

The Impact of Green Marketing on Consumer Purchase behaviour : An Empirical Study

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Green marketing has emerged as a significant trend in response to environmental challenges and increasing consumer awareness. This paper investigates the impact of green marketing strategies on consumer purchase behaviour, with a focus on identifying key factors influencing eco-friendly buying decisions. Using a quantitative approach through surveys and statistical analysis, the study provides insights into consumer attitudes, motivations, and the effectiveness of green marketing initiatives.

Key Words : Green Marketing, Consumer Behaviour, Sustainable Consumption, Eco-Friendly Products, Environmental Awareness

Introduction:

Environmental sustainability has become a global concern, leading businesses to adopt green marketing practices. Green marketing refers to the promotion of products or services based on their environmental benefits. In other word Green Marketing refers to the process of developing, promoting, and selling products and services that are environmentally safe, sustainable, and socially responsible. It involves integrating environmental considerations into all aspects of marketing product design, packaging, advertising, distribution, and after-sale services with the aim of reducing environmental harm and meeting the growing demand for eco-conscious goods. This study aims to examine how such strategies influence consumer purchasing behaviour, especially in the context of increasing environmental consciousness. Consumer awareness of green marketing refers to the extent to which individuals understand and recognize eco-friendly products, practices, and messages promoted by businesses. A positive perception emerges when consumers believe that a brand's green claims are genuine, relevant, and beneficial for the environment. High awareness often leads to more favourable attitudes, but actual purchasing behaviour depends on trust, affordability, and product performance. Consumer purchase behaviour toward green products is influenced by a combination of psychological, economic, and social factors. Environmental awareness plays key role consumers who are more conscious of ecological issues tend to prefer eco-friendly products. Another factor is perceived consumer effectiveness (PCE)¹ the belief that one's individual actions can positively impact the environment.

Price sensitivity also affects green buying; many consumers support sustainability in theory but hesitate due to higher costs. Trust in brand claims, often reinforced by certifications and transparency, encourages purchasing, while product quality and availability determine whether the green option meets expectations. Additionally, social

influence from peers and media and the consumer's lifestyle and values significantly guide their green purchase decisions.

Research Objectives:

1. To evaluate consumer awareness and perception of green marketing
2. To identify the factors affecting consumer purchase behaviour towards green products
3. To assess the relationship between green marketing efforts and actual buying decisions

Literature Review:

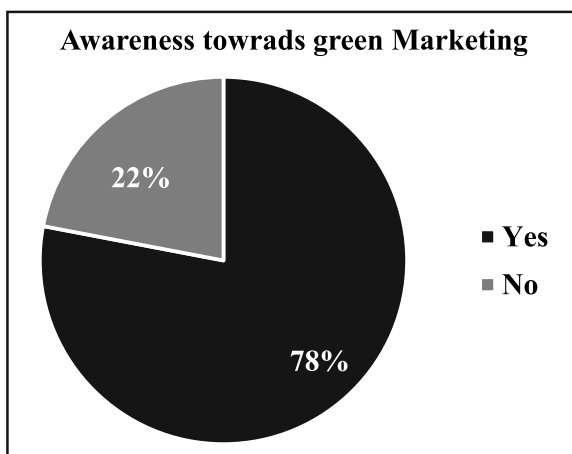
Green marketing has evolved significantly since its emergence in the 1980s and 1990s, driven by increasing environmental concerns, government regulations, and a shift in consumer values toward sustainability. Several researchers have explored the relationship between green marketing initiatives and consumer behaviour, offering insights into key influencing factors, gaps, and contradictions in the field. However, Various studies have highlighted the growing trend of green consumerism. Peattie and Crane (2005) argue that green marketing is not just about promoting eco-friendly products, but also about transparent communication and ethical business practices. Other researchers emphasize the role of environmental awareness, perceived consumer effectiveness (PCE), and brand trust in influencing green purchasing decisions.

Research Methodology:

A quantitative research design was adopted. A structured questionnaire was distributed to 300 consumers across urban and semi-urban regions. Data was analysed using statistical tools like SPSS. Key variables measured include environmental concern, green product knowledge, brand image, and purchase intention².

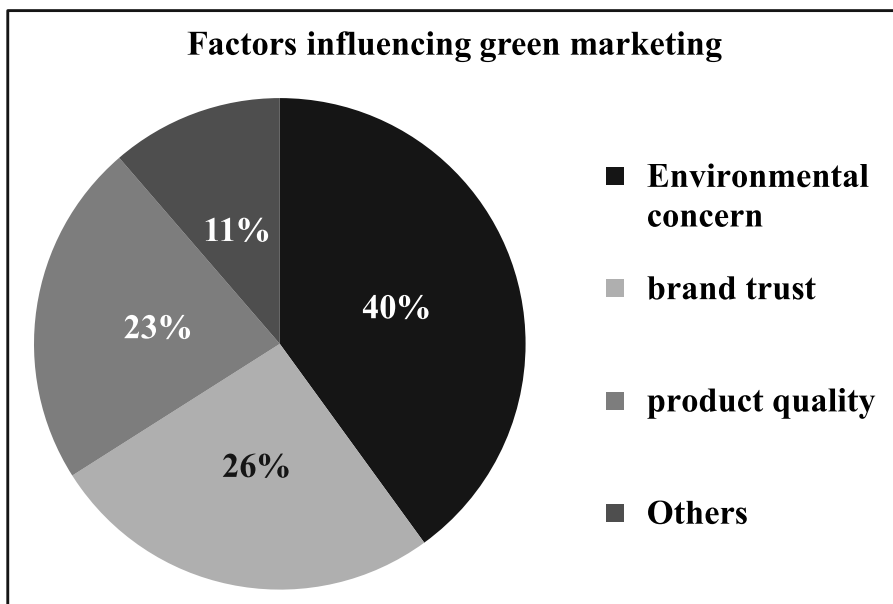
Graphical presentation of data:

Graph 1: Awareness of consumers towards green Marketing in Study area

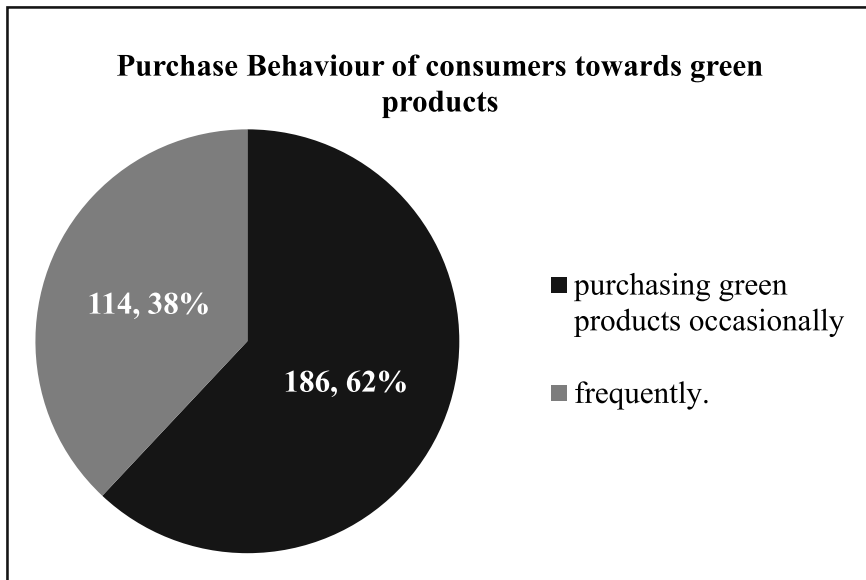


The pie chart illustrates the level of awareness among respondents regarding green marketing. Out of a total of 300 respondents, 234 individuals (78%) indicated that they are aware of green marketing practices, while 66 individuals (22%) reported no awareness. This data indicates a high level of awareness about green marketing among the surveyed population. The strong majority suggests that green marketing campaigns and eco-conscious messaging have been relatively successful in reaching consumers. However, the 22% who remain unaware point to the need for further educational efforts and outreach, especially in regions or segments where green messaging may be less prominent.

Graph 2: Factors influencing green marketing in study area



The data reflects respondents' views on the key factors influencing their purchase of green products. Among the total responses, environmental concern emerged as the most influential factor, with 120 respondents, accounting for 40% of the sample. This indicates that a significant portion of consumers are motivated by their awareness of and responsibility toward environmental issues when choosing eco-friendly products. Brand trust was cited by 78 respondents, representing 26% of the total, suggesting that credibility and transparency in a brand's green claims play a crucial role in shaping consumer choices. Product quality was selected by 68 respondents, or approximately 22.7%, showing that consumers still prioritize performance and effectiveness alongside sustainability. The remaining 34 responses, about 11.3%, fell under the 'Others' category, which may include factors like price, packaging, or peer influence.

Graph 3: Purchase Behaviour of consumers towards green products in study area

The data shows that out of 300 respondents, 186 individuals, which is 62%, reported purchasing green products occasionally, while 114 individuals, or 38%, indicated that they purchase green products frequently. This suggests that a majority of consumers engage with green products on an irregular basis, potentially influenced by factors such as price, availability, or product need. However, the fact that over one-third of respondents frequently choose green alternatives indicates a growing commitment to sustainable consumption among a significant portion of the population.

Graph 4 : Barriers towards green products

The pie chart illustrates the various barriers faced by consumers when purchasing green products. The most significant obstacle identified is higher prices, accounting for 44% of the responses, indicating that cost remains a primary deterrent for eco-conscious buying³. Lack of product availability is the second major barrier, cited by 29% of respondents, showing that even willing buyers may struggle to access green alternatives. Unawareness towards products was reported by 19%, reflecting the need for greater consumer education and product visibility. Lastly, 8% of respondents selected other reasons, which may include lack of trust, limited choices, or influence from conventional buying habits.

Findings of study :

1. A majority of 78% of respondents reported being aware of green marketing practices. This indicates strong consumer recognition and familiarity with eco-friendly marketing

initiatives.

2. Environmental concern, brand trust, and perceived product quality were identified as the most influential factors affecting green product purchases. These elements significantly shape consumer decisions in favour of eco-friendly products.
3. The survey revealed that 62% of respondents purchase green products occasionally, while 21% reported buying them frequently. This suggests a growing but varied level of engagement with sustainable consumption.
4. Higher prices and limited product availability were commonly cited as barriers to purchasing green products. These factors often hinder consumers from making consistent eco-friendly choices.
5. Social norms and peer behaviour significantly influence consumer choices regarding green products. People are more likely to adopt eco-friendly habits when encouraged by their social circles.
6. According to data collection it was found that 21% of respondents reported frequently purchasing green products, indicating a dedicated group of environmentally conscious consumers. This segment shows consistent commitment to sustainable consumption.
7. Approximately 22.7% of participants stated that the quality of green products plays a crucial role in their purchase decisions. This highlights that consumers value performance alongside environmental benefits.

These findings suggest that while green marketing positively impacts consumer attitudes, actual behaviour is moderated by practical constraints like cost and accessibility.

Suggestions of the study :

1. Businesses and policymakers should actively invest in public awareness campaigns to educate consumers about the importance and benefits of green products, promoting more informed and sustainable purchasing decisions.
2. Companies should focus on improving the performance and reliability of green products to match or exceed that of conventional options, ensuring consumer satisfaction without compromising on sustainability.
3. Green behaviours should be promoted through influencer marketing and community-driven initiatives to harness the power of social influence and inspire broader consumer adoption.
4. Leverage social influence by promoting green behaviours through community engagement and influencer marketing, encouraging consumers to adopt sustainable habits through relatable role models.
5. Expanding the reach of eco-friendly products to urban and semi-urban areas will enhance their availability, making it easier for a wider range of consumers to access and adopt sustainable options.
6. To prevent misleading environmental claims, it is essential to implement strict regulations and promote third-party certifications that verify the authenticity of green marketing efforts.

Conclusion :

Green marketing has a measurable influence on consumer purchase behaviour, particularly among environmentally aware individuals. However, businesses must address barriers such as pricing and transparency to translate eco-consciousness into consistent buying behaviour. Future research could focus on longitudinal studies and explore sector-specific strategies.

References :

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