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# **IMPACT OF GREEN MARKETING ON THE EXPORT OF ECUADORIAN ORGANIC PRODUCTS**

Project prior to obtaining a Bachelor's Degree in International  
Studies

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To my grandmother, Lucia, my second mother. A true warrior and a loving soul who has taught me to always believe in myself; her teachings and love are present in every step I take in my life.

To my mother, Judy, an eternal source of love and my greatest example of perseverance. You are my guiding light in the storm; all that I am and all I will become is thanks to the wonderful woman you are. I hope one day

I can repay all that you have done for me. This work, Mom, belongs to you as much as it does to me.

To my Papis, my eternal companion through every sleepless night, who has shown me that love is expressed through actions.

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## **Impact on green marketing on the export of Ecuadorian organic products**

### **ABSTRACT**

This research work explores the impact of green marketing on the export of Ecuadorian organic products during 2019-2023 period, based on the current green marketing and responsible consumption to identify green strategies that influence the competitiveness of companies. Using a mixed methodology with the analysis of statistical data and semi structured interviews, practices such as environmental certifications, environmental storytelling and circular economy have improved the positing of Ecuadorian products. The findings suggest that through the application of these strategies, green marketing not only modernizes the commercial image of companies but also provides added value to consolidate Ecuadorian products as an export reference, however, there are still limitations such as lack of knowledge of the subject and application costs.

**Key words:** Business, Consumer, Export, Green marketing, Greenwashing, Organic products

## **Impacto del marketing verde en la exportación de productos orgánicos ecuatorianos**

### **RESUMEN**

El presente trabajo de investigación explora el impacto del marketing verde en la exportación de productos orgánicos ecuatorianos durante el periodo 2019-2023, fundamentándose en la corriente del marketing verde y el consumo responsable para identificar estrategias verdes que influyen en la competitividad de las empresas. Mediante una metodología mixta con el análisis de datos estadísticos y entrevistas semiestructuradas se determinaron prácticas como certificaciones ambientales, storytelling ambiental y economía circular han mejorado el posicionamiento de los productos ecuatorianos. Los hallazgos sugieren que mediante la aplicación de estas estrategias el marketing verde no solo moderniza la imagen comercial de las empresas, sino que les brinda valor agregado para consolidar los productos ecuatorianos como un referente de exportación, sin embargo, aún existen limitaciones como el desconocimiento del tema y costos de aplicación.

**Palabras clave:** Consumidor, Empresa, Exportación, Greenwashing, Marketing verde, Productos orgánicos

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# **IMPACT OF GREEN MARKETING ON THE EXPORT OF ECUADORIAN ORGANIC PRODUCTS**

## **Introduction**

In recent years, the environmental crisis has led to a shift in production and consumption models, paving the way for new approaches to business management based on green principles. Green marketing has emerged as a strategy for companies seeking to position themselves in demanding markets where respect for the environment and consumers is highly valued. As stated by the American Marketing Association, green marketing involves the development and promotion of products that have minimal negative impact on the environment, with the aim of enhancing the quality of what is offered throughout the process (García, 2019). Companies in Ecuador and around the world are adopting this perspective as a response to environmental concerns, integrating it into their business strategies. They focus not only on sustainable business practices but also on ethically communicating the value of their products.

Ecuador, with its rich biodiversity and favorable climatic conditions, has a comparative advantage in the export of Ecuadorian organic products. These products are cultivated without chemicals and follow a clean packaging process. Globalization has transformed consumption habits, and alongside the rise in environmental awareness, a new type of consumer has emerged: the green consumer, who takes environmental concerns into account when making purchasing decisions and avoids products that do not promote sustainability (Alonso et al. 2023). Thus, companies will not only produce organically but will also effectively communicate these strategies to their potential customers.

The purpose of this research is to analyze the impact of green marketing on the export of Ecuadorian organic products during the period 2019–2023, in order to identify the opportunities companies may have to enhance their competitiveness in international markets. To this end, the study aims to evaluate the green marketing strategies implemented by Ecuadorian companies exporting organic products, taking into account the factors that either limit or strengthen their competitiveness. Likewise, recommendations will be proposed to improve the use of green marketing as a tool for differentiation in international markets.



This study is structured into four chapters. The first chapter presents the theoretical framework, explaining key concepts such as green marketing, green consumers, corporate social responsibility, greenwashing, and fair trade. It also includes a literature review that contextualizes these concepts within the Ecuadorian setting. Chapter two analyzes the evolution of organic product exports between 2019 and 2023, focusing on export volumes in FOB value and tons, along with a detailed breakdown by subheadings of the most exported organic products. Chapter three explores the green marketing strategies implemented by Ecuadorian companies, based on interviews with experts. Finally, chapter four analyzes the impact of green marketing from various perspectives; economic, environmental, consumer, and exporter, to provide a more comprehensive understanding of its effects in international markets.

The methodology used in this study is mixed, with a descriptive approach, aiming to analyze the green marketing strategies implemented by Ecuadorian companies exporting organic products. Primary sources are based on semi-structured interviews conducted with marketing experts and organic product exporters. On the other hand, secondary sources include export reports, statistical data, and academic publications to support the research. The collected data are subject to quantitative and documentary analysis to identify trends that facilitate the understanding of green marketing in the international context of organic product offerings

In summary, this study is based on the need to understand how green marketing can contribute to the positioning of Ecuadorian organic products in more demanding global markets. Through a theoretical approach, statistical analysis, and interviews, it aims to provide a comprehensive view of the opportunities and challenges Ecuadorian companies face when implementing green marketing strategies. This perspective not only highlights the commercial benefits of such strategies but also sets a precedent for future studies on the subject, given the growing momentum of sustainability.

# **CHAPTER 1**

## **THEORETICAL FOUNDATION: THEORETICAL FRAMEWORK AND STATE OF ART**

### **1.1 Theoretical framework**

#### **1.1.1 Green marketing**

According to Polonsky (1994), green marketing involves all proposed activities aimed at generating exchanges intended to satisfy human needs in such a way that this satisfaction results in minimal negative impact on the environment. It includes the protection of the natural environment by attempting to minimize the negative effects of the exchange of goods or services on it; thus, green marketing encompasses a range of activities such as product modification, changes in the production process, as well as adjustments to advertising.

In this context, the concept of green marketing emerged in the early 1990s. It is focused on promoting the consumption of environmentally friendly products, as well as understanding buyers, their purchasing habits, and customs. However, green marketing must reflect consistent practices within the corporate strategies managed by companies. Moreover, it is based on the assumption that consumers desire a cleaner environment and, therefore, will be willing to pay for it, as they are not only purchasing a product, but the entire set of processes involved—thus becoming a fundamental basis for creating a comprehensive experience for consumers (Aguilar, 2016).

From the perspective of Véliz & Freire (2019), green marketing is a tactic used by companies seeking to reduce environmental impact; it also arises as a response to the environmental degradation caused by industrial growth. It is implemented through sustainable practices in the production process, the commercialization of products, the use of recyclable materials, biodegradable packaging, and more. It is important to emphasize that it differs from traditional marketing, as its aim is not only to increase sales but also to promote environmental responsibility among companies and consumers.

#### **1.1.2 Greenwashing**

Another highly relevant concept is greenwashing, which is considered an advertising strategy used by international organizations, companies, and other actors. Green marketing is misleadingly employed to create false perceptions about a product or service in order to generate benefits by making consumers believe they are environmentally friendly when they

are not. This practice distorts the trust consumers have in the products or services they use, due to the manipulation of their actual environmental perception (Galletti, 2022).

According to Canales (2018), the term greenwashing was coined in the 1990s and refers to the form of ecological concealment used by some organizations to deceive consumers with the ultimate goal of improving their reputation. This concealment practice not only affects public perception but is also linked to green marketing, as it hinders its progress by harming the growth of companies through the weakening of environmentally conscious purchasing intentions among consumers. It has been the subject of criticism for discouraging the development of products or services that aim to be sustainable.

### **1.1.3 Organic products**

From the perspective of Toledo (2018), organic products are food items obtained without the use of chemical substances such as pesticides or synthetic fertilizers, and they are recognized for the application of such techniques. Additionally, their production represents a shift away from traditional agriculture as a rejection of modern agricultural practices. Studies on the consumption of organic products include psychographic variables as determinants, which are internal to individuals; these variables encompass aspects related to people's values and beliefs.

### **1.1.4 Exportation**

As Torres (2005) points out, exportation is one of the fundamental activities within foreign trade and is understood as the result of actions aimed at obtaining benefits from the sale of products, whether tangible or intangible—in international markets. In this way, it contributes to the economic growth of countries as they gain access to foreign markets. For this reason, in order to carry out an export, it is necessary to identify customers whose needs—whether currently met or not—can be satisfied by the company.

### **1.1.5 Fair trade**

According to Socías & Doblas (2005), fair trade began in the late 1940s in the United States, led by the organization Ten Thousand Villages. This concept, also known as “alternative trade,” represents a commercial relationship based on dialogue, respect, and transparency, and it seeks greater equity in international trade. Unlike traditional trade, it guarantees the fulfillment of the rights of both workers and producers. As a result, there are organizations that adopt this commitment to serve as support channels for local producers, providing them with access to greater employment opportunities.

Another perspective is offered by Chiang (2011), who understands fair trade as a practice that takes place in less developed countries and seeks to support organizations with greater female participation, thereby promoting inclusion. Based on this, it aims to create a commercial relationship grounded in dialogue and respect, in order to achieve greater equity in global trade. Fair trade is considered a partnership that fosters long-term sustainable development by strengthening the capacities of producers who were once excluded.

#### **1.1.6 Green consumer**

Nowadays, concern about the harmful effects on nature is increasing, and with it a new type of consumer emerges. Crespo & Soria de Mesa (2019) point out that it is difficult to clearly define the characteristics of the green consumer, as products often face challenges in being completely eco-friendly, and people themselves cannot always act sustainably. However, according to Rivero (2001), a green consumer is someone who consciously guides their decisions based on ecological criteria—that is, they maintain environmental concern when making purchases, which is determined by their level of knowledge on the subject.

The green or eco-conscious consumer is a type of consumer who is aware of environmental damage and, therefore, is concerned about it. As a result, this environmental unease has increasingly influenced purchasing decisions, leading consumers to shift their preferences toward more environmentally sustainable products. This type of consumer has established a direct connection with companies, motivating them to improve their production chains by offering products that are less harmful to the environment (Rivero, 2001, as cited in Crespo & Soria de Mesa, 2019).

#### **1.1.7 Corporate social responsibility**

According to Camarán et al. (2019), corporate social responsibility (CSR) arises when a company guides its actions to comply with previously established policies in order to respect the rights of its employees and promote transparency and good corporate governance. In this way, CSR seeks to generate a commitment within companies to integrate environmental respect along with social responsibility, taking into account economic impacts and the social mission they aim to represent and communicate to society. This concept is rooted in sustainability and ethical decision-making in the short, medium, and long term.

From another perspective, the concept dates back many years, referring to its emergence in the 1980s. The term refers to the responsibilities of companies to implement

policies, make decisions, or follow lines of action that are most favorable for achieving previously set objectives, where the social nature of an economic activity holds the company accountable for seeking the common good of the society in which its productive activities take place. Corporate social responsibility represents a commitment by organizations dedicated to social, environmental, and economic causes (Niño-Benavides & Cortés, 2018).

## **1.2 State of Art**

Correa et al. (2021) in their research state that ecological practices in hypermarkets in Ecuador have yielded favorable results. By focusing on actions such as the use of biodegradable bags and the promotion of eco-friendly products, these actions are seen by customers as a commitment to sustainability, which helps companies stand out in both national and international markets. When linked to green marketing, it is expected that companies will strengthen their green image by using campaigns to raise awareness and create consciousness among their consumers. This will enable them to enhance the use of green marketing and strengthen their position in the market, contributing to a positive transformation in society.

According to Chica & Zaldumbide (2021), the green approach has not only gained acceptance in recent years but has also strengthened the competitiveness of products in the local market, as the implementation of a green market increases environmental awareness among people. Additionally, there are still barriers in costs that hinder its promotion; many merchants are unaware of the benefits it could bring to trade, creating a conflict in the purchasing decision between conventional and sustainable products. To enhance the application of green markets in Ecuador, institutional support needs to be fostered and feasible economic policies should be developed.

Currently, small and medium-sized enterprises (SMEs) are focusing on green marketing as a key tool. Having a green label has become a value-added asset for companies. Certifications allow products from Latin American companies to position themselves as environmentally friendly options, increasing their competitiveness as the adoption of green labels enables SMEs to establish trust-based relationships with their customers. Green marketing aims not only to generate environmental benefits but also economic ones, as it reduces production costs and improves brand image (Castañeda, 2019).

The Rainforest Alliance certification is a strategy applied by Ecuadorian export companies in the international market to enhance products such as cocoa, flowers, and

bananas. Through this certification, companies gain a quality distinction by standing out in the international market, which has increased their credibility and production. Additionally, they have been able to expand their access to credit. As a result, in 2020, the certification benefited sectors such as bananas and cocoa, which experienced a 53% growth in production and international sales (Moncada et al. 2021).

According to Soriano & Alarcón (2022), greenwashing has increased in the past two decades, causing concern as it represents a systemic issue in the ways companies choose to communicate their business practices. There is a significant disconnection between the information companies present to the public and their actual business activities, which erodes institutional credibility. However, international organizations have been created to develop regulatory frameworks that allow institutions to verify their activities and strengthen the legitimacy of green marketing.

The current demand for organic products reflects a shift in consumer preferences in society. Gallego (2020), emphasizes the importance of fostering direct interaction with farmers, allowing people to understand the process through which their products reach the table, valuing them even if they do not carry official certifications. This type of relationship promotes the local economy, as people are willing to pay higher prices for products, they consider sustainable. In alignment with green marketing, individuals demonstrate their preference to support organic producers, driven by their concern for environmental harm.

With the COVID-19 pandemic the consumption of organic products has gained momentum due to an increasing concern for health. Analyzing the consumption of these products reveals greater interest among millennials, as they focus on adopting sustainable habits and environmental consciousness in their daily diets, becoming more aware of the products they consume. However, there are barriers that could limit the consumption of these products, including the lack of sufficient financial resources and the scarcity of points of sale. These barriers could open opportunities for companies to use green marketing as a potential tool (Carrión et al. 2024).

Calderón (2023), highlights the relevance of the Japanese Agricultural Standards (JAS) certification for the export of Ecuadorian bananas from the province of El Oro. This certification will allow farmers to access demanding international markets such as Japan. Although Ecuador is the largest exporter of bananas, most of this product is directed toward the European Union and the United States. As a result, only 4.5% of the associations in El

Oro hold the JAS certification. Therefore, it is expected that by applying for the certification, producers will be able to diversify their sales and reduce their dependence on traditional export destinations.

Currently, with the increasing demand for organic agricultural products, having an organic certification provides a strategic element to strengthen the competitiveness of companies. Molina (2024), mentions that implementing an organic certification not only helps increase quality standards but also generates a competitive advantage in a market that increasingly prioritizes responsible production. Holding these certifications is a great opportunity for companies; however, their high cost creates obstacles for small producers. For this reason, state financing is recommended, including cooperation strategies to reduce costs.

The Fair-Trade certification is an essential tool for export companies, as it aims to promote fair trade by prioritizing the well-being of farmers. Companies such as Paccari, Fapecafes, and AsoGuabo have gained international recognition thanks to the implementation of fair-trade practices. In the specific case of Paccari, it has enhanced its international competitiveness through the adoption of this certification. As a result, in 2021, the company experienced a 20% increase in its revenue in Spain, which allowed it to establish itself as a leading brand in organic chocolates and the promotion of fair trade (Espinoza et al. 2023).

According to Jiménez et al (2024), in their article “Sustainable Logistics Operations: An Innovative Approach to Regional Development,” they discuss the sustainable strategies implemented by a banana company in Colombia, which has integrated innovative practices aimed at reducing its environmental impact and improving its operational processes. The company has made this transformation by using biodegradable packaging, green technologies, optimizing transportation routes to reduce carbon emissions, and collaborating with sustainable suppliers to improve its supply chain and strengthen its position in demanding international markets such as Sweden.

In Ecuador, banana production is one of the main economic activities; however, it is also one of the most debated due to the environmental impact caused by the use of agrochemicals and deforestation in the production process. As a result, corporate social responsibility (CSR) plays a crucial role in the banana industry. Measures are proposed to address pest management, the proper use of water and energy, and the conservation of natural

areas. One of the challenges of these practices is the high cost of certification, as it is necessary to generate a transformation toward a sustainable vision, balancing profitability with environmental conservation (Juca et al. 2023).

Green marketing proves to be a fundamental strategy for both foreign and retail trade. Villavicencio & Maldonado (2022) analyze the ecological practices implemented by two hypermarket chains in Ecuador, highlighting strategies such as commitment to ethical suppliers, differentiation of sustainable products, plastic reduction, installation of eco-friendly checkout counters, staff training, and the use of sustainable merchandising through digital commerce. Although green marketing has had a greater impact on society, there are still deficiencies in the retail sector, which is why it is necessary to strengthen environmental education among the population.

GLOBAL GAP certification began in 1997 under the name of EUREGAP, which was encouraged by European retailers concerned about food safety. Thanks to its diffusion, in 2007 it changed its name to GLOBAL GAP, becoming an important authentication at international level. (Nivelo et al. 2020) emphasizes that this certification establishes requirements that seek to promote food safety, pest management, environmental care, animal health and the welfare of workers under the control of accredited auditors; in addition, its structure is based on the Integrated Farm Assurance (IFA) that regulates the stages of the production process until the delivery of the product. GLOBAL GAP has become a key element for products from different parts of the world to access new markets and satisfy more demanding consumer needs.

According to Hashim et al. (2022), Halal certification originates from Islam, establishing that Muslims must eat halal products, those authorized by Islamic law. Foods considered Halal are those that do not contain alcohol, pork, come from animals slaughtered according to the Islamic rite and are processed without being contaminated with impure substances. This certification analyzes the entire production process until the company obtains the food. Having this certification, in addition to the religious impact, it generates that companies improve their processes so that they are hygienic for consumption, guarantee the cleanliness of their equipment and the traceability of their products. With the Halal certification, constant audits are obtained which allows access to global Muslim markets.



## **CHAPTER 2**

# **EVOLUTION OF ECUADORIAN EXPORTS: 2019-2023 PERIOD**

This analysis of Ecuadorian organic product exports during the 2019-2023 period identifies key trends related to green marketing strategies used by Ecuadorian companies.

To conduct this study, both primary and secondary sources will be used. Primary sources include semi-structured interviews with exporters of organic products and experts in marketing and foreign trade. The objective is to identify effective strategies for the proper application of green marketing in Ecuadorian organic exporting companies. Secondary sources include foreign trade reports and statistics from the Central Bank of Ecuador and Trade Map to analyze the international presence of Ecuadorian organic products. Additionally, scientific articles and academic publications on green marketing, green certifications, and sustainability in foreign trade will be consulted.

### **2.1 Data Collection Techniques**

First, a documentary analysis was conducted based on the collection and review of statistical reports and academic documents on Ecuadorian organic product exports, emphasizing the impact of environmental certifications. In this area, green marketing strategies used by Ecuadorian companies were identified, allowing comparisons with practices in other countries.

Additionally, semi-structured interviews were conducted with a flexible script to delve into essential topics such as challenges faced by companies when implementing green marketing in their exports, strategies used, and opportunities discovered when seeking to enter new international markets. The interviews were recorded with prior authorization and later transcribed for analysis.

### **2.2 Data Analysis Techniques**

The data analysis used both qualitative and quantitative methods to achieve a comprehensive understanding of the information.

Based on data from the Central Bank of Ecuador and Trade Map, a matrix was developed to track the evolution of exports between 2019 and 2023, aiming to analyze the growth of Ecuadorian organic exports in terms of FOB value and volume. This information

also helped identify trends in international demand and the impact of applying green certifications to Ecuadorian organic products.

Furthermore, the information gathered from the semi-structured interviews helped identify strategies and perceptions companies have regarding the future of Ecuadorian organic exports. The interviews explored various themes such as green marketing strategies and implementation barriers and were cross-referenced with academic literature on these topics.

## **2.3 Informed Consent**

Before conducting the interviews, it was essential to establish an informed consent process with participants. Although the objectives were clearly communicated, it was necessary to ensure that interviewees understood their role in the research. Informed consent secured authorization to share information during the interviews and granted participants autonomy to decide on their involvement. It also ensured that the information obtained would be used responsibly for analyzing the impact of green marketing on the export of Ecuadorian organic products and for generating future recommendations.

## **2.4 Organic products to be analyzed**

Based on a search in the Central Bank of Ecuador database, the products selected for this study include fruits, coffee, tea, yerba mate, spices, vegetables, oats, corn, milling products, industrial or medicinal plants, seeds, bamboo, among others. These represent a key segment of Ecuador's agro-export offering, as they align with responsible consumption trends and positively impact production chains.

The selection criteria for these products were based on their established international presence. Additionally, they illustrate the diversity of Ecuadorian production, which enables an analysis of how green marketing strategies affect various agricultural sectors and how these sectors can benefit from such strategies. Including products like bamboo and medicinal or industrial plants highlights the need to diversify the export offering toward emerging sectors and more demanding markets, showcasing the wide range of products available in Ecuador.

**Table 1***Nomenclature for the designation and coding of Ecuadorian goods*

Subheading	Product Description
07	Vegetables, plants, edible roots and tubers
08	Fruits, edible fruits and peels
09	Coffee, tea, yerba mate and spices
10 04 y 10 05	Corn and Oats
11	Milling products, malt, starch, inulin, wheat gluten
12	Oilseeds, miscellaneous seeds and fruits, industrial or medicinal plants, straw and fodder
14 01	Bamboo

Note: Table showing the subheadings of Ecuadorian organic export products between 2019-2023.

Source: Data from Central Bank of Ecuador (2025)

## 2.5 Exports of Ecuadorian Organic Products in Tons

Table 2 presents the export volume in tons of the products selected for this study. Overall, the highest export peak occurred in 2020, with 8.88 million tons. However, since then, a gradual decline is observed, closing 2023 with 7.99 million tons.

Analyzing the subheadings, vegetables, roots, and tubers (Products 07) maintained a growth trend, reaching their highest peak in 2023 with 189,136 tons. This suggests an established international consolidation. On the other hand, fruits, edible fruits, and peels (08) recorded a decline, with their lowest point at 7,782,593.41 tons in 2023. These abrupt variations reflect changes in international demand, which demand greater dedication from Ecuadorian companies.

**Table 2***Organic Product Exports in Tons*

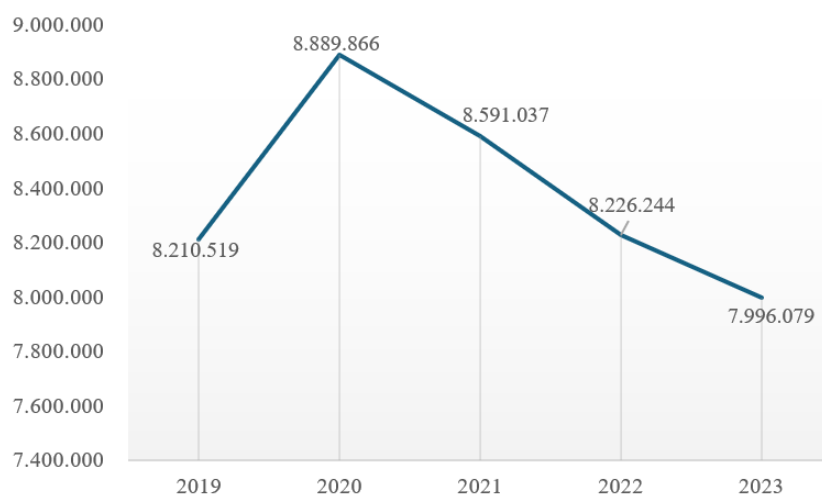
Subheading of Organics Products	2019	2020	2021	2022	2023
Products 07	163.596	174.839	172.351	179.737	189.136
Products 08	8.000.084	8.671.427	8.385.156	8.016.773	7.782.593
Products 09	7.804	10.492	8.949	9.824	6.894
Products 10 04 corn & 10 05 oats	5.786	11	5.143	52	526
Products 11	4.850	4.875	5.322	7.003	7.593
Products 12	21.693	18.985	747	758	1.526
Products 14 01- Bamboo	6.702	9.235	13.367	12.094	7.808
<b>Total in tons</b>	<b>8.210.519</b>	<b>8.889.866</b>	<b>8.591.037</b>	<b>8.226.244</b>	<b>7.996.079</b>

Note: Table showing total organic product exports in tons between 2019-2023

Source: Data from the Central Bank of Ecuador (2025)

Figure 1 provides a clearer visual representation of export trends in tons for the years analyzed. The year 2020 saw an increase in exports, peaking at 8.88 million tons, possibly due to the rise in sustainable consumption and the need to improve consumers' quality of life. In contrast, the decrease in exports began in 2021 with 8.59 million tons, followed by 8.22 million in 2022, and ending with 7.99 million in 2023.

**Figure 1**  
Organic product exports in tons 2019-2023 period



Note: Figure showing total export volumes in tons between 2019-2023.  
Source: Central Bank of Ecuador (2025)

## 2.6 Ecuadorian Organic Products Exports FOB Value

Table 3 presents the FOB (Free on Board) value in millions of dollars for Ecuadorian organic product exports between 2019 and 2023. Overall, the total value of exports increased from \$3,753.38 million in 2019 to \$4,466.56 million in 2023, showing a significant upward trend over the years.

Among the analysis, fruits and edible fruits (products 08) stand out for their consistent growth, reaching \$4,112.19 million in 2023, indicating strong international demand. In contrast, corn and oats (products 10.04 and 10.05) have maintained lower value throughout the period analyzed.

**Table 3**  
Organic Products Exports FOB Value (millions of dollars)

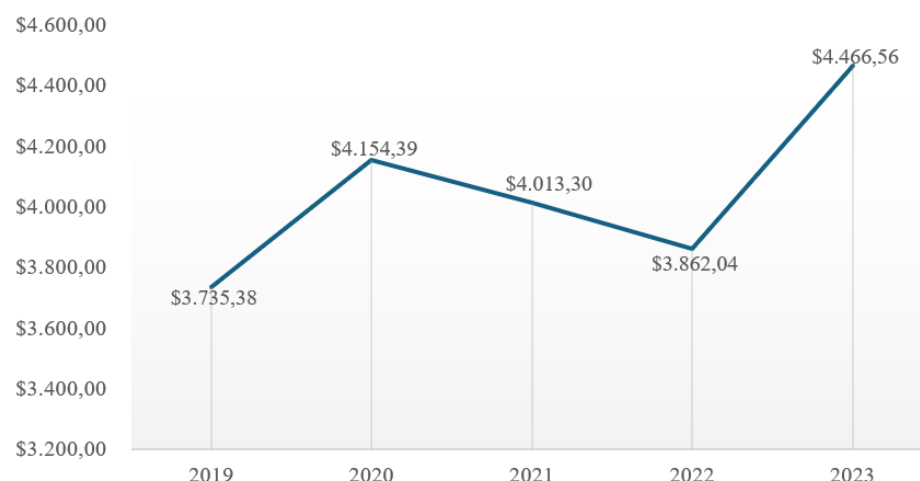
Subheading of Organic Products	2019	2020	2021	2022	2023
Products 07	\$ 208,33	\$ 225,03	\$ 226,55	\$ 261,35	\$ 309,87
Products 08	\$ 3.490,73	\$ 3.891,89	\$ 3.742,51	\$ 3.547,85	\$ 4.112,19
Products 09	\$ 24,64	\$ 26,32	\$ 28,46	\$ 35,64	\$ 22,29
Products 10 04 corn & 10 05 oat	\$ 1,56	\$ 0,07	\$ 1,57	\$ 0,14	\$ 0,35
Products 11	\$ 7,09	\$ 7,54	\$ 9,62	\$ 10,86	\$ 14,15
Products 12	\$ 2,38	\$ 2,72	\$ 3,05	\$ 4,87	\$ 7,02
Products 14 – Bamboo	\$ 0,65	\$ 0,82	\$ 1,54	\$ 1,32	\$ 0,70
<b>Total FOB</b>	<b>\$ 3.735,38</b>	<b>\$ 4.154,39</b>	<b>\$ 4.013,30</b>	<b>\$ 3.862,04</b>	<b>\$ 4.466,56</b>

Note: Table shows total exports of organic products in FOB Value (millions of dollars) between 2019-2023  
Source: Based on data from the Central Bank of Ecuador (2025)

In figure 2, we observe an increase in exports in 2020, reaching \$4,154.39 million. The highest point is recorded in 2023, with \$4,466.56 million, showing a considerable increase. This growth may be associated with green certifications and effective commercial strategies. However, between 2021 and 2022, there was a slight decrease from \$4,013.30 to \$3,862.04, linked to market slowdowns or export fluctuations.

**Figure 2**

*Organic product exports FOB value in millions of dollars, 2019-2023 period*



*Note:* Figure shows total exported amounts in FOB value (millions of dollars) between 2019-2023

*Source:* Central Bank of Ecuador (2025)

## 2.7 Top Exports Destinations for Subheading

### 2.7.1 Subheading 07 –Vegetables, plants, roots, edible roots and tubers

**Table 4**

*Top Exporting Countries for 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$105.549,00	\$111.323,00	\$107.941,00	\$126.593,00	\$174.699,00
Japan	\$52.240,00	\$52.565,00	\$61.503,00	\$81.625,00	\$61.207,00
Germany	\$10.280,00	\$12.552,00	\$12.139,00	\$16.061,00	\$16.636,00
Colombia	\$5.889,00	\$8.469,00	\$6.885,00	\$20.239,00	\$11.690,00
Canada	\$11.287,00	\$13.271,00	\$11.577,00	\$11.139,00	\$11.136,00
Belgium	\$3.329,00	\$3.346,00	\$3.241,00	\$4.130,00	\$7.527,00
United Kingdom	\$3.980,00	\$4.573,00	\$5.109,00	\$5.170,00	\$5.422,00
Netherlands	\$4.865,00	\$6.554,00	\$7.049,00	\$7.102,00	\$6.207,00
Spain	\$701,00	\$759,00	\$1.210,00	\$1.303,00	\$2.912,00
Dominican Rep.	\$63,00	\$1.314,00	\$285,00	\$471,00	\$810,00
<b>Total</b>	<b>\$198.183,00</b>	<b>\$214.726,00</b>	<b>\$216.939,00</b>	<b>\$273.833,00</b>	<b>\$298.246,00</b>

*Note:* Table shows top export destinations for subheading 07 between 2019-2023

*Source:* Based on Trade Map data (2025)

In Table 4, Ecuadorian vegetable and tuber exports between 2019 and 2023 are shown, rising from \$198,183 in 2019 to \$298,246 in 2023. The main export destination is the United States, accounting for over 58% of exports with \$174,699 in 2023. Japan follows,

maintaining a strong position over the years. Meanwhile, countries like the United Kingdom, Germany, and Belgium show increasing imports, signaling geographic diversification by Ecuadorian companies.

## 2.7.2 Subheading 08 – Fruits, edible fruits and peels

**Table 5**

*Top exporting countries for subheading 08 between 2019 – 2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$580.706,00	\$700.505,00	\$655.890,00	\$746.861,00	\$765.275,00
Russia	\$643.854,00	\$674.770,00	\$700.287,00	\$780.930,00	\$758.246,00
Netherlands	\$151.090,00	\$156.085,00	\$225.260,00	\$298.847,00	\$323.223,00
Saudi Arabia	\$100.976,00	\$111.860,00	\$99.132,00	\$119.727,00	\$123.641,00
Chile	\$102.046,00	\$105.959,00	\$130.789,00	\$135.968,00	\$143.949,00
Turkey	\$232.049,00	\$284.762,00	\$199.255,00	\$185.485,00	\$171.729,00
Germany	\$171.622,00	\$178.057,00	\$156.992,00	\$100.226,00	\$133.029,00
Italy	\$134.494,00	\$194.705,00	\$141.400,00	\$118.988,00	\$124.544,00
Argentina	\$107.919,00	\$128.647,00	\$123.583,00	\$149.226,00	\$133.520,00
Argelia	\$96.259,00	\$125.149,00	\$96.896,00	\$52.279,00	\$134.865,00
<b>Total</b>	<b>\$2.321.015,00</b>	<b>\$2.660.499,00</b>	<b>\$2.529.484,00</b>	<b>\$2.688.537,00</b>	<b>\$2.812.021,00</b>

*Note:* Table shows top export destinations for subheading 08 between 2019-2023

*Source:* Based on Trade Map data (2025)

Regarding exports of fruits and edible fruits, there has been a significant increase, rising from \$2,321,015 in 2019 to \$2,812,021 in 2023. As in other categories, the United States leads the list, followed by Russia, with export values exceeding \$750,000 in 2023. The Netherlands ranks third, with growth from \$151,090 in 2019 to \$323,223 in 2023, showing that Europe is a promising market for expansion. This underscores Ecuador's potential as a key player in the global organic fruit trade.

## 2.7.3 Subheading 09 – Coffee, tea, yerba mate and spices

**Table 6**

*Top exporting countries for subheading 09 between 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$8.643,00	\$9.382,00	\$6.063,00	\$7.532,00	\$7.340,00
Chile	\$1.036,00	\$1.163,00	\$2.011,00	\$1.987,00	\$1.056,00
Colombia	\$1.509,00	\$2.536,00	\$7.988,00	\$16.619,00	\$3.215,00
France	\$2.112,00	\$1.326,00	\$1.570,00	\$1.605,00	\$1.488,00
Germany	\$1.979,00	\$1.948,00	\$1.910,00	\$1.859,00	\$1.999,00
Japan	\$1.396,00	\$1.619,00	\$740,00	\$1.430,00	\$1.680,00
South Korea	\$133,00	\$171,00	\$96,00	\$108,00	\$162,00
China	\$177,00	\$53,00	\$270,00	\$479,00	\$506,00
Peru	\$435,00	\$1.006,00	\$542,00	\$553,00	\$276,00
Latvia	\$0,00	\$0,00	\$49,00	\$320,00	\$327,00
<b>Total</b>	<b>\$17.420,00</b>	<b>\$19.204,00</b>	<b>\$21.239,00</b>	<b>\$32.492,00</b>	<b>\$18.049,00</b>

*Note:* Table shows top export destinations for subheading 09 between 2019-2023

*Source:* Based on Trade Map data (2025)

Table 6 shows exports of coffee, tea, yerba mate, and spices, which show inconsistency over the years, from \$17,420 in 2019 to \$18,049 in 2023. As expected, the United States remains the top importer throughout the period. Countries such as Japan and Germany have shown stability in imports, indicating solid markets. However, exports to South Korea and China remain low, suggesting that Ecuador is not yet fully tapping into these diverse and emerging markets.

#### 2.7.4 Subheading 10 04 – Oats

**Table 7**

*Top exporting countries for subheading 10 04 between 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$49,00	\$60,00	\$80,00	\$114,00	\$165,00
Chile	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Spain	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
<b>Total</b>	<b>\$49,00</b>	<b>\$60,00</b>	<b>\$80,00</b>	<b>\$114,00</b>	<b>\$165,00</b>

*Note:* Table shows top export destinations for subheading 10 04 between 2019-2023

*Source:* Based on Trade Map data (2025)

As shown in Table 7, oat exports have gradually increased over the years. In 2019, exports totaled \$49, and although the rise has been consistent, it remains modest, reaching \$165 in 2023. The United States is the only destination with growing oat imports from Ecuador. However, no other markets have been explored, indicating potential to expand into more demanding international markets and diversify export destinations.

#### 2.7.5 Subheading 10 05 – Corn

**Table 8**

*Top exporting countries for subheading 10 05 between 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$42,00	\$10,00	\$19,00	\$35,00	\$70,00
Panama	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Guatemala	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Belgium	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Bolivia	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Colombia	\$1.466,00	\$0,00	\$1.464,00	\$0,00	\$91,00
Italy	\$6,00	\$3,00	\$3,00	\$0,00	\$7,00
Peru	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Spain	\$0,00	\$0,00	\$0,00	\$0,00	\$16,00
<b>Total</b>	<b>\$1.514,00</b>	<b>\$13,00</b>	<b>\$1.486,00</b>	<b>\$35,00</b>	<b>\$184,00</b>

*Note:* Table shows top export destinations for subheading 10 05 between 2019-2023

*Source:* Based on Trade Map data (2025)

Corn exports show irregular values, with a sharp decline in 2020 to \$13. Although there was a slight recovery by 2023, reaching \$184, it remains significantly below the 2019

level. Colombia was the main buyer in 2019 with \$1,466 but reduced its imports in the following years. As a result, the United States became the main importer of Ecuadorian corn, positioning itself as the key destination for this product.

## 2.7.6 Subheading 11 – Milling products, malt, starch and inulin, wheat gluten

**Table 9**

*Top exporting countries for subheading 11 between 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$3.690,00	\$4.930,00	\$6.968,00	\$9.333,00	\$11.405,00
Netherlands	\$1.000,00	\$946,00	\$1.055,00	\$795,00	\$897,00
Spain	\$408,00	\$425,00	\$383,00	\$516,00	\$692,00
Peru	\$1.332,00	\$363,00	\$174,00	\$1,00	\$5,00
Germany	\$0,00	\$151,00	\$295,00	\$257,00	\$523,00
United Kingdom	\$0,00	\$1,00	\$139,00	\$161,00	\$168,00
Chile	\$79,00	\$111,00	\$102,00	\$90,00	\$88,00
Japan	\$201,00	\$202,00	\$123,00	\$42,00	\$124,00
Colombia	\$62,00	\$46,00	\$7,00	\$12,00	\$75,00
Estonia	\$0,00	\$0,00	\$0,00	\$2,00	\$23,00
<b>Total</b>	<b>\$6.772,00</b>	<b>\$7.175,00</b>	<b>\$9.246,00</b>	<b>\$11.209,00</b>	<b>\$14.000,00</b>

*Note:* Table shows top export destinations for subheading 11 between 2019-2023

*Source:* Based on Trade Map data (2025)

Table 9 shows that exports of milling products and related goods experienced significant growth, increasing from \$6,772 in 2019 to \$14,000 in 2023. As with other categories, the United States remains the top importer, growing from \$3,690 in 2019 to \$11,405 in 2023. Other markets, such as Germany, the Netherlands, and Spain, have shown stable and consistent imports, suggesting a positive trend toward expansion into multiple markets and reducing the risks associated with overreliance on a single destination.

## 2.7.7 Subheading 12 – Oilseeds, miscellaneous seeds and fruits, industrial or medical plants, straw and fodder

**Table 10**

*Top exporting countries for subheading 12 between 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
United States	\$1.141,00	\$1.529,00	\$1.677,00	\$1.462,00	\$1.466,00
France	\$1.199,00	\$1.235,00	\$944,00	\$1.262,00	\$1.409,00
Italy	\$176,00	\$186,00	\$195,00	\$328,00	\$482,00
Colombia	\$161,00	\$23,00	\$21,00	\$1.188,00	\$2.744,00
Netherlands	\$93,00	\$198,00	\$271,00	\$185,00	\$343,00
Switzerland	\$130,00	\$141,00	\$139,00	\$201,00	\$128,00
Peru	\$186,00	\$82,00	\$177,00	\$93,00	\$52,00
Germany	\$221,00	\$229,00	\$271,00	\$322,00	\$146,00
Canada	\$1,00	\$0,00	\$7,00	\$90,00	\$36,00
Poland	\$1,00	\$4,00	\$1,00	\$1,00	\$2,00
<b>Total</b>	<b>\$3.309,00</b>	<b>\$3.627,00</b>	<b>\$3.703,00</b>	<b>\$5.132,00</b>	<b>\$6.808,00</b>

*Note:* Table shows top export destinations for subheading 12 between 2019-2023

*Source:* Based on Trade Map data (2025)



As shown in Table 10, exports in this category grew from \$3,309 in 2019 to \$6,808 in 2023. The United States continues to be the top importer, with consistent demand over the years. However, the most notable growth occurred in Colombia, which reached \$2,744 in 2023, reflecting increased international acceptance of organic products and helping reduce dependency on a single destination.

## 2.7.8 Subheading 14 01 – Bamboo

**Table 11**

*Top exporting countries for subheading 14 01 between 2019-2023*

Importers	Exports				
	2019	2020	2021	2022	2023
Peru	\$624,00	\$813,00	\$1.084,00	\$1.048,00	\$684,00
China	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Argentina	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00
Austria	\$0,00	\$0,00	\$1,00	\$0,00	\$0,00
<b>Total</b>	\$624,00	\$813,00	\$1.085,00	\$1.048,00	\$684,00

*Note:* Table shows top export destinations for subheading 14 01 between 2019-2023

*Source:* Based on Trade Map data (2025)

In table 11 on bamboo exports, we see fluctuations throughout the years, ending with a declining trend in 2023. Peru was the only buyer in 2019, with \$624, and exports grew through 2021, peaking at \$1,084. This highlights Ecuador's dependence on a single importer and reveals the absence of broader markets, suggesting the need to expand toward emerging destinations such as the European Union and China.

The development of Chapter 2 enabled a comprehensive analysis of the evolution of Ecuadorian organic exports from 2019 to 2023, with a focus on export destinations and variations in volume and FOB value. Based on statistical data from the Central Bank of Ecuador and Trade Map, the study identified fluctuations over time, with a peak in 2020. The subheading-level analysis made it possible to detect which sectors have the greatest potential for expansion and which face challenges, highlighting the need for new market openings.

The results show a strong concentration of exports in markets such as the United States, the European Union, and Japan. This indicates the need for market diversification to reduce commercial risk. Opportunities for expansion were also recognized, as well as the necessity for Ecuadorian companies to strengthen their knowledge of green marketing and implement sustainable certifications, which would improve their competitiveness on the global stage.

## **CHAPTER 3**

### **ANALYSIS OF GREEN MARKETING STRATEGIES: EXPERTS AND COMPANIES PERSPECTIVES**

During the process of selecting interviewees to obtain a precise approach to the research topic, participants were chosen based on their professional background and their involvement with subjects such as green certifications, organic product exports, consumer trends, and corporate social responsibility. The selected companies represent the market of the most relevant products in Ecuadorian exports, bananas and cocoa. Additionally, they have several years of experience exporting to demanding markets such as the United States or the European Union, making them pioneers in the application of green marketing strategies. Through these interviews, firsthand perspectives from both academic and business fields will be gathered, along with additional strategies for the proper implementation of green marketing.

#### **3.1 Interviews**

##### **3.1.1 María Elena Castro: Purpose – Driven Green Marketing**

María Elena Castro, a professor at the University of Azuay, has extensive experience in marketing with a social focus and business ethics. Her field of study centers on analyzing consumer behavior and the ethical role of companies in both local and global contexts. Additionally, she has participated in research promoting purpose-driven marketing aimed at social transformation. She expressed strong interest in participating in this study, as her academic and professional background aligns perfectly with the objectives of the present research.

**Table 12***Interview results María Elena Castro*

Green Marketing and Business Ethics	One of the key points emphasized by the interviewee was the importance of looking beyond the product itself, as the relationship a company builds with its consumers is essential. Nowadays, people place greater value on privacy, which makes transparency in production and communication processes crucial. Sustainability involves respecting the consumer's territorial space, as younger generations especially appreciate when companies avoid invading their privacy. This highlights that offering green products is not enough—there must also be honest and ethical relationships that show care for both consumers and those involved in the production process.
To Educate is to Influence	Raising environmental awareness through education is a key tool. In the case of older adults, it is challenging because they are often unaware of the negative health effects certain products may have. In the customer education process, it is necessary to clearly demonstrate the economic, environmental, and health benefits of responsible consumption. Another point mentioned by the interviewee is that green marketing must be communicated from managers down to operational staff, if they are not familiar with what they produce, it will be difficult for them to promote it genuinely to the market.
Greenwashing: Constant Threat	A This phenomenon is cited as one of the most significant risks to the credibility of green marketing. According to the interview, some Ecuadorian companies believe that planting trees or using solar panels constitutes a green marketing strategy. This is a misconception and results in greenwashing. Consumers are able to detect this inconsistency, which damages the company's image and, at an international level, creates mistrust that could harm exports to more demanding markets.
Export Potential	Ecuadorian companies have a significant opportunity to position themselves internationally. Although organic product exports have fluctuated since the pandemic, there has been a rise in demand as people become more conscious about what they consume. Both nationally and internationally, the demand for organic products continues to grow. Successful cases like Paccari, where social responsibility and green marketing have been properly applied, show strong market acceptance. Ecuadorian companies must not only meet technical requirements but also build a success story that is environmentally friendly and consumer focused.
Discovery	One of the most important findings from the interview is that green marketing goes beyond being a communication tool, it is an essential instrument to instill environmental awareness in every member of the company, building a long-term relationship with consumers. Understanding business ethics as a philosophy rather than a tactic, along with the use of technology, contributes to the education of both consumers and company staff to generate real change in consumption awareness. This approach could allow Ecuador to become a sustainability benchmark and position itself internationally by building consumer trust, as green marketing has now become a necessity.

### 3.1.2 Yury Sobolev: Owner and Manager of Hacienda Santa Rita, a cacao producer

Hacienda Santa Rita, located in Quinidé, Esmeraldas, specializes in the production of fine aroma cacao and the cultivation of varieties such as CCN51 and Nacional cacao. With several years of experience, it has become a benchmark in the export of organic cacao to various markets, including the United States and Europe. This commercial expansion has allowed the company to focus on sustainable practices, such as the use of organic fertilizers and soil conservation. These practices have positioned the company as part of a new generation of agro-exporters who think beyond the product itself and consider both social and environmental impact.

**Table 13*****Interview results Hacienda Santa Rita***

Cacao with its Own Story	During the interview regarding green marketing, the company stated that through the implementation of ecological practices such as agroforestry and the use of organic fertilizers, they have managed to improve their international positioning. However, there is still a weakness in their communication strategy that needs to be strengthened. Hacienda Santa Rita has a genuine commitment, not only do they reduce environmental impact, but they also aim to build a narrative consistent with the journey their products undertake.
Green Awareness	Between 2019 and 2023, the implementation of sustainable strategies has had a positive impact on the company, improving product quality and increasing demand. In a market full of generic products, the company has strengthened the traceability of its cacao, clearly showcasing its origin and entire production process to international buyers. This, supported by certifications and participation in trade fairs, has shown that green marketing is not just another expense but a long-term investment that fosters awareness among consumers.
Exporting with Purpose	In terms of corporate social responsibility, the company goes beyond superficial strategies and focuses on internal commitment. It offers decent working conditions and provides training, helping workers feel secure and part of the production process. These actions enhance the company's international image and allow buyers to associate the product with a concrete social purpose, turning it into a positive social and environmental investment. However, a major challenge faced by many companies is the cost of certifications, as these require consultancy, training, and audits. Another issue is getting small farmers to adopt these practices, as lack of knowledge often prevents them from understanding the long-term benefits.
Discovery	The interview revealed several interesting insights, especially how an agro-exporting company can transform its business model through principles of corporate social responsibility and green marketing. The discussion demonstrated that sustainability is not seen as a burden, but as a key tool for international competitiveness. Through programs like environmental education and fair labor conditions, the company has positioned itself as a brand that is coherent and empathetic with society. Finally, it is recommended that other Ecuadorian companies explore these areas, as they can add value to their products. By adopting eco-friendly practices and green certifications, they can build clear international narratives about their origin and processes, enhancing credibility.

**3.1.3 Cecilia Ugalde Sánchez: Green marketing through effective storytelling**

Cecilia Ugalde Sánchez has extensive experience in strategic marketing and business management with a sustainability focus. She has contributed to topics such as consumer behavior analysis and the planning of campaigns related to corporate social responsibility and sustainability. Additionally, she has participated in training and advisory processes for institutions, promoting the need for companies to understand the structure of the environment in which they operate, to know their consumers, and to respond to the global challenges they may face.

**Table 14***Interview results Cecilia Ugalde*

Certifications that Promote Green Awareness	In the interview with Professor Cecilia Ugalde, she emphasized that a key element of green marketing is obtaining certifications required by each target export country. These authentications not only validate product quality but also help build consumer trust. However, marketing strategies must go further by ensuring clear communication of the eco-labels a company holds, adapting the message to specific target audiences (millennials, environmentalists, athletes, etc.). Organic product exporters should apply green marketing tailored to their business needs, understanding the unique storytelling behind their products.
New Consumer Trends	Between 2019 and 2023, there has been an increase in exports of Ecuadorian organic products, driven by a global awareness around health and the environment. According to Cecilia, this trend was influenced by the pandemic and the rise of opinion leaders promoting sustainable consumption worldwide. This has pressured Ecuadorian companies to adapt rapidly to be considered in international markets. However, many still hesitate to leave their comfort zones. This resistance is compounded by poor labeling of organic products packaging often lacks clear certification information, causing consumer confusion.
Greenwashing and Consumer Distrust	Another important issue is greenwashing, a constant threat where many companies use “green” language without real backing, which generates consumer distrust. This is especially problematic in Ecuador, where consumers are already generally skeptical, creating uncertainty for companies, especially when offering new or different products that may not be easily accepted.
Corporate Social Responsibility and Green Marketing	Being socially responsible does not necessarily mean a company practices green marketing. However, combining both approaches can significantly improve brand positioning locally and internationally. Cecilia noted that while CSR and green marketing are distinct concepts, companies that have successfully integrated them have enhanced their image, credibility, and product value. This reflects a shift in consumer expectations: isolated strategies are no longer enough; people want to consume responsibly for their own wellbeing and for future generations.
Discovery	The interview confirmed that green marketing should not be viewed as a passing trend, but as a strategic approach to meet new commercial demands across different markets. If Ecuadorian companies want to expand into more demanding markets, they must take on the challenge, improving both internal and external communication, applying certifications, and aligning the company's mission with new competitiveness standards. Obstacles like greenwashing and misinformation will persist, but companies should form partnerships to facilitate certification processes and build international market connections more efficiently. Lastly, using biodegradable packaging along with a clear branding strategy; including QR codes linking to certifications and production processes, can boost transparency and consumer confidence.

### 3.1.4 Carlos Falquez: Owner and Manager of Grubafal banana exporting company

Grubafal is a family-owned company located in the province of El Oro, Machala, dedicated to the production and export of bananas, including organic, conventional, and fair-trade varieties. Since 2006, the company has developed a direct sourcing structure with international supermarkets and open export markets

Due to their effort and dedication over the years, Grubafal has successfully entered new markets such as Russia, China, the European Union, and the United States. The company recognizes the importance of applying green marketing, and during the interview, it became clear how significant its role is both nationally and internationally.

**Table 15*****Interview results Grubafal company***

Towards Sustainable Path	a	According to the interview, the company shared that it does not yet have a concrete green marketing strategy. However, they have begun implementing small actions that move them toward a green objective, such as applying for certifications based on the requirements of each importing country. Although Ecuador is not a global leader in organic banana exports, these efforts have allowed them to access new markets.
Limiting Factors	External	An analysis of the 2019–2023 period revealed that both Grubafal and other exporting companies experienced a decline in exports due to the pandemic, increased costs of inputs such as cardboard, and limited shipping space. Despite adopting more sustainable practices, there has not been a significant increase in exports. This highlights that even when green marketing strategies are in place, external factors can strongly influence export performance in the sector.
Expanding Sustainable Areas	into	Adding value to the product has proven difficult, as it would require transforming the banana into a different form. The company notes that most consumers prefer fruit in its traditional state, making alternative banana products a niche market unlikely to increase exports significantly. However, they believe that with investment in consumer education and aligned branding, this segment could grow in the long term. Another weakness identified is the lack of connection between corporate social responsibility and green marketing, their focus has been mainly on technical training and regulatory compliance. Unifying these two aspects could enhance the company's success and strengthen consumer relationships.
Discovery		The interview revealed a gap between the potential of green marketing and its actual application among exporting companies. Although sustainability is recognized as a tool to generate added value, there are still barriers such as the high cost of certifications, minimal price differentiation between traditional and organic products, and a lack of incentives for small producers. Nonetheless, Grubafal highlights Ecuador's talent and the urgent need to expand its presence in markets like Canada, Colombia, and some Central American countries—markets that value sustainable practices and could improve the company's international communication.

**3.1.5 José Vera Reino: Green marketing strategies with awareness**

Economist José Vera is a professor at the University of Azuay, with a background in economics and business administration, specializing in marketing. He has experience in areas such as innovation, circular economy, and consumer behavior. He has published research analyzing the influence of brand value on purchase intention based on company size. His extensive experience makes him a key contributor to this research.

**Table 16***Interview results José Vera*

Green Strategies from the Root	According to the interviewee, green marketing is not a simple activity or visual add-on to products, it is a strategy with coherent objectives. For Ecuadorian companies to succeed in its implementation, they must have a structured vision aligned with achievable goals and a strong internal commitment to continuous learning. Many Ecuadorian businesses do not view green marketing as a priority because they are not willing to target more demanding markets. Having China as a main importer indicates a misalignment, as it is not necessarily a partner in responsible consumption. Therefore, defining the product and its target market is essential.
Risky Trends	Between 2019 and 2023, green marketing trends have grown worldwide; however, greenwashing has also increased, weakening consumer trust or turning sustainability into a passing trend. The fact that many companies adopt green strategies without real operational change shows how greenwashing can distort their value proposition. This issue is compounded by a lack of consumer education, which causes sustainable practices to go unnoticed.
Isolated Objectives	The interviewee noted a close relationship between corporate social responsibility and green marketing, but in practice, these areas are often disconnected. Companies should reinforce their sustainability messaging, as consumer behavior often does not align with stated values. Consumers may support green initiatives in theory but avoid organic products in practice, either due to lack of habit or because of higher prices.
Discovery	The interview highlights that the problem does not lie in understanding the theory behind green marketing, but rather in its proper application. Most companies try to implement it, yet do not fully understand how. Another key aspect is consumer behavior, their purchasing decisions are still not aligned with their environmental discourse, creating a disconnect in the growth of organic product sales. It is important to note that at the national level, investment in research and development is crucial, as this generates true added value and allows for expansion into new markets. The interviewee also suggests that companies should conduct in-depth analysis of the countries they export to and focus their efforts on those that value and are willing to pay for organic products.

### **3.1.6 José Antonio Vargas: Manager of Reybanpac banana exporting company**

Reybanpac, part of the Favorita fruit company group, is a company with 47 years in the market and extensive experience in the production and export of fresh bananas, both organic and conventional. They have a presence in several countries, including the United States, Europe, and the Middle East. Under the leadership of José Antonio Vargas, the company integrates strong corporate social responsibility values alongside green marketing activities, supported by technological innovation and a circular economy model.

**Table 17**  
*Interview results Reybanpac company*

Sustainability Beyond Words	According to the interview with José Antonio Vargas, the company does not explicitly use the term “green marketing” to describe its actions; however, it has a strong commitment and has implemented practices such as precision agriculture and the use of UV machines to reduce environmental impact. In addition, the company carries out recycling programs based on a clear circular economy model, where people transform soft boxes into hard boxes and receive coupons as incentives, or the company donates them to schools in urban or rural areas. These responsible exchange activities not only strengthen the bond with consumers but also foster a corporate culture aimed at regenerating the environment.
Weaknesses in Communication	Another key point raised in the interview is the lack of visibility of the company's sustainable practices. Although they have a website, there is little specific information about the certifications they hold or the sustainable activities in which they support small and medium-sized farmers. José Antonio Vargas mentioned that in an ethical business ranking, they are listed in position 65. This indicates that the marketing department needs to work harder to make their internal efforts more widely known. At Reybanpac, communication is handled directly with international supermarkets through documents detailing all activities.
More Environmentally Conscious	The use of sustainable practices has had a significant impact on exports during the 2019–2023 period. Reybanpac has expanded into more demanding markets, such as some European countries. The pandemic brought a dual experience: while they faced logistical challenges, it also allowed them to analyze their export markets and redirect products to new destinations. As a result, the company understands that sustainability is an essential part of their business model, with ongoing staff training and tools to improve productivity. The success of green marketing strategies does not lie solely in the marketing department but in the entire team, ensuring a comprehensive approach that delivers quality from internal processes to the final consumer.
Discovery	The interview revealed that more and more Ecuadorian companies are applying sustainability strategies aligned with green marketing. However, there is still a gap between practice and communication, as these actions are not sufficiently capitalized as tools for differentiation. It is important to understand that companies can gain significant added value by committing themselves to the environment and their consumers. This shows that green marketing should not be seen as a trend but as a strategic approach that reflects a company's ethical and business values. As the world evolves and markets become more demanding, the challenge for companies is how to communicate their sustainable practices strategically and ethically to all consumers.

## 3.2 Green Marketing Strategies Implemented by Companies

After having conducted interviews with experts in marketing, exporters of organic products and analyzing the fluctuations in Ecuadorian exports, we will analyze the green marketing strategies that companies have applied to promote their products internationally. In the following section we will analyze the green marketing strategies that companies have applied to promote their products internationally.

### 3.2.1 Green Certifications

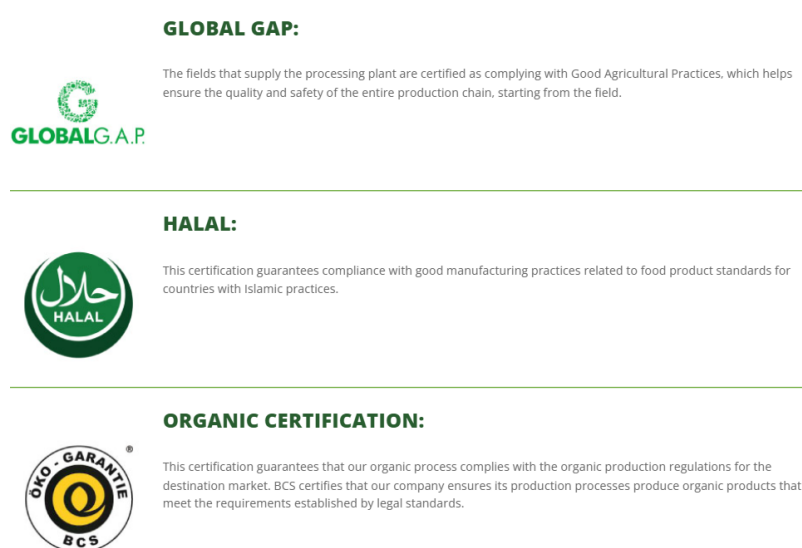


As mentioned in the state of the art, green certifications such as Rainforest Alliance, JAS and Fair-Trade aim to ensure that companies have fair trade conditions, reduce environmental impact, promote good agricultural practices and offer quality products through responsible production.

Through interviews conducted and a review of the companies' websites, it was identified that the core of their green marketing practices is green certifications, both national and international. Some of them are Fair Trade, Rainforest Alliance, Global GAP, SMETA, among others. These certifications not only validate that companies follow sustainable practices but also allow them to stand out in more demanding international markets. When green labels are included on organic products, they help build trust among both partners and consumers, as although they are not part of the production process, these labels and certifications serve as a guarantee that the products have undergone a proper and as sustainable as possible process.

Another aspect to consider is the high cost of obtaining certifications, as well as the lack of information or the complexity of the process. As mentioned by the companies Grubafal and Hacienda Santa Rita, obtaining a certificate involves more than just paying for an audit, it also requires modifying internal production processes and providing training to employees. Despite these challenges, green certifications are ultimately an investment for Ecuadorian companies, as they enhance international recognition and market credibility.

**Figure 3**  
*Provefrut's green certifications*

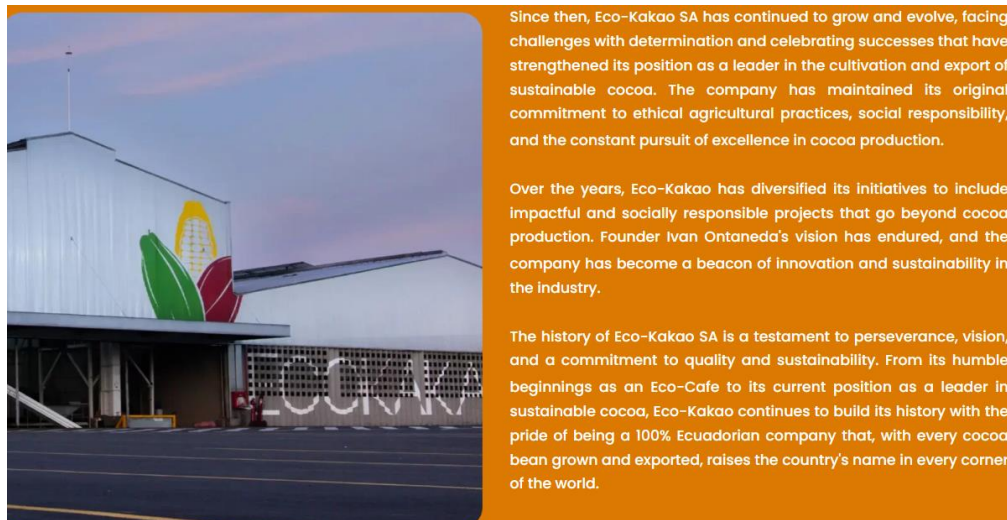


Note: Table 3 shows some of the certifications held by Provefrut exporter of frozen vegetables  
Source: <https://www.provefrut.com/control-de-calidad/> (2025)

### 3.2.2 Environmental Storytelling and Origin Identification

An important strategy used by the interviewed companies is the effective application of environmental storytelling, in which they share the story of their product from the planting process to when it reaches the consumer's hands. This includes details about the company's origin, mission, vision, the community behind the production, and their sustainable practices. Through this green marketing strategy, companies aim to build a close relationship with their consumers, as international markets are not only looking for high-quality products but also those with ethical and environmental purpose. As stated by the cacao exporter Hacienda Santa Rita, the goal is to offer a "cacao with its own story" to strengthen their positioning in European markets.

**Figure 4**  
*Storytelling of the Eco-kakao company*



*Note:* Figure 4 shows the correct use of storytelling by the company Eco-kakao, where they explain their commitment to society and their sustainable activities

*Source:* <https://eco-kakao.com.ec/#INICIO> (2025)

### 3.2.3 Circular economy and agroecological practices

Ecuadorian companies apply organic production practices using biodynamic and regenerative agriculture. By using these techniques, they avoid the use of chemicals in their crops and, in turn, protect ecosystems. According to the interviews, for these companies, regenerating the soil and conserving biodiversity are part of their green marketing strategies, which they later communicate to their consumers. Through these activities, the goal is not only to produce in an environmentally friendly way, but also to educate consumers about the benefits for both their health and the planet.

Another highly important aspect implemented by Ecuadorian companies is the practice of circular economy, which is widely used among them. This includes activities such as

product reuse, transforming waste into functional ingredients, and reducing food waste. In the case of the company Reybanpac, soft boxes are given to individuals who are responsible for transforming them for reuse, and in exchange, the company provides incentives to these collaborators. These strategies strengthen genuine sustainability efforts and help prevent the spread of greenwashing.

### **Figure 5**

#### **Commitment to the Environmental Provefrut Company** **Committed to the Environment**



*Note:* Figure 5 shows the agroecological practices to prevent contamination both in the environment and in Provefrut's products  
*Source:* <https://www.provefrut.com/medio-ambiente/> (2025)

### **3.2.4 Websites with green marketing**

In today's society, which is driven by technology, the websites of organic product companies have become essential tools for clearly communicating the products they offer, the origin of their business, the production process, the sustainable practices they apply, and the certifications they hold. Additionally, they feature videos showing how packaging is carried out and the working conditions of their employees, which builds trust among people interested in consuming their products.

Through their websites, companies create a direct communication channel that allows them to build a message consistent with their identity and their commitment to being a green brand. These companies have come to understand that having a well-structured website enables them to educate consumers on why they should choose certified Ecuadorian organic products. With this digital approach, they not only respond to the transparency demands of the green consumer but also reinforce their environmental commitment through effective communication.

**Figure 6**  
*History of banana production Reybanpac Company*



*Note:* Figure 6 shows an interactive video on the history, mission and vision of the banana exporter Reybanpac provided on its website  
*Source:* <https://reybanpac.com/galeria-de-videos> (2025)

The following table shows in a clearer way all the green marketing strategies applied by Ecuadorian companies exporting organic products and allows to analyze how deep is the commitment of each one of them at the time of having a green conscience.

**Table 18***Analysis of green marketing strategies in Ecuadorian companies*

<b>Company</b>	<b>Green Certifications</b>	<b>Environmental Storytelling</b>	<b>Circular Economy and Agroecological Practices</b>	<b>Websites with Green Impact</b>
Provefrut – frozen vegetables	Quality certifications: Business Alliance for Secure Commerce, Global GAP, SMETA y HALAL (Islamic countries)	Their story is based on quality control of their products, packaging and corporate values from Cotopaxi Province	Management of Good agricultural practices but no specific circular economy activities	Clear information and a section dedicated to product quality with a sustainable focus
Latbio – cocoa and banana	Rain Forest Alliance, Global GAP, SMETA, ISO 9001 y Fair Trade	Narrative focused on biodynamic and regenerative practices and raising environmental awareness	Crop rotation, biodynamic and regenerative practices	Their website focuses on agroecological and sustainable processes
Eco – kakao	Organic Certification UE, USDA Organic y Rain Forest Alliance	Story of fine aroma cocoa, local community involvement and ethical farming practices	Sustainable soil management, organic production with environmental awareness	Clear information, customer engagement and a dedicated sustainability section
Reybanpac – banana	Global GAP, Rain Forest Alliance y Fair Trade	Banana legacy, sustainable practices and social responsibility	Reuse of boxes for product packaging	Interactive video on their production process and a document with comprehensive sustainability information
Hacienda Santa Rita - cocoa	Rain Forest Alliance and participation in international trade fairs	Commitment to the community, focusing on fine aroma cocoa cultivation	Application of agroforestry, but no circular economy activities	No website but presence on other social media platforms with sustainable focus
Grubafal – banana	ISO 9001, Fair Trade y Rain Forest Alliance	Emphasis on family origin and trade links with China, the EU and the U.S.	No circular economy practices, but some sustainable activities	Active on social media with information about their certifications

According to the information analyzed in chapter 3, through semi-structured interviews with marketing experts and representatives of companies exporting organic products. The information obtained shows that the strategies known by the companies are green certifications, environmental storytelling and circular economy, have allowed them during these years to distinguish themselves in international markets, generating a differentiating value of Ecuadorian products. However, some obstacles were observed, such as the lack of knowledge of green marketing on the part of small producers and the high price of applying for certifications. The findings obtained in this chapter allow us to understand that green marketing is an essential tool for companies to reach new markets; however, it requires a comprehensive approach accompanied by education for its application to be effective in Ecuadorian companies exporting organic products.

## **CHAPTER 4**

# **EVOLUTION OF THE IMPACT OF GREEN MARKETING ON THE EXPORT OF ORGANIC PRODUCTS**

This chapter will analyze the impact of green marketing on the export of Ecuadorian organic products, incorporating theoretical information from academic sources, statistical data, and insights from experts in marketing and exports. Through the conceptual framework on the topics addressed, combined with export data from 2019 to 2023 and expert experiences, an in-depth analysis has been conducted from various perspectives: economic, environmental, as well as from the viewpoint of exporters and consumers. This analysis will provide clear results regarding the dynamics of green marketing within Ecuadorian export companies.

### **4.1 Economic Impact**

From an economic perspective, the results presented in the charts in Chapter 2 show a growth trend in both FOB value (in millions of dollars) and volume (in tons). According to data from the Central Bank of Ecuador, the total export value in 2019 was \$3,735.38 million, increasing to \$4,466.56 million in 2023. This rise demonstrates that Ecuadorian organic products are increasingly positioning themselves as a benchmark in international exports, due to the wide variety of products the country offers.

One of the reasons for the increase in organic product exports is the implementation of green marketing strategies. Specifically, obtaining certifications such as Fairtrade, Rainforest Alliance, and JAS has allowed companies to access new markets like Japan, the Middle East, and the European Union. These certifications also serve as distinguishing factors in the export offering, building trust among buyers. Based on the evolution by tariff subheadings, fruits have emerged as the economic engine of organic exports, reaching a value of \$4.1 billion in 2023. This growth can be associated with the strategies.

Another key aspect of the economic impact is that companies are implementing green marketing through circular economic practices, transforming non-exportable harvests into functional ingredients for the food industry. This helps create a strong sustainability narrative that has been effectively communicated through various strategies. Additionally, companies have improved their cost-efficiency by incorporating solar energy into their operations, which reduces their carbon footprint and makes them more attractive in different markets. This analysis shows that companies are increasingly investing in sustainability, and thanks

to these green marketing strategies, they are achieving economic stability and international positioning.

## **4.2 Environmental Impact**

Green marketing has resulted in an environmental transformation over the years, leading organic product export companies to demonstrate a strong commitment to sustainability. According to data from the Central Bank of Ecuador and Trade Map, fruits and vegetables are the most exported products, indicating that companies are becoming more environmentally friendly by cultivating through organic practices without the use of chemicals. The replication of these actions suggests that sustainable practices are being implemented at an international level in alignment with environmental preservation.

Based on the interviews, the green marketing strategies applied by companies to promote environmental change include emissions control, efficient use of resources, and water source conservation. In the case of Hacienda Santa Rita, they implemented regenerative soil techniques and biodynamic agriculture to enhance crop resilience. These actions not only contribute to environmental restoration but also strengthen the company's commercial narrative, allowing them to enter international markets where ecological regulations are a core part of business structures. These changes generate favorable impacts both in terms of company profitability and ecological sustainability.

Green marketing strategies have proven to be a valuable tool to encourage the sustainability of organic products, though their impact remains uneven and influenced by behavioral factors among companies and consumers. Companies that incorporate these strategies into their business model not only gain reputation and market access but also raise environmental awareness and contribute to improving the planet's condition. Furthermore, it is essential to strengthen public policies that support businesses in achieving a successful ecological transition; in this way, the growth of exports can be sustained by a genuine environmental commitment that aligns with each company's core principles.

## **4.3 Consumer Impact**

The green consumer has evolved and is now highly informed about environmental issues, especially in developed countries. Green marketing has become an important tool in transforming the story of a product and highlighting its social and environmental impact. Consumers have identified that companies using green marketing strategies, such as effective environmental storytelling and informative websites, feel more connected to the

brand and confident about what they are consuming, as the information provided by companies is clear and dynamic. In the case of the company Reybanpac, they present the origin of their product and highlight the farmers behind the entire production process, which helps establish an emotional and trusting relationship with consumers.

Despite the strategies implemented by companies, there is an obstacle that hinders the ease with which these strategies are adopted. According to the interviews with María Elena Castro, José Vera, and Cecilia Ugalde, there is a noticeable gap between what consumers claim to value and what they consume, creating a discrepancy in consumer behavior. People often claim to be sustainable simply by supporting green initiatives, but when it comes to purchasing decisions, their choices are primarily driven by economic factors or deeply rooted habits. In other words, if this motivation is not accompanied by proper education on the benefits of consuming organic products, it leads to the weakening of the strategies that companies implement.

It can be inferred that consumers are at the core of all business actions. While they have increasingly become involved in environmental impact and the demand for healthier products, leading companies to manage various green strategies, as described in Chapter 3, there is still a need to identify specific market niches. These may include athletes, environmentally conscious consumers, or vegans, who not only buy a product but also seek a meaningful experience. The impact of these actions on consumers reveals that green marketing still has shortcomings in its application, as environmental awareness and actual consumption are not yet fully aligned.

#### **4.4 Exporter Impact**

By analyzing the impact of green marketing on organic product export companies, based on the interviews conducted, it is clear that adopting sustainable strategies has allowed them to stand out in saturated markets that predominantly offer conventional products. One essential aspect for exporters is having a range of certifications. Although their implementation is costly and often challenging, especially for small producers, these certifications allow access to new market niches.

Another key point is the professionalism with which companies aim to establish digital channels to reach diverse markets. Companies such as Reybanpac and Grubafal are constantly working to transform their websites into green marketing platforms. Although they acknowledge that there is still a lot of work to be done, as not all of their activities are



communicated as they would like, their efforts to improve remain steady. Their websites include testimonials and visual storytelling that foster customer loyalty. In this way, the impact of green marketing on exporters lies in building environmental commitment through social programs and offering products with distinctive characteristics that set them apart from the competition.

Moreover, Ecuadorian companies are increasingly aware that environmental work and education must include both managers and employees in order to achieve real results and avoid greenwashing. In conclusion, thanks to the growing wave of green marketing, companies are more interested than ever in investing in these strategies. Although the results are not immediate, green marketing has helped them maintain economic stability despite the commercial challenges faced between 2019 and 2023. For exporters, green marketing is not only a positioning tool, but also a shield against market volatility, as it helps build stronger commercial relationships with buyers, motivating them not only to export their products but also to promote environmental awareness at both the national and international levels.

#### **4.5 Green marketing as a transformation engine for Ecuadorian companies**

According to the information analyzed, the implementation of green marketing strategies has generated significant changes in Ecuadorian companies exporting organic products. The changes are not only focused on increasing sales but have also allowed structural and communicational modifications to the internal level of the companies.

In the case of Hacienda Santa Rita, a producer of fine aroma cacao, it has managed to intensify its presence in North America and European markets due to the implementation of sustainable practices, the use of organic fertilizers and the acquisition of international certifications. These activities not only improve the quality of the products they offer nationally and internationally but have also allowed them to communicate a sustainable story and connect emotionally with the consumer. Traceability and focus on corporate social responsibility have fortified their positioning as an ethical company.

Reybanpac, a banana exporter, has implemented various activities aimed at sustainability as a green marketing strategy. Among the activities they have implemented in recent years are recycling programs, increasing awareness of the social impact of their product through community activities and talks. After applying these strategies, the company has improved its international reputation by focusing on Europe or reinforcing the countries

to which it exports, such as Central America and Colombia; it also has internal sustainability manuals so that its employees are better informed and feel part of generating environmental awareness in the products it offers.

Although Grubafal indicated that it does not have formal green marketing initiatives or strategies, it has mentioned that the requirements of the international market have become more demanding over the years in terms of the sustainable practices that companies must have. As a result of its external pressure, Grubafal has begun to develop a new environmental policy, analyzing the possibility of certifications and improving communication with its customers. Although their exports are more in line with the traditional model, recognizing the need to reinvent themselves has motivated them to make changes in their management and be stricter in order to comply with international green standards.

From a strategic perspective, the companies analyzed have demonstrated that green marketing is now considered an organizational culture. They have reinforced the purpose they have as a company, the coherence and sincerity between what they produce and what they communicate, storytelling and circular economy. These changes allow us to analyze that green marketing, apart from being considered a fashion, is considered a key component for Ecuadorian companies to compete internationally with products and a more sustainable and ethical business dynamic.

## CONCLUSIONS

Throughout this research, it has become evident that green marketing is more than just a communication strategy, it provides a pathway for Ecuadorian companies to rethink their role in international trade and their close relationship with the environment. In a context where consumers are increasingly focused on obtaining sustainable and ethical products, Ecuadorian exports have the potential to stand out by implementing green marketing strategies that demonstrate a genuine commitment to sustainability. Thanks to its rich biodiversity, Ecuador holds a distinguished global position, allowing it to become a benchmark in organic production. As a result, companies that have adopted these strategies not only gained access to more demanding markets but also established strong relationships with their customers, fostering transparency and authentic green consumption.

One of the most significant findings is that, despite the potential of green marketing, its application in Ecuador remains limited. Many companies, both small and medium-sized, lack a clear understanding of how and why to implement green marketing strategies. In many cases, profitability is seen only in the long term, which discourages investment due to the delayed economic returns. This short-term perspective has hindered the transformation of their business models toward a more sustainable approach, ultimately weakening the country's international positioning. It is essential that companies begin to view green marketing as a strategic investment; one that effectively enhances the positioning of Ecuadorian businesses in global markets.

Through the statistical analysis of exports from 2019 to 2023, it was confirmed that the value of Ecuadorian organic product exports has increased. According to data obtained from the Central Bank of Ecuador and Trade Map, it was observed that Ecuadorian companies are highly dependent on markets such as the United States and the European Union, creating a risk in the event of changes in import policies. Diversifying into new markets and incorporating organic products must go hand in hand with green marketing strategies to ensure authenticity in production processes. Furthermore, aligning with the Sustainable Development Goals; specifically Goal 12, which focuses on responsible consumption and production, has proven to be a key tool for companies to optimize resources and reduce negative impacts within their production systems.

Likewise, interviews with experts and exporters confirmed the existence of a disconnect between the sustainable strategies companies aim to adopt and their actual willingness to implement them. Although companies acknowledged the importance of

having green certifications, access to such certifications is often limited due to high costs. Another key finding of this research is the confusion among companies, many of which consider actions like reducing plastic use or planting trees as comprehensive green marketing strategies. Interviewees pointed out that these practices often fall into greenwashing, misleading consumers and undermining trust, while also discouraging genuine environmentally responsible behavior within the companies themselves.

At the conclusion of this research, it was demonstrated that green marketing is a key driver of business transformation and a powerful tool for positioning in international trade. However, for this to be effective, Ecuadorian companies must stop viewing it as an emerging or temporary trend and instead integrate it as a cross-cutting pillar of their business management. Achieving this requires genuine commitment and ethical collaboration between channels for all employees, regardless of their role. Only in this way can a sustainable and conscious export ecosystem be built. Ecuador has the potential to lead a new culture of green trade, but this will only be possible if companies recognize and embrace the responsibility and challenge of transforming their product and communication models toward an era of sustainability.

## RECOMMENDATIONS

Taking into consideration all the information obtained on the impact of green marketing on the export of Ecuadorian organic products, together with the points of view of green experts and exporters, it is necessary to propose recommendations for Ecuadorian companies to strengthen their competitiveness at the international level. Despite the existence of initiatives on the part of companies, the findings show that there are still difficulties in the production process and a lack of knowledge about what green marketing really is. These shortcomings have direct consequences on their international positing and limit the use of the added value of their products.

Therefore, it is considered appropriate to mention the recommendations made by the experts interviewed:

- To have international certifications that endorse their production processes so that they can generate confidence in their international consumers.
- To participate in international fairs and strengthen their digital platforms since the globalized world needs to know the organic products that companies can offer.
- To promote the circular economy in this way with recycling practices and biodegradable packaging reduce environmental impacts and obtain a differentiating element.
- To re-establish international policies based on green marketing and corporate sustainability, since all employees must be part of the process to generate real changes.

At the national and consumer level, it is proposed:

- To associate with small producers, thus reducing certification costs and strengthening the structure of their companies.
- To educate consumers through awareness campaigns to generate real green consumption linked to foresting a culture of sustainable consumption.

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## APPENDICES

Attached below is the link to the Google Drive folder with the transcribed interviews and the informed consent documents that were given to each of the participants.

### *Appendix 1*

*Transcribed interviews and informed consent documents*

<https://drive.google.com/drive/u/0/folders/1Lo-jRY3qqooIuISluFFsqmgoqNU0b7CD>