**Ecosia Company**

(Outline)

**Introduction**

* Ecosia is a search engine that focuses on reforestation by donating 80% of its profits to non-profit organizations. The company has it’s headquarter in Berlin, Germany.

**Behavioral Economics**

* Behavioral economics studies how the decision-making process of individuals and institutions can be influenced by psychological, cognitive, emotional, cultural, and social factors.

**Sustainable Marketing**

* Czarnezki, Pollans, and Main (2018, pp.294) allude that sustainable marketing is the use of environmentally friendly products and services that satisfy the needs of the current customers without making it difficult for consumers in the future generation to satisfy their needs.

**How Behavioral Economics and Sustainable Marketing**

**Self-interest**

* Self-interest is one of the strategies that an organization can utilize in combining behavioral economic and sustainable marketing.

**Self-Efficacy**

* Self-efficacy is one of the strategies organizations use to influence consumers' decision-making processes.

**Eco-labeling**

* This is another strategy organization can apply to combine behavioral economics and sustainable marketing.

**Conclusion**

* Behavioral economics studies how the decision-making process of individuals and institutions can be influenced by psychological, cognitive, emotional, cultural, and social factors.

**References**