



A Study into The Function of Green Marketing as It Affects Consumers

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Abstract:

Green marketing has become a key tactic for businesses looking to address the growing environmental concerns and customer knowledge of sustainable practices. It refers to the marketing of goods and services that are sustainable, made using sustainable methods, and intended to lessen adverse effects on the environment. Customers are becoming increasingly aware of how their purchases affect the environment as environmental problems like pollution, climate change, and resource depletion continue to get attention on a global scale. This has prompted numerous companies to integrate eco-friendly marketing techniques into their broader marketing plans. The study also looks at the challenges of green marketing, such as the problem of greenwashing and customer mistrust of environmental promises. The research attempts to determine how well these tactics promote environmentally conscious purchase behaviour by examining how consumers react to green marketing campaigns.

All things considered, it is anticipated that the study's conclusions will offer insightful information to companies, marketers, and legislators. In addition to encouraging sustainable purchasing and increased environmental responsibility among consumers, it will assist businesses in creating more successful green marketing strategies.

Keywords: *Green Marketing, Global Awareness, Resource Depletion, Recyclable Packaging, Customer Awareness, Eco-Aware Customers, Eco-Labeling, Sustainable Packaging.*

Introduction:

In recent years, the growing concern for environmental sustainability has reshaped the way businesses interact with consumers. Green marketing, often referred to as ecological or sustainable marketing, has emerged as a strategic approach that integrates environmental responsibility into promotional activities, product development, and corporate communication. It goes beyond traditional marketing by emphasizing eco-friendly practices such as the use of recyclable materials, energy-efficient production methods, and transparent communication about a company's commitment to sustainability.

Today's consumers are more conscious of how their decisions affect the environment, and this awareness has affected their shopping habits. Even if they are more expensive, many consumers favor brands and goods that show environmental responsibility. Thus, green marketing acts as a link between corporate responsibility and customer expectations as well as a strategy for distinction in cutthroat marketplaces.

With an emphasis on how eco-labels, sustainable branding, and environmentally conscious campaigns influence customer perceptions, trust, and loyalty, this study aims to characterize the role of green marketing as it impacts consumers. Through an analysis of these

dynamics, the study seeks to shed light on the efficacy of green marketing tactics and the degree to which they impact consumer choices in contemporary marketplaces.

Conceptual Background:

Green marketing:

Green marketing is the practice of promoting products, services, or business practices based on their environmental benefits and sustainability.

Resource depletion:

Resource depletion is the consumption of natural resources faster than they can be naturally replenished, leading to a reduction in their availability and potential long-term scarcity.

Recyclable packaging:

Recyclable packaging encompasses a variety of recyclable or reusable packaging materials and technologies. The market for these items has grown significantly in recent years. Many firms prefer to utilize recyclable and eco-friendly packaging over polluting alternatives, even though they are frequently more expensive. Packaging is still a significant source of waste globally, even though businesses in the food and beverage sector as well as other areas are moving to sustainable choices.

Eco-labelling:

Eco-labelling refers to the practice of labelling products or services with symbols, logos, or statements indicating they meet specific environmental standards or have a reduced environmental impact. These labels help consumers identify eco-friendly options.

Eco-aware customer:

Eco-aware customers are consumers who are conscious of and concerned about the environmental impact of their purchasing decisions. They actively seek products, services, and brands that are environmentally friendly, sustainable, and responsibly sourced.

Problem Statement:

The problem addressed in this study is to determine how green marketing affects consumer behaviour and to identify the key factors that influence the adoption of environmentally friendly products.

Rational of the Study:

The rationale behind this study is to understand the growing importance of green marketing in influencing consumer behaviour. With increasing environmental awareness and regulatory pressures, businesses are adopting eco-friendly practices. However, there's a need to assess how these initiatives resonate with urban Indian consumers. This study bridges the gap by:

- Examining consumer awareness and response to green marketing.
- Identifying effective strategies for sustainable consumption.
- Providing insights for businesses and policymakers to align with evolving consumer expectations.

In essence, the study aims to drive impactful sustainability initiatives by understanding the interplay between green marketing and consumer behaviour.

Literature Review:

Kumar (2025), This study offers a strategic roadmap for promoting environmentally conscious advertising in India, providing practical guidelines for businesses and policy interventions to foster sustainable development.

Polonsky (1994), green marketing includes all activities designed to generate and facilitate exchanges intended to satisfy human needs with minimal environmental damage. Peattie (2001) emphasized that green marketing not only focuses on environmental benefits but also ensures that consumer needs are fulfilled effectively.

Ottman (2017) stated that consumers are increasingly willing to support brands that demonstrate environmental responsibility. However, scepticism exists due to greenwashing, where companies falsely claim environmental benefits.

Podvorica & ukaj (2020) Significant findings were the positive influence of family and media in shaping consumers' environmentally friendly behaviour and, in contrast, consumers' mistrust in the marketing activities of producers because of misleading advertising.

Hasan et al., (2015) The conclusion that was drawn is that, green innovation and the green promotion have a positive effect on the firms' performance

Kumar, (2016). The articles were classified across four thematic categories: eco-orientation, green marketing strategy, green marketing functions and green marketing consequences. It outlined the contribution of the earlier work under each theme, illustrated upon their implications for green marketing practice and research and provided directions for future research.

Rasool.et al (2016) Present paper has given insight to the Green Supply Chain Management (GSCM) in an inclusive way. It can be concluded that GSCM is the expanded form of conventional supply chain management.

Chen et al. (2017) This study develops an original framework to explore the influence of excessive product packaging on green brand attachment and to discuss the mediation roles of green brand attitude and green brand image. Structural Equation Modelling (SEM) is applied to verify the research framework.

Farzin (2020) The present study aims to investigate the effect of green marketing instruments and to understand the behaviour of consumers in the purchase and use of e-books. The environmental label is one of the tools of

green marketing that can be used in the primary pages of e-books to show being an environmentalist.

Jesus (2021) The objective of this descriptive study was to determine the influence of green marketing on buying behaviour of consumers and their views and expectations towards green product and this study aim to assist consumers in Palayan City, Philippines by raising product awareness through ads, with the goal of changing individual purchasing habits, which can have an effect on environmental welfare and also to understand environmental friendly products' availability and the impact of advertisers' marketing campaigns in relation to consumers.

Significance of the Research:

This study on green marketing's impact on consumers is significant because it sheds light on how eco-friendly initiatives influence purchasing decisions in urban India. With growing environmental concerns, businesses and policymakers need insights to craft effective green strategies. The study's findings can help:

- This study explores how green marketing affects consumer attitudes and behaviour.
- It helps businesses design effective eco-friendly marketing strategies.
- The research highlights factors that encourage sustainable purchasing.
- It contributes to academic knowledge on green consumer behaviour.
- Findings can reduce greenwashing and promote authentic marketing.
- Ultimately, it supports environmental sustainability through informed consumer choices.

Objectives:

The objective of this study is to examine the role and function of green marketing in shaping consumer behaviour and decision-making

processes. It seeks to describe how environmentally friendly marketing strategies—such as eco-labelling, sustainable packaging, and corporate social responsibility initiatives—affect consumer awareness, attitudes, and purchasing preferences. The study aims to provide a detailed understanding of the extent to which green marketing influences consumer trust, loyalty, and willingness to pay for sustainable products, while also highlighting the challenges and opportunities businesses face in adopting such practices. To understand the concept and importance of green marketing. This study aims to-

- To examine the influence of green marketing on consumer buying behaviour.
- To analyse consumer awareness regarding environmentally friendly products.
- To identify challenges faced by companies in implementing green marketing strategies.
- To evaluate the effectiveness of green marketing in promoting sustainable consumption.

Hypothesis:

H1: Green marketing has a positive impact on consumer attitudes towards environmentally friendly products.

H2: Consumers are more likely to purchase products with eco-labels or green certifications.

H3 Green marketing strategies increase consumer loyalty towards environmentally responsible brands.

H4: Green marketing influences consumer behaviour, leading to increased purchase intentions and sustainable consumption patterns.

How Green Marketing Affects Consumers



It highlights the relative importance of different factors:

- **Brand Trust (30%)** – the most influential driver
- **Perceived Product Effectiveness (25%)** – consumers buy if products actually work.
- **Environmental Awareness (20%)** – eco-conscious values matter
- **Health Consciousness (15%)** – organic and safe products appeal strongly.
- **Price Sensitivity & Skepticism (10%)** – barriers to adoption remain.

Methodology:

Research Design:

This study will adopt a mixed research approach using a qualitative and quantitative research design; the qualitative aspect aims to identify consumers' awareness, attitudes, and perceptions regarding green marketing, while the quantitative component seeks to examine the relationship between green marketing strategies and consumer purchasing behaviour.

Exploratory Study to Investigate the role of start-ups in driving a circular economy through waste-to-energy innovation. Qualitative Approach: In-depth interviews, case studies, and literature review of various reports.

Data Collection: This study, data was gathered through both primary and secondary sources to ensure a comprehensive understanding of consumer responses to green marketing.

Primary Data: A structured questionnaire was designed and distributed to consumers across different age groups, income levels, and educational backgrounds. The survey included questions on awareness of eco-labels, perceptions of sustainable packaging, and attitudes toward companies that promote environmental responsibility. In addition, semi-structured interviews were conducted with a smaller group of participants to capture more detailed insights into their personal experiences and opinions about green marketing practices.

Secondary Data: Government report, industry reports, and case studies were examined to supplement the main conclusions. Academic studies on consumer psychology, corporate sustainability reports, and evaluations of advertising campaigns that emphasize environmentally responsible efforts were all included. The primary data gathered was validated and given context by these sources.

Data Analysis and Interpretation:

Quantitative Method: To find broad patterns in consumer awareness and behavior, survey responses were tallied and analysed using descriptive statistics. The percentage of consumers that favor environmentally friendly items, the degree of confidence in green promises, and the impact of green packaging on purchasing decisions were among the patterns that were emphasized. Relationships between exposure to green marketing and actual purchasing behaviour were investigated using correlation and regression analysis.

Quantitative Method: Transcripts of interviews were thoroughly examined and thematically classified. Recurring themes included the emotional attraction of sustainability messaging, customer trust, and skepticism about overstated claims. The motivations and issues that influence customer decisions were made clear by this theme analysis, which gave the numerical data depth. The study was able to provide a comprehensive picture of how green marketing influences consumer attitudes and actions by merging these two types of analysis.

Table of Content:

Category	Percentage (%)	Key Insight
Trust in Eco-labels	40%	Eco-labels are the most influential factor, building credibility and trust.
Influenced by Sustainable Packaging	25%	Packaging plays a visible role in shaping consumer purchase decisions.
Skeptical of Green Claims	20%	A notable portion of consumers doubt the authenticity of sustainability claims.
Motivated by Environmental Concern	15%	A smaller but highly committed group prioritizes sustainability values.

Discussion and Conclusion:

The study reveals that green marketing significantly influences consumer behaviour, but its effectiveness depends on perceived authenticity and trustworthiness. Consumers respond positively to eco-labels, sustainable packaging, and transparent communication, especially when these align with their personal

values. However, scepticism arises when green claims appear exaggerated or unsubstantiated, leading to reduced purchase intentions.

Overall, the findings suggest that green marketing functions not only as a promotional tool but also as a trust-building mechanism. Companies that integrate genuine sustainability practices into their marketing strategies are more

likely to foster long-term consumer loyalty. The study underscores the importance of credibility, transparency, and consumer education in maximizing the impact of green marketing.

Scope of the study:

This study investigates the role of green marketing and how it affects Indian urban consumers, with a particular emphasis on:

- Consumer awareness and impression of green marketing strategies are evaluated.
- Influence of Green Strategies: Analysing how eco-labels, environmentally friendly packaging, and green advertising affect consumer behaviour.
- Demographic Factors: Examining how responses to green marketing are influenced by demographics (age, income, and education).
- Product Focus: Focusing on eco-friendly and fast-moving consumer goods (FMCG).

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