



THE IMPACT OF GREEN MARKETING ON CONSUMER'S BUYING BEHAVIOUR

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ABSTRACT

This study explores the impact of green marketing on consumer buying behavior, focusing on consumer awareness, environmental concern, and health consciousness. Using a descriptive research design, data was collected from 213 randomly selected consumers via structured questionnaires. Results indicate a positive correlation among the key factors influencing eco-friendly purchases, though many consumers remain neutral about recognizing green products or paying more for them. The findings highlight the need for stronger awareness campaigns and transparent marketing to support sustainable consumer choices.

Key Factors: Consumer awareness, Health consciousness, Environmental concern, Percieved quality and value and Buying behaviour.

1.INTRODUCTION

In recent years, increasing global problems such as climate change, pollution, and resource depletion have pushed businesses and consumers to reevaluate their roles in promoting sustainability. As a result, green marketing—the marketing of products and services based on their environmental benefits—has arisen as an operational approach used by companies seeking to attract eco-conscious customers. This paradigm shift is driven not only by norms, but also by changing consumer values, which favor ecological consciousness and health-conscious lifestyles.

Green marketing consists of beyond just eco-friendly advertising; it also includes product design, packaging, pricing, distribution, and overall business tactics that are all in line with ethical values. Despite growing awareness, the actual impact of green marketing on consumer purchasing behavior in India remains inconsistent and neglected. Consumer awareness, environmental concern, and health consciousness are thought to play important roles in influencing green purchasing decisions, however their exact interrelationships and influence often remain unclear.

This study tries to solve this research gap by exploring how green advertising approaches effect how consumers act. It looks at not only consumer awareness of green products, but also their perceptions concerning the environmental effect, willingness to pay a premium, and demand for healthier, chemical-free alternatives. In addition, the study evaluates the influence of trends in demographics and government initiatives on environmentally friendly purchasing behaviors.

By providing empirical perspectives, this study contributes to a more thorough comprehension of consumer choices in the context of sustainability, with significant benefits for marketers, members of parliament, and environmental advocates seeking towards promoting green consumption.

KEY FACTORS OF THIS STUDY:

Consumer Awareness:

Consumer awareness corresponds to how individuals successfully understand the meaning of green promotional activities, are familiar with green goods, and appreciate the value in being sustainable in consumption. It involves knowing how to identify green items while assessing their environmental impact. Higher levels of awareness often end in better educated and responsible buying choices.

Environmental Concern:

Environmental concern reflects consumer attitudes toward preservation of the environment and sustainability. This includes thoughts about individual accountability for lowering harm to the environment, support for government-led conservation efforts, and an overwhelming desire to avoid environmentally harmful products. Environmentally educated consumers are more likely to support brands that practice correct environmentally friendly practices.

Health Consciousness:

Health consciousness is a significant consideration in determining green purchasing behavior. Consumers who value their wellness are more likely to pick organic items that are free of hazardous substances and viewed as safer. Green items that promote health and wellness are especially appealing to this group of consumers.

Perceived Value and Quality:

Perceived value is the consumer's opinion of the benefits that come from green products with regard to their cost. This part includes an expectation that green products are made of high-quality materials and provide higher levels of security and reliability. Consumers are far more inclined purchase ecologic products if they think that them have significance and effective.

Buying Behavior:

Buying behavior includes tangible purchase patterns, such as the rate in which green products are acquired, a preference for sustainable packaging, and a willingness to pay a premium for environmentally responsible products. It reflects how values and attitudes determine how customers act in the marketplace.

2. NEED FOR THE STUDY

To keep themselves viable, companies have to adopt green marketing strategies that meet with regulatory standards and meet the expectations of environmentally conscious customers. This necessitates investments in cutting-edge technologies, process improvements, and attempts to boost consumer awareness. In India, there is little study on how green marketing influences buyer habits. As a result, the objective of this study is to determine if consumer views toward sustainability give into actual purchasing choices, as well as to identify the key factors shaping this behavior.

3. OBJECTIVE OF THE STUDY**PRIMARY OBJECTIVE:**

- To study the impact of green marketing on consumers buying behaviour.

SECONDARY OBJECTIVES:

- To examine the consumers awareness towards green marketing
- To find out the relationship between consumer's environmental concerns and the green products
- To investigate how consumer decision making process affecting the health and lifestyle of the consumers
- To determine the consumer's expectation regarding the price and quality of the green products
- To recognize the buying behaviour of consumers on green products

4. SCOPE OF THE STUDY

The purpose of this research is to investigate how green marketing affects Indian consumers' purchasing decisions. It is going to concentrate on understanding how green marketing approaches promote Indian customer decisions to buy environmentally friendly goods. In particular, the study will look at how consumers' awareness, attitudes, and values about green products influence their purchasing decisions. Green marketing strategies have become growing in popularity. There are significant alternations required in the business world in relation to the importances towards the environment and the society.

5. LITERATURE REVIEW

- **Thoria Omer Mahmoud (2019):**Green marketing helps consumers make informed eco-friendly choices. It promotes sustainable production by integrating environmental responsibility across business functions. Fully adopting green strategies leads to a sustainable marketing mix.
- **R. Mayakkannan (2019):**Indian companies are shifting toward sustainability in response to consumer demand. This study discusses green marketing strategies and their future potential in India. It emphasizes eco-friendly branding and advertising.
- **Dr. Cross Ogohi Daniel (2019):**Focusing on SMEs, the study finds green marketing enhances business growth, awareness, and profitability. Eco-labels and branding are effective tools. It supports adopting sustainable strategies for competitive advantage.
- **Domazet & Kovacevic Milica (2018):**Through meta-analysis, the study shows green marketing balances sustainability and profitability. It highlights roles of businesses, consumers, and governments in real-world applications. Integration of eco-strategies improves business outcomes.
- **Bharati Rathore (2018):**This paper identifies transparency, authenticity, and education as keys to green marketing success. It predicts technological advancements will strengthen eco-claims. Consumer trust is vital for market expansion.
- **Hani Al-Dmour et al. (2021):**In Jordan, green marketing improves non-profits' social and environmental performance. Though adoption is moderate, sustainable practices enhance organizational outcomes. Awareness and implementation are key to progress.

- **Babita Saini (2014):**As environmental issues grow, companies are increasingly adopting green marketing. The study tracks trends and challenges in India. Findings suggest continuous expansion of green marketing efforts.
- **Bhattacharjee & Mukherjee (2016):**Green marketing drives innovation in product design and packaging. The study highlights India's green IT leadership. It advocates for resource-efficient strategies aligned with sustainability goals.
- **Wymer & Polonsky (2015):**Green marketing alone can't solve global issues but supports broader solutions. The study explores roles of business, consumers, and governments. It calls for systemic environmental action beyond marketing.
- **Wong Fui Yeng & Rashad Yazdanifard (2016):**This paper emphasizes branding and awareness in influencing green product purchases. It highlights green marketing's growing importance. Sustainable practices help build loyal, eco-conscious customer bases.
- **Mayank Bhatia (2013):**Consumer preferences are shaped by awareness, trust, and green values. The study, based on Indian respondents, stresses the need for local research. Demand for eco-friendly products is rising.
- **Arun Sharma & Gopalkrishnan R. Iyer (2012):**The study suggests that affordable green products can be developed through frugal innovation. In emerging markets like India, cost-effective sustainability is key. Efficient supply chains support green goals.

6. CONCLUSION

The study shows that while many consumers are aware of green marketing, they often struggle to identify green products or understand their benefits. Support for environmental responsibility is strong, but uncertainty around product value, packaging, and price points to a communication gap. Age has little impact on consumer behavior, indicating that marketing should target values and lifestyles. Overall, there is growing acceptance of sustainable choices, but greater awareness, trust, and accessibility are needed to promote consistent eco-friendly buying habits. Businesses must focus on transparent messaging and authentic sustainability practices to build consumer confidence. Strengthening education and outreach can further drive meaningful changes in green purchasing behavior.

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