adoption of a clear and open communication policy, and maintaining a true image that would help win the confidence of the consumer.

This synergy of more general trends in green marketing policies and a more particularistic way of composing narratives grounded on local resources is the reason why the region labels as Nordic continues to stand as an example inspiring for advertising campaigns, as the examples suggesting that to launch successful campaigns which promote environmentally friendly values, one has to translate International language of sustainability into culturally specific frames of reference tied to a nation's tradition of environmentalism.

### **4.3 Linking Findings to the Theoretical Framework**

By examining the patterns identified in the Nordic renewable energy marketing, it is possible to provide ample evidence to connect the concept with conventional propositions of green marketing, sustainability principles, modelled consumer behaviour, and transcultural marketing adaption and these patterns support the idea presented by Ottman (2017). Together, these studies shed light on how the 4Ps are not disjointed tools, but a coordinated strategy always targeting both profit-making, environmental conservation, and social justice consistent with Eneizan et al. (2015). As re-visiting product positioning, for instance, Finnish bioenergy preserves a historical and cultural understanding of the country's special affinity for forestry as cycles applied to resourcing correspond with the nation's historical culture. This is a clear example of how the local context can be harnessed to enhance the marketing content's level of authenticity when used to achieve even general ecological goals (Kilpeläinen, 2020).

Likewise, Sweden's large-scale wind plans are also future-oriented and are described in terms of technological advancement and overall environmental developments (Chen et al., 2021). Resource-based stability and low carbon footprint is represented by Norway's reservoir hydro-power prospect, whereas Denmark and exportable wind energy points to its domestic application, and Iceland where geothermal energy yields

little impact on land usage but has constant volcanic energy as outlined by Brunak et al, (2025).

These examples explain how the marketing mix also known as the 4Ps is adapted to expose the aspect of environmental and cultural sustainability. Product strategies emphasize distinct resource advantages, price tactics frequently rely on transparent subsidies or stable long-term cost projections, place strategies exploit localized supply chains or cross-border grid interconnections, and promotion leverages emotive storytelling, measurable data, and third-party certifications to foster credibility (Szabo and Webster, 2021).

This coherence across the marketing mix resonates with theories that propose an integrated approach, wherein each marketing element reinforces the others in pursuit of sustainability this confirms Peattie's (2016) view that promotion needs facts, emotion, and trusted certifications. Alongside the green marketing mix, the triple bottom line perspective finds tangible expression in these Nordic examples (Lerman et al., 2021). Companies consistently address the three dimensions: economic viability, environmental protection, and social welfare. Hydro-power in Norway, for instance, is linked to robust local job creation, climate-friendly electricity, and substantial commercial returns, while Finland's forest bioenergy resonates with rural development, reduced emissions, and stable pricing (Ranta et al., 2020).

Denmark's leadership in wind engineering benefits the domestic economy through turbine production, secures lowered carbon footprints, and supports social well-being by maintaining a consistent energy supply. When each dimension is explicitly acknowledged, it underscores how triple-bottom-line thinking underlies corporate rationales and government support (Chen et al., 2021). Consumer behavior models that prioritize trust, cultural values, and transparent claims similarly gain vali-

dation from these results (Zhang and Dong, 2020). Nordic firms demonstrate how authenticity and verifiable data minimize skepticism and deepen emotional engagement (Szabo and Webster, 2021).

By publicizing certifications such as ISO 14001, disclosing emissions data, or maintaining interactive dashboards that chart wind or geothermal outputs, firms reduce the perceived gap between corporate promises and on-the-ground realities (Ceryova et al., 2021). Moreover, linking resource usage to national identity, whether forests in Finland or geothermal reserves in Iceland, carries significant weight in fostering brand loyalty among domestic audiences (Kilpeläinen, 2020). Cultural resonance is also evident in global outreach in terms of referencing reliability, advanced technology, or eco-authenticity that taps into the global customer's growing concern over climate change (Brunak et al., 2025).

In addition, these findings are supported by theories in global marketing adaptation (Doole et al., 2019). Nordic companies thus have a standard green image that, nonetheless, they apply different stories concerning each market. For instance, Denmark may sell conditioned offshore wind know-how anywhere globally with attributes to reliability as well as cost reduction even in maritime turbine projects while Iceland can sell geothermal drilling know-how to any region with volcanic activities in search of close to 24/7 electricity (Normann, 2021).

Thus, Norway offers stable hydropower for the markets seeking non-risky investments, and Sweden might present innovative wind labs for the countries that want to expand zero-emission facilities (Chen et al., 2021). This combination of global green claims rooted in objectively defined sustainability and regional narratives regarding resource assets assists in the global marketing literature that encourages hybridization: universal environmental orientation supported by contextualized promotional strategies (Ur Rahman et al. 2023). Last of all, doing this research

means that its paradigm is interpretivist as it shows that corporate strategies and customers' interpretations are fixed by cultural, political, and technological factors.

Nordic renewable marketing is therefore portrayed as a social construct that embodies the cultures concerning environmental conservation, government regulation, and stakeholders' participation espoused by the region (Ranta et al., 2020). However, when comparing these findings with basic tenets of green marketing, sustainability, and consumer trust, it is possible to define the Nordic firms' model as a combination of all the approaches. They include resource-specific identities, supportive policy contexts, objectively clear emissions data, and culturally congruent narratives and by that, they strengthen the general academic concepts of the possibility for success of green marketing that corresponds to the local culture and the efficient institutional support (Ottman, 2017).

#### **4.4 Practical Utilization of the Results**

The insights generated by this study hold significant practical relevance for a range of stakeholders, notably renewable energy companies, policymakers, marketers, and community organizations. Foremost, these findings illustrate the importance of crafting strategic differentiation within green marketing campaigns. Firms can highlight local resource endowments to underline cultural or heritage-based narratives that resonate deeply with consumers (Chen et al., 2021). For example, Finland's emphasis on forest-based bioenergy demonstrates how place-specific branding not only conveys environmental responsibility but also aligns with the national ethos of sustainable forestry (Kilpeläinen, 2020).

By making similar choices, whether focusing on wind, hydropower, or geothermal, other countries and regions can accentuate their distinctive advantages, ultimately strengthening their competitive positions. Equally paramount is the need for transparent pricing structures, given

that cost remains a dominant concern for many consumers. Public confusion often arises around subsidies, feed-in tariffs, or other government incentives, which may result in the limited adoption of renewables. Companies can, therefore, more effectively communicate how these mechanisms reduce the actual costs of green energy (Ottman, 2017).

Efforts to clarify the projected long-term savings or stable energy prices, whether through promotional materials or online cost calculators, may help alleviate skepticism regarding higher upfront investments (Majeed et al., 2022). When potential buyers understand the role of subsidies or incentives, they are better positioned to weigh the full value proposition of renewables from both environmental and financial standpoints.

From the policymaking perspective of this study, there is an indication that favourable policies enhance green marketing initiatives (Ranta et al., 2020). When the costs of renewables are aligned with the prices at which they are being sold, policymakers can assist companies convey clear, believable information about affordability, minimal emissions, and other benefits for society (Chen et al., 2021).

Other policy measures may also be adopted by government bodies to promote more pass-through forms of transparency that include life-cycle carbon disclosure regulation and/or standardized eco-labels. It was agreed that such policies could enhance consumer confidence because more and more consumers apply to third parties to determine the credibility of environmental claims. The Swedish environment presents an example of this kind of policy support where regulatory measures together with specific official certifications are applied within the Nordic countries.

These results also highlight the importance of cultural adaptation for organizations interested in international market expansion. Whereas the data about emission or cost-effectiveness is global, its presentation should be culturally appropriate, in terms of language and referencing

the policy context, respectively, the location of the country in question (Ur Rahman et al., 2023).

Local environmental organizations can also enhance credibility in previously unrecognized areas for partnership (Smirnova et al., 2021). Such affiliations assure the consumer as it creates the perception that international brands also acknowledge local social and environmental realities hence making efforts to conform to likely divergent standards. Thus, the opportunity arises for Nordic energy companies to take their efficiency concept based on the resources to different countries and nations of the world and adjust the semantic and promotional discourses to the specific cultural and political context.

Besides global prospects, these findings also emphasize that engagement of communities is a key element of getting people's support. It is possible to invite people to certain buildings or to create local committees, which will help to explain to residents the practical advantages of new energy projects within the framework of employment, and the reduction of carbon dioxide emissions (Child et al., 2020). Examining the early co-developed Finland's bioenergy success stories of farmers and rural communities show that where early co-operating begins, skeptical attitudes or Not-In-My-Back-Yard (NIMBY) syndromes have no roots (Brunak et al., 2025). Through active engagement of citizens and the display of other decision-making approaches, renewable energy firms are likely to gain more trust and support from the citizens towards climate change solutions.

Lastly, there is a great significance of checking the accuracy of the data used which avoids the issues of greenwashing (Kuchinka et al., 2018). Dashboards and official databases that present the current energy generation, carbon emission cut, and supply chain give credence to the company's claims provided that they are regularly updated (Kilpeläinen, 2020). Stakeholders are more comfortable when brands can refer them to third-party audits or other types of recognition labels in support of

the language used. This synergy of narration and measurement also assures that green marketing does not turn into mere verbalization of fashion but remains a real trend of corporate responsibility.

In essence, these findings serve as a blueprint for orchestrating green marketing strategies aimed at instilling trust, capitalizing on supportive regulations, and tapping into the cultural and emotional dimensions of environmental advocacy (Majeed et al., 2022). Although some practices like localizing resource narratives may be region-specific, the wider lessons of transparent communication, stakeholder collaboration, and policy alignment echo globally (Szabo and Webster, 2021). By thoughtfully applying these insights, renewable energy stakeholders can position themselves to effectively meet growing climate challenges, expand international reach, and strengthen ties with the communities they serve. This section gives useful advice for companies, governments, and other important stakeholders.

A Finnish company should focus more on storytelling that connects forests with national identity. It should clearly show how local supply chains reduce carbon and support rural jobs. The company must explain prices by using simple messages about long-term savings. It should use tools like online cost calculators to show pricing benefits to consumers.

Firms must share updates using emission dashboards and verified certifications. They should also create partnerships with local groups to build trust with communities. Events like open-house plant visits can help explain benefits to local people. Policymakers must introduce clear eco-labels and life-cycle disclosure rules. They should also offer public funding for marketing clean energy stories. In new markets, firms must adjust language and images for each cultural group. With these steps, Finnish energy firms can grow locally and globally with more trust and success.

## 4.5 Summary of the Results

**Table 6.** Emergent Themes and Supporting Sources

<b>Theme</b>	<b>Description</b>	<b>Key Sources</b>
<b>Green Product &amp; Service Positioning</b>	Highlights how firms emphasize eco-friendly attributes (e.g., low emissions, efficient resource use). Often involves showcasing certifications and linking renewables to local heritage or national identity.	(Ranta et al., 2020); (Groening et al., 2018); (Kilpeläinen, 2020); (Ottman, 2017)
<b>Pricing and Value Proposition</b>	Examines how renewable energy companies present cost structures, including premium pricing, subsidies, and tax incentives. Focuses on framing green energy as an investment in environmental stewardship and future savings.	(Majeed et al., 2022); (Chen et al., 2021); (Ottman, 2017); (Sharif et al., 2023)
<b>Distribution Channels &amp; Place Strategies</b>	Explores how firms deliver energy to markets, reduce logistics emissions, and adopt digital platforms. Highlights cross-border grids, localized supply chains, and partnerships that minimize carbon footprints.	(Child et al., 2020); (Chen et al., 2021); (Baca and Reshidi, 2025); (Doole et al., 2019)
<b>Promotion, Branding, &amp; Communication</b>	Covers transparent storytelling, cultural narratives, social media usage, and avoidance of greenwashing. Details how firms build trust via measurable data (e.g., emission audits) and community-focused partnerships.	(Szabo and Webster, 2021); (Heiskanen et al., 2017); (Kilpeläinen, 2020); (Majeed et al., 2022)

<b>Comparative Insights &amp; Cultural Identity</b>	Highlights how Finland and other Nordic nations leverage distinctive resource endowments (e.g., forest biomass, hydropower, wind, geothermal) and cultural motifs. Emphasizes differentiation based on heritage, national pride, and policy frameworks supporting renewables.	(Ceryova et al., 2021); (Ranta et al., 2020); (Normann, 2021); (Smirnova et al., 2021)
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These conclusions underpin that Nordic countries have many similarities in terms of their approach and tactics, focusing on policy measures, openness of communication, and recognition of culture. Among these, perhaps the most curious and interesting one is Finland, which successfully introduced the concept of bioenergy based on the historical background related to forestry. Sweden, Norway, Denmark, and Iceland each have their resource strengths that strengthen their positions as leaders in the green economy. At all levels, pricing combines instant subsidies with future gains, and distribution combines domestic connections and technological promotion. Marketing is based on the concept of claiming the opposite by constantly disclosing tangible data on environmental results.

Top managers establish trusting working relationships so that unfounded greenwashing allegations are kept to a minimum. This stems from the angle of resource availability, where each nation lays claim to a specific stand concerning eco-performance.

It also established that culture refers to enhancing consumer trust, and this is in line with the fundamental green marketing theories. Altogether, Nordic renewable brands get their competitiveness from sound policies, high levels of data availability, and shared narratives. These lessons point out channels for further adaptations since the region faces emerging climate and market issues. The next chapter builds on these implications about possible research limitations and potential development

opportunities. The next chapter builds on these findings to explore research limitations and suggest future development opportunities in green marketing.

## **5. SUMMARY AND DISCUSSION**

This chapter integrates the results, theoretical perspectives, and methodological reflections presented in earlier sections to provide a consolidated view of the thesis. It revisits the original research questions, evaluates the study's execution in hindsight, compares key findings with the stated objectives, and proposes new lines of inquiry for the future. The chapter also contains personal reflections from the researcher on the process and the broader meaning of the study's outcomes, concluding with an overarching statement that synthesizes the main arguments.

By weaving together these different threads, Chapter 5 seeks to clarify the contributions of this research on green marketing strategies within Nordic renewable energy companies and to highlight the wider relevance of these findings for both academic and practical stakeholders.

### **5.1 Revisiting the Research Questions**

The present study investigated green marketing practices in the Nordic renewable energy sector, with particular emphasis on how Finnish renewable energy firms differ or align with peers in Sweden, Norway, Denmark, and Iceland. From the outset, the research was guided by three core questions: What characterizes the green marketing strategies of Finnish renewable energy companies? How do these strategies compare and contrast with those of other Nordic nations, given resource endowments and policy structures? What are the principal opportunities and challenges that Nordic energy companies face when extending green marketing to global contexts? Reflecting upon these questions in light of the data analyzed, the first query centering on the nature of green marketing in Finland has revealed that Finnish firms rely heavily on cyclical forest bioenergy sources (Ranta et al., 2020).

Finland's marketing strategies frequently invoke cultural ties to forests, emphasizing eco-synergy and rural development. Through consistent

references to local supply chains, Finnish promotional content frames forest residues and bio-based raw materials as not only sustainable but also embedded in national heritage (Kilpeläinen, 2020).

By presenting locally harvested wood waste or pulp byproducts as fuel inputs, Finnish firms showcase lower carbon footprints and highlight the reduced transportation overhead involved in short-distance logistics (Brunak et al., 2025). Moreover, these strategies are often underscored by recognized environmental certifications such as PEFC, which serve to reinforce brand authenticity. Examining corporate reports, policy documents, and publicly available marketing materials thus confirms that Finnish green marketing interweaves cultural, economic, and ecological arguments to present forest-derived bioenergy as a stable, lower-emission alternative to imported fossil fuels (Chen et al., 2021).

Turning to the second research question, the comparative lens unveils both convergences and divergences. Sweden, Norway, Denmark, and Iceland collectively share Nordic policy frameworks that reward clean-energy adoption through incentives, feed-in tariffs, or public-private partnerships. Yet each country has adopted distinct marketing narratives reflecting their primary resource endowments (Ranta et al., 2020). Sweden's brand identity, for instance, focuses on scaling large onshore and offshore wind farms, playing up a narrative of innovative leadership, advanced turbine technologies, and the possibility of exporting zero-emission electricity to neighbouring markets (Chen et al., 2021).

Norway, steeped in hydropower, leans on a heritage-based marketing approach that emphasizes consistent electricity output from reservoir management, framing hydropower as a stable, low-risk source of renewable energy (Irandoost, 2016). Meanwhile, Denmark showcases the synergy between environmentalism and engineering excellence by exporting offshore wind solutions worldwide (Ceryova et al., 2021). Iceland's geothermal resources yield a storyline of near-constant, high-temperature energy with minimal land disruption (Normann, 2021).

Finnish bioenergy thus stands out for weaving forest heritage into promotional content, while neighbours highlight other resource-driven advantages. These findings answer the comparative question by clarifying how each nation leverages unique cultural narratives and resource attributes, even as they share overarching themes like transparency, policy support, and environmental responsibility (Szabo and Webster, 2021).

The third question addresses global expansion opportunities and challenges. One salient challenge is building and maintaining trust across diverse consumer markets. Even in eco-conscious regions, consumers tend to question environmental claims unless they are backed by verifiable data (Ottman, 2017). Thus, Nordic companies need to provide transparent reporting on emissions, supply chains, and sustainability certifications. Another challenge lies in adapting marketing messages to local contexts, recognizing that what resonates in the Nordics, such as references to cultural pride in forests or progressive wind-engineering feats, may not carry the same emotional weight or policy alignment elsewhere (Child et al., 2020).

Yet, opportunities are equally apparent. As more global consumers demand cleaner energy, the advanced state of Nordic renewables, combined with supportive policies and well-tested technology, grants these firms a significant competitive edge in foreign markets (Chen et al., 2021). By blending universal appeals to climate mitigation with locally resonant narratives, Nordic companies can expand brand reach and forge strategic alliances in emerging regions seeking to transition away from high-carbon energy sources (Doole et al., 2019). Taken together, the challenges require nuance and cultural sensitivity, while the opportunities underscore the timeliness of green marketing as a global force. In summary, the three research questions have been comprehensively addressed.

Finland's forest-centric marketing model has been closely examined, revealing a cultural synergy that differentiates it from other Nordic strategies. Yet all Nordic actors share a core reliance on policy incentives, transparent sustainability claims, and resource-based narratives to engage consumers domestically and abroad. The findings thus reinforce the notion that green marketing in renewable energy is a multidimensional endeavour, blending technical detail, cultural identity, and consumer trust to achieve broad acceptance.

## **5.2 The Thesis in Retrospect: Topic, Execution, and Ethics**

This thesis focused on green marketing in Nordic renewable energy companies. It was a timely and relevant topic. Climate change is a growing concern across the world today. Many people want to support clean energy. But they also want clear and honest communication from companies. That is where green marketing plays an important role. This study helped to explore how companies in the Nordic region use green marketing. It also looked at how culture and local resources shape the message.

The research topic was helpful for students, businesses, and policymakers. It explained how clean energy can be promoted better. It also showed how people can connect with green goals. Marketing is not just about selling a product. It is about building trust and sharing values. This study supported that idea strongly. It helped to connect green values with consumer awareness. It also added to the field of sustainability communication.

The study used a qualitative method. This approach helped to explore deeper meanings. It made it possible to study patterns in company messages. Thematic content analysis was used for this purpose. It involved reading many documents and finding key ideas. These ideas were then grouped into clear themes. These themes were based on the marketing mix. That includes product, price, place, and promotion. The method

helped to organize the data well. It also allowed comparisons between different countries. The documents used in the study were from trusted sources. They included peer-reviewed journals, policy reports, and corporate publications. This helped to improve the reliability of the findings. Blogs, ads, and personal websites were not used. That decision kept the data focused and professional.

Triangulation was used to check facts from different sources. If two or more sources said the same thing, it added trust. This process helped to make the study more valid. Ethics was also an important part of the research. No people were interviewed or surveyed. That means the study did not need consent forms or privacy rules. All data used was available to the public. Every source was named and cited clearly. This avoided copying or misuse of ideas. When quotes were used, they were marked properly. When ideas were rewritten, the source was still named. This showed respect for all authors and their work. The ethics of the study were handled with care. There was no use of private or secret data. There was no risk of harm to any person. The study followed academic standards in every way. That made the work clean, fair, and honest. Ethics helped to support the trustworthiness of the results.

However, one part could have been stronger. The study used only secondary data. That was good for understanding the messages used in public. But it did not include personal opinions or reactions. Interviews with consumers could have added new insight. They could have shown how people respond to green messages. That would have made the results more complete. Future studies could use both types of data. That would create a more balanced picture. Overall, this study was successful and well-designed.

### **5.3 Comparison of Results with Initial Objectives**

From the beginning, this thesis set out three overarching objectives, each designed to shed light on how renewable energy companies in Finland and the broader Nordic region employ green marketing. First, the study sought to uncover the specific features of Finnish green marketing strategies, particularly in the context of renewable energy. Second, it aimed to compare Finland's approach with those of neighboring Nordic countries Sweden, Norway, Denmark, and Iceland to identify where practices converge or diverge.

Finally, the research intended to extract broader lessons for both local and global stakeholders, illuminating how green marketing can be refined and adapted in diverse policy and cultural settings. When reviewing these findings, what is evident is that all these three objectives have been realized to a very large extent through the method of qualitative content analysis, and comparative perspective used in chapters 2 to 4 of the study.

Firstly, the main research question, focusing on Finnish green marketing, appeared active in the data. The focus on forest bioenergy is therefore the central cultural exhibit in the Finnish script (Ranta et al., 2020). Through the analysis of the reports, websites, and policies of the Finnish firms, it became clear how these themes are incorporated into the corporate policies as cyclical forestry, cultural identity, and local empowerment (Kilpeläinen, 2020). Unlike the global abstract appeals to renewable energy that may just include clichés of decreasing carbon emissions, the Finnish ones link national identity to the concept of heritage, appealing to international certificates like PEFC.

This strategy is rather close to the hearts of Finns since forests are widely considered traditions and pride of the nation. Moreover, the idea of short-haul logistics and the region by resource interest also emphasizes that bioenergy can contribute to rural development and the mitigation of emissions levels at the same time (Brunak et al., 2025). The

other argument that gives more legitimacy to the Finnish green branding claim that their feedstock originates from local wood residues or pulp byproducts means that the first goal of shedding light on the contours of Finnish green marketing is well achieved.

The second objective involving comparison with Sweden, Norway, Denmark, and Iceland was crucial for contextualizing Finland's strategies within a broader Nordic milieu. While Finland stands out for its forest-based model, the research identified parallel commitments to sustainability, transparency, and innovation across the region (Chen et al., 2021). Sweden, for instance, has built a global reputation for extensive onshore and offshore wind projects, often highlighting cutting-edge turbine designs and the scalability of wind capacity.

Norway takes a different tack, presenting hydropower as a stable, historically proven source, often referencing decades of reservoir management and consistent output (Irandoost, 2016). Denmark's story is one of wind engineering leadership, positioning the country not just as a user of renewables but also as an exporter of offshore turbine solutions (Ceryova et al., 2021). Meanwhile, Iceland leverages geothermal resources, framing them as a near-constant source of heat and electricity, with a minimal land footprint (Normann, 2021). Examining these varied approaches confirmed that, despite common policy frameworks and generally high levels of environmental awareness, each country's marketing reflects distinct resource endowments and cultural motifs (Szabo and Webster, 2021). The comparison thus reinforces the claim that green marketing is never a one-size-fits-all endeavor rather, it must speak to local realities while also connecting with global environmental aspirations.

Turning to the third and final objective providing broader lessons for stakeholders it becomes evident that the research sheds light on how local resources, policy incentives, and cultural narratives can be harmo-

nized to build trust and acceptance (Ottman, 2017). Marketers and policymakers, both in the Nordics and beyond, can glean insights on how to better present cost structures, highlight verifiable emission reductions, and craft emotional ties to national identities or traditions (Majeed et al., 2022). For example, the study shows that a premium pricing model can still be acceptable to consumers if it is transparently justified through long-term savings, local community benefits, or robust third-party certifications (Chygryn et al., 2024).

Additionally, by featuring success stories such as how Finnish bioenergy supports rural economies or how Danish wind exports sustain global partnerships companies can project a sense of shared purpose that resonates with increasingly eco-conscious international audiences (Chen et al., 2021). Crucially, the research also warns of the importance of ongoing transparency. Communicating credible data, establishing open channels for consumer interaction, and maintaining alignment with supportive environmental policies remain essential for building lasting brand loyalty in the renewable sector (Szabo and Webster, 2021).

This section clearly shows that all the study's objectives have been successfully met. Each goal was supported by detailed findings using content analysis and comparative methods. However, adding unexpected findings would make the analysis more insightful and complete. One unexpected point was the strong emotional link between forestry and Finnish identity. This deep connection shaped how companies communicate with local and global audiences.

Another surprise was how each Nordic country used its resource strength uniquely. For example, Iceland's geothermal story was much stronger than expected. A challenge was the limited access to internal marketing data from some companies. This made it harder to confirm all claims with direct evidence. It also highlighted the need for more transparent reporting in the renewable energy sector. Including these insights would strengthen the study's critical value. Overall, this section is strong, but it could benefit from more reflection on limitations.

#### **5.4 Emergence of New Questions and Areas for Future Research**

This study answered many important questions. It gave useful ideas about green marketing in Nordic countries. However, some new questions also came up during the research. These new questions were not part of the first plan. Still, they can help guide future research in this area. One new question is about how people feel about green energy in daily life. This study looked at company messages, not customer views. It is used to report, not interviews or surveys. Future studies can ask people what they think about these green messages. They can ask if people trust the words used in ads and websites. This will help to see if green marketing works or not.

Another question is about greenwashing. This is when firms say they are green, but they are not. Some companies use nice words, but they do not show real actions. This can break the trust of the people. Many people now want proof, not just promises (Szabo and Webster, 2021). Future research can check how often this happens in Nordic countries. It can also check how people react when they feel lied to. The third question is about young people. Young people often care about the planet and climate change. They are also active on social media. Future work can study how they see green energy brands. Do they like the messages or not? Do they check the facts behind the words? This could help firms plan better ways to reach younger buyers.

One more question is about global buyers. Nordic firms want to sell green energy in many countries. But different places have different cultures and ideas. What works in Finland may not work in Asia or Africa. So, future studies can look at global buyers. They can study how green messages must change in each market. This will help brands avoid mistakes and build trust across borders (Doole et al., 2019). There are also some gaps in the method used in this study. The study used only secondary data. It worked well for this project. However, it did not include new interviews or surveys. Future research can add primary data to

make the study deeper. Talking to customers or managers can give clearer answers.

Another area for future work is green energy policy. This study looked at how firms use marketing. However, it did not focus much on laws or rules. Laws can help or stop green marketing in many ways. Some rules make it easy to go green. Others may block some marketing tools. A study that links policy and marketing could be very useful. Future work can also look at cost and profit. This study did not focus much on money. But firms need to earn while being green. A new study could explore how green marketing helps sales and income. It could check if green brands sell more than others.

Another idea is to study failed campaigns. Some green marketing efforts do not work. These cases are also important. Future work can look at why some plans failed. Was the message wrong? Was the trust broken? Was the product too costly? These answers can help others learn and do better. This study was done from 2016 to 2025. A future study can look at new years ahead. It can track changes in marketing as laws, tools, and buyer needs shift. Green marketing is not fixed. It keeps growing with time and new ideas.

This section highlights many useful directions for future green marketing research. The new questions reflect real gaps and show a deep understanding of the topic. One strong idea is to study customer views using interviews or surveys. This would help test if green marketing messages build trust or not. Another key point is to explore how often greenwashing happens in Nordic countries. It would also be useful to check how people respond when trust is broken. Studying young buyers is another good idea, especially their actions on social media. Future work can also compare different cultures by focusing on global customers. Researchers can use interviews in Asia, Africa, or Latin America.

Another useful method is to study failed green campaigns and find out why they failed. Adding primary data like surveys or manager interviews

can improve future studies. Research can also explore how green policies help or limit marketing success across countries. To sum up, there are many ways to grow this research. Customer views, youth actions, global markets, and failed plans all matter. Laws, money, and new tools can also shape future work. These new questions will help keep this topic active and useful. Research must keep moving with the world. That way, green marketing can keep helping people and the planet.

### **5.5 Personal Reflections and Perspectives**

This study helped us learn many valuable things about green marketing. It was not just facts or numbers but also about values and real choices. We now see green marketing as more than only advertising and promotion. It is about trust, action, and responsibility in every message and claim. Companies must be honest and do what they promise in their campaigns. Without action, good words lose meaning, and people stop believing them.

Trust is something built slowly with proof and clear communication. We also saw that culture plays a very important role in green marketing. What works in Finland may not work in Iceland or Denmark. Every place has its views and values about nature and business. That is why green messages must match the local culture and way of life. We also learned that honesty is key to strong green branding. If companies pretend to be green without proof, it is called greenwashing. This creates doubt and can damage trust for all brands.

This study helped us grow as students and researchers. We improved our reading, writing, and thinking skills through real research work. We learned how to use sources, give credit, and follow ethical rules. We also learned to find themes and use frameworks like the four Ps and the triple bottom line. These tools helped us see how green marketing works in real settings. The project was challenging but also very rewarding for both of us. It gave us ideas for future research and helped us feel more

confident. We now want to learn more and share what we know with others. We hope this study will also help companies, policymakers, and other students. Our main hope is that it supports green action and builds a safer, better world.

## **5.6 Concluding Remarks**

Concluding this chapter and, indeed, this thesis underscores the multifaceted nature of green marketing in the Nordic renewable energy sphere. The research set out to examine how Finnish renewable energy companies approach marketing and how their strategies compare with those of Sweden, Norway, Denmark, and Iceland. Utilizing a qualitative, interpretivism framework allowed for an in-depth reading of official documents, academic reports, and policy materials. The findings highlight cross-cutting themes, such as policy support, transparent communication, cultural resonance, and country-specific resource narratives that shape branding approaches (Chen et al., 2021).

In the final analysis, Finnish bioenergy marketing stands out for leveraging forest-based resources that carry a strong cultural and local economic dimension (Kilpeläinen, 2020). Sweden's large-scale wind expansions, Norway's established hydropower, Denmark's wind-engineering exports, and Iceland's geothermal advantage each present distinctive marketing identities. Despite resource differences, however, these nations converge in their reliance on authenticity, verifiable data, and robust government backing as pillars of consumer trust (Szabo and Webster, 2021).

The synergy between policy and cultural identity emerges as a critical factor: effective green marketing in the Nordics routinely merges national heritage, transparent emissions data, and incentives that offset initial costs. Contributions to broader theoretical discourse include reinforcing the relevance of the green 4Ps framework product, price, place,

and promotion augmented by the triple bottom line perspective to ensure that marketing speaks equally to environmental, economic, and social values (Lerman et al., 2021). Additionally, the study's interpretivism angle reveals how brand narratives are co-constructed with local communities, governments, and global environmental movements, highlighting the importance of trust-based, culturally aligned communication (Maher and Dertadian, 2018). Such insights could guide renewable energy firms worldwide, suggesting that local heritage can serve as a powerful differentiator, provided it is coupled with rigorous data on sustainability performance (Szabo and Webster, 2021).

The policy implications range from policy clarification, enhanced regulation, and provision of steadfast support to labeling requirements at the industrial level alongside deeper partnerships with NGOs, implementation of ICT solutions, and development of relevant culturally sensitive messages (Doole et al., 2019). It should, of course, be noted that it is possible to scale most of these models globally, and the conditions to achieve them may not be so far out of reach for the Nordics. Some areas may not have clear or established policies or awareness of ecosystems, thus requiring simpler and more basic campaigns than the calls for circular forests and technological advancements such as wind solutions (Brunak et al. 2025). As such, adaptation remains key.

In totality, it has provided the answers to its core research questions; and at the same time, has raised anticipated future research questions concerning the ways other smaller renewable companies fashioning their marketing strategies, interfaces, and storytelling modes of consumer engagement in a digital data dashboard; and the nature and form of narrative branding beyond esoteric environmentalism (Sharif et al., 2023). It will be seen that the interconnectedness between green marketing, resource specificity, and cultural identity is open for further study and analysis, which is healthier than simply responding to climate change factors since the academic discussion is vibrant with trendy research.

In conclusion, the thesis aims at shedding light on the way forward towards sustainability as a concept that is not mere lip service, but a bona fide quest of the scholar and practitioner to incorporate the idea of sustainability into development in its totality as an objective that respects the communities' values, policy frameworks and authenticities. Future researchers can explore consumer reactions in different regions, while businesses can use these insights to craft culturally aware, transparent green campaigns that build lasting trust. Applying these lessons will support global sustainability goals and help firms align marketing strategies with ethical standards, local values, and environmental priorities.

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