

THE IMPACT OF GREEN MARKETING ON CONSUMER PURCHASING DECISIONS

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Abstract

This study explores the impact of green marketing on consumer purchasing behavior, emphasizing factors such as awareness, perceptions, behavioural tendencies, pricing sensitivity, and product accessibility. Data was gathered from a sample of 100 respondents using a structured questionnaire. The results indicate that a majority of consumers are aware of green marketing practices, view sustainability as a significant factor in their buying decisions, and have experience purchasing environmentally friendly products. Furthermore, the analysis highlights a positive relationship between consumers' familiarity with green marketing, their level of trust, their willingness to pay a premium, and their overall purchase intentions. The study concludes by outlining key implications for marketers and offers practical recommendations to improve the effectiveness of green marketing strategies.

Keywords: Green Marketing, Consumer Behaviour, Sustainability, Eco-friendly Products, Perception, Purchasing Decisions, Environmental Awareness.

I. Introduction

Rising environmental challenges such as climate change, pollution, and the depletion of natural resources have significantly influenced consumer preferences, leading to a growing inclination toward sustainable consumption. In response to this shift, green marketing has emerged as an important strategic tool for organizations aiming to achieve a competitive advantage while fulfilling their environmental responsibilities. Increasing awareness among consumers regarding environmental issues has further encouraged businesses to adopt sustainable marketing practices.

Green marketing, also known as environmental or ecological marketing, refers to the promotion of products that are considered environmentally safe. According to the American Marketing Association, it encompasses the marketing of products designed to minimize negative impacts on the environment. This approach includes a wide range of activities such as product modification, adoption of eco-friendly production processes, sustainable packaging, and responsible advertising

practices that reduce environmental harm. In the current global context, where environmental concerns are intensifying, it has become essential for companies to position themselves as environmentally responsible. Green marketing is gaining prominence as an effective promotional strategy due to increased consumer awareness and sensitivity toward ecological issues. It involves promoting products based on their environmental benefits, including energy efficiency, recyclable materials, ethical sourcing, and reduced carbon footprints. This study aims to examine how green marketing practices influence consumer behavior. It focuses on understanding the role of eco-friendly initiatives, sustainable production methods, and green branding in shaping consumer purchase decisions, supported by empirical evidence collected through survey-based research.

II. Green Products and Marketing Practice

Despite the growing importance of green marketing, there is no universally agreed-upon definition of what constitutes a “green” product. This lack of standardization arises because different scholars, industries, and regulatory authorities interpret the concept based on their own environmental priorities, sustainability goals, and evaluation frameworks. As a result, the definition of “green” may vary across contexts and sectors. However, by integrating various perspectives on green marketing, researchers have identified a set of common attributes that are generally associated with environmentally friendly products. These characteristics help in understanding and evaluating the “greenness” of a product. Typically, green products exhibit the following features:

1. **Energy-efficient** – Designed to consume minimal energy during both production and usage stages.
2. **Water-efficient** – Require reduced water consumption in manufacturing and operation.
3. **Low-emitting** – Generate fewer pollutants or hazardous emissions, thereby minimizing environmental harm.
4. **Safe and healthy** – Do not pose risks to human health and contribute to overall well-being.
5. **Recyclable or made from recycled materials** – Either capable of being recycled or produced using recycled inputs.
6. **Durable** – Have a longer lifespan, which helps in reducing waste generation.
7. **Biodegradable** – Can naturally decompose without causing environmental damage.
8. **Renewable** – Made from resources that can be replenished over time.
9. **Reusable or repurposable** – Can be used multiple times or adapted for alternative uses, reducing the need for new products.
10. **Third-party certified** – Verified by recognized external organizations (such as organic or forest certification bodies) to ensure environmental compliance.

11. Locally produced – Manufactured within a local region, thereby lowering transportation-related carbon emissions.

These characteristics collectively provide a framework for identifying and promoting green products, while also helping consumers make more informed and environmentally responsible purchasing decisions.

III. Industry Adoption of Green Marketing Practices

The growing environmental awareness among consumers has prompted companies across various sectors particularly the consumer durables industry. This incorporates green marketing strategies into their core business practices. Organizations increasingly acknowledge that adopting environmentally responsible initiatives not only enhances brand image but also significantly influences consumer purchasing decisions in a competitive market environment. Consequently, firms are positioning their products as sustainable, energy-efficient, and eco-friendly to appeal to the expanding segment of environmentally conscious consumers.

A notable example is the promotion of Energy Star-certified products, which emphasize reduced energy consumption along with long-term cost savings. Such certifications act as reliable indicators of environmental performance, enabling consumers to make informed choices regarding energy-efficient appliances. By highlighting these attributes, companies are able to build trust and strengthen the perception that their products contribute to environmental sustainability. In addition, companies like Godrej Consumer Products have successfully integrated green marketing into their strategies by introducing exchange programs that encourage consumers to replace outdated appliances with more energy-efficient alternatives. These initiatives not only promote responsible disposal and waste reduction but also motivate consumers to adopt products with lower energy consumption and reduced environmental impact. Through such efforts, the company reinforces its commitment to sustainability and positions itself as an environmentally responsible brand. Moreover, modern advertising campaigns within the consumer durables sector increasingly focus on promoting sustainable lifestyles. Marketers highlight how individual consumption choices—such as opting for energy-efficient products, minimizing waste, and adopting eco-friendly habits—can collectively contribute to environmental preservation. These campaigns often aim to create an emotional connection by linking personal responsibility with environmental well-being, thereby enhancing consumer engagement with green products. Overall, the integration of green marketing practices in the consumer durables industry illustrates how companies are leveraging sustainability not only to meet regulatory requirements but also as a strategic approach for differentiation, value creation, and customer retention. By emphasizing eco-friendly product design, energy efficiency, and responsible

consumption, businesses are shaping a market where environmental considerations play a crucial role in influencing consumer behaviour.

IV. Review of Literature

Previous studies have identified several key factors influencing green purchasing behaviour, including environmental concern, eco-labelling, trust, corporate social responsibility (CSR), and perceived product value. Green marketing has emerged as a vital strategic approach for organizations seeking to respond to increasing environmental challenges and changing consumer expectations. Recent research emphasizes the positive impact of green marketing on consumer trust, brand loyalty, and purchasing decisions. Mohammadi, Barzegar, and Nohekhan (2024) found that genuine and transparent sustainability initiatives significantly strengthen brand loyalty, whereas greenwashing practices undermine consumer confidence. Similarly, Chea (2024) highlights that eco-friendly product design, sustainable pricing strategies, and responsible branding enable firms to gain a competitive edge by appealing to environmentally conscious consumers. Mohapatra (2024) further supports this view, noting that credible eco-branding, transparent environmental claims, and sustainable supply chain practices play a crucial role in shaping purchase intentions, with eco-labels and certifications enhancing both trust and willingness to pay. The role of transparency and CSR has also been widely recognized in shaping consumer perceptions. Rajeswari and Suganya (2023) conclude that environmental certifications, CSR initiatives, and honest communication positively influence consumer trust and loyalty, while misleading claims diminish credibility. In contrast, Kumar (2022) identifies a gap between corporate green claims and actual practices, leading to consumer skepticism and highlighting the need for stricter monitoring and accountability. Green product positioning has also been identified as a critical factor in influencing purchasing behavior. Ashoush and Kortam (2022) found that eco-labels, verified claims, and sustainable positioning significantly enhance consumer willingness to purchase, although skepticism persists when claims lack authenticity. Studies by Juhi and Chellasamy (2021) indicate that while consumers show strong interest in eco-friendly products, actual purchase decisions are often constrained by price sensitivity and limited availability. Supporting this, Tsai and Lin (2020) demonstrate that green marketing enhances brand image and trust, thereby increasing purchase intentions, particularly when environmental claims are supported by verifiable evidence. Earlier research also highlights the importance of environmental awareness, CSR initiatives, and sustainable packaging in shaping consumer behavior. Bhalerao and Bite (2019) emphasize that transparent sourcing, ethical practices, and certified eco-labels are key determinants of consumer acceptance. Mokha (2018) identifies eco-labels as one of the most influential tools in building consumer trust and driving purchase decisions, although environmental advertising alone is less effective unless supported by genuine sustainability

efforts. Additionally, Shamim and Ali (2017) argue that green marketing not only influences purchasing behavior but also enhances environmental awareness, encouraging long-term engagement with sustainable lifestyles. Theoretical contributions by Groening, Sarkis, and Zhu (2017) provide deeper insights into the psychological, economic, and social dimensions of green consumption. Their findings suggest that consumers are influenced not only by environmental concerns but also by personal benefits such as health, safety, and product quality. Regional studies, including those by Ranjan and Kushwala (2017), indicate that cultural values, transparency, and eco-labeling significantly affect consumer decisions in local markets. Foundational studies by Saini (2013) and Bukhari (2011) further establish that honest communication of environmental benefits enhances brand reputation, strengthens consumer trust, and positively influences purchase intentions.

V. Objectives of the Study

1. To evaluate the level of consumer awareness regarding green marketing practices.
2. To examine consumer perceptions toward green marketing initiatives.
3. To assess the impact of green marketing on consumer purchasing decisions.
4. To analyze the role of price and availability in influencing the adoption of green products.
5. To understand how environmental concerns shape consumer preferences for eco-friendly products.

VI. Research Methodology

The methodology adopted in this study is systematic and structured to examine the impact of green marketing on consumer purchasing decisions. The key components of the research methodology are as follows:

1. Research Design

The study is based on a descriptive and analytical research design. A quantitative approach has been employed to assess consumer awareness, attitudes, and behavioral patterns related to green marketing practices.

2. Sampling Technique

Convenience sampling was used for data collection due to its accessibility and practicality. A total of 100 respondents were selected to participate in the study.

3. Data Collection Methods

Both primary and secondary data sources were utilized. Primary data were collected through a structured questionnaire designed to capture relevant consumer insights. Secondary data were obtained from academic journals, research articles, published reports, and credible online databases to support and contextualize the study.

4. Measurement Scale and Variables

A 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) was used to measure respondents' opinions. The key variables examined in the study include consumer awareness, perceived product quality, trust, willingness to pay, product availability, and purchase intention. A pilot study was conducted prior to the main survey to ensure clarity, reliability, and consistency of the questionnaire items.

5. Data Analysis Techniques

The collected data were analyzed using statistical tools such as Microsoft Excel and SPSS. Both descriptive and inferential statistical methods were applied. Descriptive statistics, including mean, percentage, and frequency distribution, were used to summarize the data. Inferential techniques such as the Chi-square test and correlation analysis were employed to examine relationships between variables.

6. Reliability and Validity

To ensure the reliability of the measurement scale, internal consistency was evaluated using Cronbach's Alpha. This helped confirm the accuracy and dependability of the collected data.

Hypotheses Development

Based on the literature review and research objectives, the following hypotheses were formulated:

- H1: There is a significant relationship between consumer awareness of green marketing and their likelihood of purchasing eco-friendly products.
- H2: A higher level of consumer trust in green marketing claims leads to stronger purchase intentions..
- H3: Consumers' perception of the quality of green products significantly influences their likelihood of purchasing them..
- H4: Consumers' perception of price plays a significant role in their decision to prefer eco-friendly products over conventional alternatives.
- H5: Greater availability and easier access to green products positively affect consumer buying behavior.
- H6: Environmental concern acts as a significant mediating factor between green marketing practices and consumer purchasing decisions.

VII. Consumer Awareness Regarding Green Marketing Practices

The findings indicate that respondents demonstrate a moderate level of familiarity with green marketing concepts.

The mean score (Mean = 1.66) suggests that participants possess a basic understanding of green marketing practices. Additionally, the median and mode values being positioned toward the lower end of the scale imply that while most respondents are aware of the concept, their knowledge is not highly advanced. This reflects a general awareness rather than in-depth expertise. With regard to the usage of green products, the low mean value (Mean = 1.22) indicates that a majority of respondents have previously purchased or used eco-friendly products. This highlights that consumers are not only aware of such products but have also had practical exposure to them. Similarly, the mean score for noticing eco-friendly brands (Mean = 1.21) suggests that respondents frequently encounter brands promoting environmental sustainability. This may be attributed to increased visibility of green marketing through packaging, labeling, advertising, and in-store promotions. Furthermore, the mean value for perceived environmental responsibility (Mean = 1.23) reveals that consumers believe green marketing initiatives enhance their sense of responsibility toward the environment. This indicates that such campaigns are effective in encouraging environmentally conscious behavior among consumers. Overall, the results suggest that consumer awareness of green marketing is relatively strong. Most respondents are familiar with the concept, have engaged with eco-friendly products, and perceive green marketing as a factor that promotes environmental responsibility. This level of awareness provides a solid foundation for the continued growth and acceptance of green products in the market.

VIII. Consumer Perceptions of Green Marketing Initiatives

The results indicate that consumers generally hold favorable yet cautious perceptions toward green products. The mean score for perceived quality (Mean = 2.21) suggests that respondents consider green products to be somewhat better than conventional alternatives, although the difference is not strongly pronounced. This reflects a moderate level of agreement regarding the superior quality of eco-friendly products. In terms of trust in green marketing claims, the mean value (Mean = 2.48) highlights a degree of skepticism among consumers. While some level of trust is present, many respondents appear uncertain about the authenticity of environmental claims made by companies. This cautious attitude may stem from concerns related to green washing and misleading promotional practices. Regarding pricing, the mean score (Mean = 1.46) indicates that most respondents perceive green products as reasonably priced. This finding challenges the common belief that eco-friendly products are always expensive, suggesting that price may not be a significant barrier to their

adoption. Additionally, the mean value for perceived effectiveness (Mean = 1.76) shows that consumers generally believe green products perform as well as traditional alternatives. This positive perception of functionality plays an important role in encouraging purchase intentions. Overall, the findings suggest that consumer perceptions toward green products are largely positive in terms of quality, pricing, and effectiveness. However, a certain level of hesitation remains, particularly in relation to trust in marketing claims. Strengthening transparency and credibility in green communication could further enhance consumer confidence.

IX. Impact of Green Marketing on Purchasing Decisions:

This section discusses the impact under different subheadings.

Influence Over Traditional Advertising (Mean = 2.23):

The findings suggest that green marketing has a greater influence on consumer purchasing behavior compared to traditional advertising methods, although the strength of this impact remains moderate. Environmental messaging tends to resonate more with consumers by creating a sense of personal relevance and responsibility, thereby encouraging more conscious purchasing decisions.

Likelihood of Choosing a Green Option (Mean = 2.03):

The results indicate that consumers show a moderate preference for green products when they offer benefits comparable to conventional alternatives. In such situations, sustainability acts as an additional value factor that can influence and ultimately sway the purchasing decision in favor of eco-friendly options.

Influence of Green Marketing on Decision-Making (Mean = 1.81): The findings indicate that respondents recognize the role of green marketing in influencing their purchasing decisions. Although its impact is not particularly strong, it remains steady and significant enough to contribute meaningfully to consumer choice behaviour

The results suggest that green marketing has a noticeable influence on consumer purchasing decisions; however, the strength of this impact is moderate rather than substantial. Environmental messaging contributes additional value to products and plays an important role in shaping consumer preferences in many situations.

X. Role of Price and Availability of Green Products:

Willingness to Pay More (Mean Values = 2.12 and 2.52):

The findings indicate that consumers exhibit a moderate willingness to pay a premium for environmentally friendly products. However, the variation in responses suggests that this willingness is influenced by factors such as the type of product and the individual's financial capacity. This

highlights that while sustainability is valued, price sensitivity continues to play an important role in purchasing decisions.

Perception of Fair Pricing (Mean = 1.46): Its reveal that a significant proportion of respondents perceive green products as reasonably priced. This suggests that although price remains an important consideration, consumers do not consistently view eco-friendly products as excessively expensive, indicating a more balanced perception of their affordability.

Avoidance Due to Price (Mean = 1.30): Although many consumers perceive green products as reasonably priced, a segment of respondents has refrained from purchasing them due to cost-related concerns. This indicates that consumers remain sensitive to price differences, even when the variation is relatively minimal, highlighting the continued importance of affordability in purchase decisions.

Extra Willingness to Pay (Mean = 1.94): The findings indicate that consumers demonstrate a moderate willingness to pay a premium when they are convinced of the environmental benefits of a product. However, variations in responses suggest that this willingness is not uniform, emphasizing the need for firms to adopt competitive and carefully balanced pricing strategies.

Availability Influencing Buying Habits (Mean = 2.28):It indicate that product availability plays a significant role in shaping consumer purchasing behavior. When green products are readily accessible, consumers are more likely to select them, highlighting the importance of distribution and market presence in promoting eco-friendly choices.

Price and availability significantly shape consumer behaviour. Although most respondents find prices acceptable, cost remains a barrier for some. Availability works as a crucial facilitator for green purchasing.

XI. Environmental Concern on Consumer Preferences

Actively Seeking Sustainable Products (Mean = 2.28): It indicates that a considerable number of respondents consciously look for eco-friendly alternatives, reflecting a growing segment of environmentally aware consumers.

Recommendation to Others (Mean = 1.75): shows that respondents are generally willing to suggest such products to others. This reflects positive attitudes and a satisfactory level of experience with eco-friendly options.

Comparison to Regular Products (Mean = 1.79): reveals that green products are often viewed more favorably when evaluated alongside regular alternatives. This reinforces the perception that environmentally friendly products can compete effectively in terms of value and performance.

Environmental Influence on Preferences (Mean = 1.81): It indicates that ecological concerns moderately affect consumer purchasing decisions. While not the sole determining factor, sustainability considerations contribute significantly to product choice

Overall, the results highlight that environmental concern is an important determinant of consumer preferences. Consumers not only show a preference for green products but also demonstrate proactive behaviours such as seeking them out and recommending them to others, indicating a positive orientation toward sustainable consumption.

XII. Reliability Analysis

The analysis confirms that all 100 responses were valid and included in the reliability assessment, with no missing values or excluded cases. This ensures that the reliability results are derived from a complete dataset, thereby enhancing the precision and credibility of the findings.

Reliability Statistics

- **Cronbach's Alpha:** 0.754
- **Number of Items:** 21

A Cronbach's Alpha value of 0.754 indicates an acceptable level of internal consistency. In the context of social science research, a value exceeding 0.70 is generally considered reliable, suggesting that the items in the questionnaire are sufficiently correlated and effectively measure the intended constructs.

The key implications of this result are as follows:

1. Adequate Internal Consistency

The obtained alpha value demonstrates that the 21 items in the questionnaire are reasonably interrelated and collectively capture dimensions such as green marketing awareness, consumer perceptions, purchasing behavior, pricing considerations, and environmental concern.

2. Response Consistency

The consistency in responses indicates that participants clearly understood the questions, and the instrument was well-designed and aligned with the objectives of the study.

3. Appropriateness for Further Analysis

Since the reliability coefficient meets the acceptable threshold, the dataset is suitable for advanced statistical analyses, including descriptive statistics, correlation analysis, and hypothesis testing.

4. Support for Validity

A reliable measurement scale strengthens the construct validity of the research, ensuring that the results accurately reflect respondents' views and can be interpreted with confidence.

Implications for Research Quality

Overall, the reliability score is shown in Table 1. It confirms that the data collection instrument is dependable and contributes positively to the robustness, accuracy, and overall quality of the research findings.

Table 1 : Reliability score

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.754		21	

XIII. Correlation

The correlation coefficient ($r = 0.425$) indicates a moderate positive relationship between the variables under study. This suggests that as consumers' familiarity with green marketing increases, their tendency to actively seek eco-friendly products also rises. In other words, greater awareness is associated with more proactive sustainable purchasing behaviour. •Significance (Sig. 2-tailed) = 0.000. Since the p-value is less than 0.01, the correlation is statistically significant at the 0.01 level. This means there is a very low probability that this relationship occurred by chance.

•Sample size (N) = 100

Data from 100 respondents were used for this analysis.

People who are more familiar with green marketing are significantly more likely to seek out eco-friendly or sustainable products when making purchases. The relationship is statistically significant and moderately strong as shown in Table 2.

Table 2 : Pearson Correlation of variables under study

		How familiar are you with the concept of green marketing (advertising of eco-friendly products and practices)?	How often do you actively seek out eco-friendly or sustainable products when making a purchase?
How familiar are you with the concept of green marketing (advertising of eco-friendly products and practices)?	Pearson Correlation	1	.425**
	Sig. (2-tailed)		.000
	N	100	100
How often do you actively seek out eco-friendly or sustainable products when making a purchase?	Pearson Correlation	.425**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

2. Correlation Coefficient (r) = 0.533

This indicates a moderately strong positive correlation. It suggests that individuals who are more willing to pay extra for eco-friendly marketing are also more willing to pay extra for green products over regular ones.

•Significance (Sig. 2-tailed) = 0.000

The p-value is less than 0.01, so the correlation is statistically significant at the 0.01 level. This means the relationship is unlikely to be due to chance.

•Sample Size (N) = 100

The analysis was conducted on responses from 100 participants.

As indicated in table 3 , there is a significant and moderately strong relationship between how much consumers are willing to pay for eco-friendly marketing and how much extra they are willing to pay for green products. This indicates a consistent consumer attitude those who value eco-friendly messaging also tend to place financial value on environmentally conscious products.

Table 3 : Pearson Correlation Table

Correlations			
		How much more would you be willing to pay for a product that is marketed as eco-friendly?	How much extra are you willing to pay for a green product compared to a regular product?
How much more would you be willing to pay for a product that is marketed as eco-friendly?	Pearson Correlation	1	.533**
	Sig. (2-tailed)		.000
	N	100	100
How much extra are you willing to pay for a green product compared to a regular product?	Pearson Correlation	.533**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

3. Correlation Coefficient (r) = 0.366

This reflects a moderate positive correlation, suggesting that as the importance of sustainability in brands increases for a consumer, their likelihood of recommending eco-friendly products to others also increases.

•Significance (Sig. 2-tailed) = 0.000

This value is less than 0.01, indicating the result is statistically significant. There is strong evidence that this correlation is not due to chance.

•Sample Size (N) = 100

The analysis is based on 100 respondents.

There is a statistically significant moderate positive correlation between valuing eco-friendly practices in brands and the likelihood of recommending eco-friendly products. This suggests that individuals who place high importance on brand sustainability are also more inclined to advocate for environmentally friendly products to others—indicating a potential word-of-mouth effect driven by eco-conscious values.

Table 4 : Pearson correlation of eco- friendly practices and recommendation of eco-friendly products

Correlations			
		How important is it to you that the brands you buy from use sustainable or eco-friendly practices?	How likely are you to recommend eco-friendly products to others ?
How important is it to you that the brands you buy from use sustainable or eco-friendly practices?	Pearson Correlation	1	.366**
	Sig. (2-tailed)		.000
	N	100	100
How likely are you to recommend eco-friendly products to others ?	Pearson Correlation	.366**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

XIV. Findings & Discussion

1. High Level of Awareness: A majority of respondents are familiar with green marketing concepts and eco-friendly practices..
2. Widespread Adoption of Green Products: Approximately 83% of respondents have used eco friendly products, indicating significant market penetration..
3. Influence on Brand Preference: Consumers show a strong inclination toward brands that demonstrate environmental responsibility.
4. Positive Perception of Quality: Many respondents perceive green products as offering equal or superior quality compared to conventional alternatives..
5. Moderate Trust in Marketing Claims: While consumers generally trust environmental claims, a degree of skepticism persists.
6. Price Sensitivity: Although consumers are willing to pay a premium, it is typically limited to a range of 5–10%, reflecting cautious spending behaviour.
7. Impact of Green Marketing: A substantial proportion of respondents acknowledge that sustainable marketing practices influence their purchasing decisions..
8. Importance of Packaging and Certifications: Eco-friendly packaging and credible certifications are identified as the most influential green marketing elements..

The results highlight that green marketing serves as an effective mechanism for influencing consumer behavior. High levels of awareness and favorable perceptions of product quality indicate that consumers increasingly associate sustainability with reliability, safety, and ethical value. The growing preference for eco-friendly alternatives reflects a broader shift toward responsible consumption patterns .However, the findings also reveal certain challenges. Trust remains a critical concern, as many consumers exhibit caution due to the prevalence of green washing practices. Neutral responses in trust-related measures suggest that consumers require greater transparency and authenticity in environmental claims .Additionally, the study confirms the presence of a price–value trade-off. While consumers appreciate the benefits of sustainable products, their willingness to pay higher prices is limited. This indicates that affordability continues to be a key factor influencing purchasing decisions, consistent with global research trends. Overall, the findings suggest that organizations that genuinely integrate sustainability into their core operations rather than relying solely on promotional tactics which are more likely to build consumer trust, enhance brand loyalty, and achieve long-term competitive advantage.

XV. Conclusion

Green marketing plays a significant role in shaping consumer purchasing behavior in today's environmentally conscious market. Consumers demonstrate a high level of awareness and a growing preference for sustainable products, supported by their positive attitudes toward eco-friendly packaging, credible certifications, and transparent communication. At the same time, certain barriers continue to influence consumer decisions. Price remains a key constraint, as many consumers are hesitant to adopt green products when costs are perceived as high. Furthermore, concerns related to the authenticity of environmental claims highlight the importance of avoiding green washing and maintaining transparency. The study concludes that green marketing is most effective when it is supported by genuine sustainability practices, affordable pricing strategies, and trustworthy communication. When these elements are aligned, consumers are more likely to adopt eco-friendly products, leading to both environmental benefits and enhanced business performance.

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