

# Impact of Green Marketing on Consumer Buying Behaviour

Dr Geetha R<sup>1</sup>, Ms Ankita Ghora D<sup>2</sup>

<sup>1</sup>Associate Professor & Head, Department of B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore

<sup>2</sup>III B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore

## Abstract

Green marketing has arisen as an essential corporate approach in response to rising environmental concerns and customer awareness about sustainability. Consumers are gradually moving toward sustainable and eco-friendly items since they are more aware of how their purchases affect the environment. Using techniques like eco-labeling, green advertising, sustainable packaging, and green branding, green marketing promotes goods and services that are safe for the environment. The current study is to examine the impact of green marketing on consumer purchasing behaviour. A systematic questionnaire was used to collect primary data from 100 respondents, with secondary data retrieved from journals, publications, and online sources. Data interpretation was performed using statistical procedures such as percentage analysis, average score, and Friedman ranking analysis. Environmentally friendly products, product quality, brand reputation, and consumer trust all have a big impact on consumer purchasing decisions.

**Keywords:** Green marketing, consumer buying behavior, eco-friendly products, green advertising, sustainable packaging, consumer awareness, environmental concern.

## INTRODUCTION

Green marketing is the promotion of products and services that are both environmentally friendly and socially responsible. In recent years, growing environmental concerns such as global warming, pollution, depletion of natural resources, and climate change have raised consumer awareness of eco-friendly products. As a result, consumers' preferences are steadily shifting from conventional to green items. These methods affect consumers' decisions to buy by assisting them in identifying goods that have the least negative impact on the environment. Consumer buying behavior is critical to the effectiveness of green marketing campaigns. Understanding how green marketing tactics effect consumer awareness, attitude, and purchasing decisions is critical for marketers. As a result, this research focuses on examining the impact of green marketing on consumer purchasing behavior, specifically how tools such as eco-labels, eco-brands, and environmental commercials influence customers when making purchase decisions.

## REVIEW OF LITREATURE

**Gelderman, Semeijn, and Vluggen (2024)**<sup>1</sup> Conducted a thorough investigation of the impact of environmental concern and perceived value on consumer green purchasing behavior. Their

findings underscored the importance of environmental understanding in affecting consumers' attitudes toward green products. According to the survey people who are really worried about environmental protection are more likely to purchase eco-friendly products than those who are less concerned. The authors also discovered that perceived value serves as a major mediator between green marketing tactics and customer purchasing behavior. Consumers are more likely to buy green items when they perceive they offer not only environmental benefits but also functional quality and economic worth.

**Katsikeas, Leonidou, and Zeriti (2023)**<sup>2</sup> Investigated green product innovation and sustainable marketing techniques. They concluded that enterprises that adopt new green products enjoy a competitive advantage and favorably affect consumer purchasing behavior. The study found that innovation when combined with excellent green communication increases consumer trust and market performance. An in-depth study was undertaken on the effect of green marketing strategies and green product innovation in affecting consumer purchasing behavior and company performance. Their findings showed that organizations that implement proactive environmental marketing strategies are more likely

to acquire a competitive advantage and good consumer response. The authors emphasized that green marketing methods improve brand image, consumer satisfaction, and long-term loyalty when environmental claims are backed up by true sustainable practices.

**Sharma & Trivedi (2022)<sup>3</sup>** Conducted an empirical study in the Indian environment to investigate the impact of green marketing tactics on customer purchasing behavior. Their research concentrated on important green marketing features such as green advertising, eco-labeling, green packaging, and green brand image. The study found that green advertising plays an important role in raising awareness and establishing positive attitudes toward eco-friendly products. Consumers who were exposed to consistent and informative green marketing had higher purchase intentions than those who received less exposure. Customers who are familiar with eco-labels are more confident in the environmental benefits of green products and are more likely to choose them over conventional alternatives. The study revealed that in order to transform favorable perceptions into actual purchasing behavior, marketers must strike a balance between environmental responsibility and affordability and communicate openly.

### **STATEMENT OF PROBLEM**

Green products are typically seen as expensive, discouraging people from purchasing them. Severe environmental deterioration, including pollution, excessive waste production, deforestation, and the loss of natural resources, has resulted from rapid industrialization, urbanization, and rising consumerism. Many businesses continue to prioritize profit maximization over environmental responsibility, while customers frequently lack awareness and knowledge about green products and their benefits. The successful application of green marketing strategies has been further hampered by the lack of stringent environmental legislation, lax enforcement procedures, higher prices for green products, and a lack of uniformity in the definition of "green" items. Consumers in underdeveloped nations have additional hurdles such as poor purchasing power and restricted availability of eco-friendly items, which reduces their inclination to engage in green purchase behavior.

### **OBJECTIVES OF STUDY.**

1. To assess customers' awareness of green marketing concepts and green products and identify the challenges that consumers experience while purchasing environmentally friendly items.
2. To identify manufacturing factors such as product quality, pricing, and after sales support that impact customer satisfaction.
3. To investigate the connection between green marketing and customer trust, brand loyalty, and purchase intent.

### **RESEARCH METHODOLOGY**

#### **Sources of Data**

The data is based on primary and secondary data.

#### **Data collection Method**

##### **a) Primary data**

Primary data was collected directly from respondents through a structured questionnaire. Primary data can be gathered through questionnaires that comprised of 30 close-ended questions and which was questionnaire to 100 respondents in Google Form.

##### **b) Secondary data**

Secondary data is information that has already been collected and released by others for purposes other than the current investigation. Secondary data can be found in publications, reports, journals, and internet sources.

#### **Area of study**

The study was conducted in the local urban region, where a broad set of respondents were available for data gathering. This area was chosen because it provides a diverse range of demographic backgrounds, making the findings more representative and helpful.

#### **Sampling Technique and Sample Size**

**Sampling Technique-** The study used a convenience sampling technique, with respondents chosen based on their availability and desire to participate in the survey. This strategy was chosen since it is simple and effective for gathering primary data in a short amount of time.

**Sample size-** The study sample consisted of 100 respondents.

#### **Period of study**

November 2025 to January 2026

**Statistical tools of the study**

- Percentage analysis
- Friedman Ranking Analysis
- Average Score

**LIMITATION OF STUDY**

- The research is restricted to a limited sample size and a specific geographical area, which may limit the generality of the findings.

- A questionnaire is used to collect data, and responses are based on respondents' honesty and understanding.
- The investigation was conducted in a short period of time, which may have influenced the depth of analysis.
- The analysis is based on basic statistical tools, which may restrict thorough interpretation.

**DATA ANALYSIS & INTERPRETATION**

**TABLE NO: 1**

**Personal outline of the respondents**

| Personal Profile          | Particulars       | No .of . respondents | Percentage (%) |
|---------------------------|-------------------|----------------------|----------------|
| Gender                    | Male              | 45                   | 45%            |
|                           | Female            | 55                   | 55%            |
| Age                       | Below 18          | 15                   | 15%            |
|                           | 18-25             | 45                   | 45%            |
|                           | 26-35             | 40                   | 40%            |
| Educational qualification | Undergraduate     | 45                   | 45%            |
|                           | Postgraduate      | 55                   | 55%            |
| Occupation                | Student           | 30                   | 30%            |
|                           | Private Employee  | 35                   | 35%            |
|                           | Homemakers/others | 35                   | 35%            |

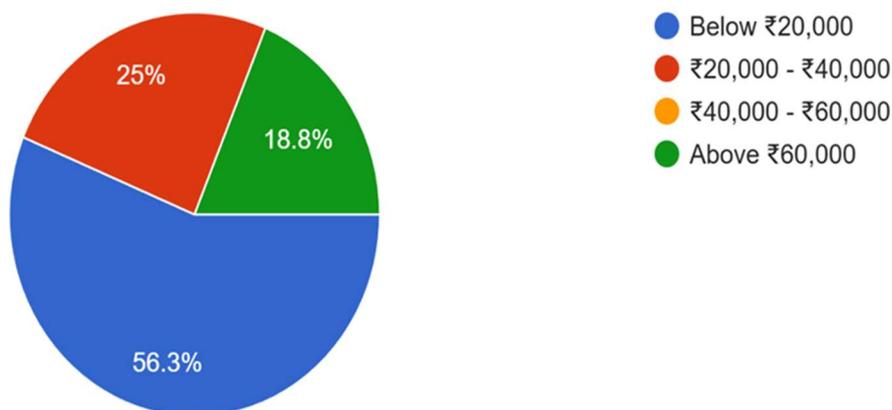
**Source:** Primary Data

**Interpretation**

The table indicates a higher participation of female respondents (55%) compared to male respondents (45%), showing greater female involvement in the study. The most of respondents belong to the 18–25 age group (45%), followed by those aged 26–35 years (40%), indicating that young and middle-aged consumers form the major part of the sample.

Regarding educational qualification, postgraduates constitute (55%) of the respondents, while (45%) are undergraduates, reflecting a well-educated respondent group. Overall, the data shows that the study mainly represents young, educated individuals, which is relevant for analyzing consumer buying behaviour.

**CHART NO: 1  
 MONTHLY INCOME**



**TABLE NO: 2**  
**Friedman ranking analysis**  
**Impact of green marketing factors on consumer buying**

| S NO | FACTORS                           | MEAN RANK | RANK |
|------|-----------------------------------|-----------|------|
| 1    | Environmentally friendly products | 4.20      | 1    |
| 2    | Profit maximization               | 4.60      | 5    |
| 3    | Product quality and effectiveness | 4.25      | 2    |
| 4    | Attractive packaging              | 4.77      | 6    |
| 5    | Brand promotion only              | 4.30      | 3    |

**Source:** Primary Data

**INTERPRETATION**

The ranking table shows that mean value for environmentally friendly products is (4.20) indicating a high level of consumer preference. Product quality and effectiveness also shows a strong influence with a mean score of (4.25). Brand

promotion only (4.30) and recommendations from others (4.39) reflect moderate to high influence on buying behaviour. Profit maximization (4.60) and attractive packaging (4.77) record higher mean values, showing strong agreement among respondents regarding their importance in purchase decisions.

**TABLE NO: 3**  
**The factors contributing to the success of product**

| S NO | FACTORS                                  | SA  | A   | N  | D  | SD | TOTAL | MEAN |
|------|--|-----|-----|----|----|----|-------|------|
| 1    | Product quality and effectiveness        | 38  | 42  | 12 | 3  | 5  | 100   | 3.9  |
|      |  | 175 | 168 | 36 | 6  | 5  | 390   |      |
| 2    | Brand reputation and trust               | 40  | 41  | 10 | 6  | 3  | 100   | 4.09 |
|      |  | 200 | 164 | 30 | 12 | 3  | 409   |      |
| 3    | Natural & sustainable ingredients        | 36  | 40  | 15 | 6  | 3  | 100   | 4.00 |
|      |  | 180 | 160 | 45 | 12 | 3  | 400   |      |
| 4    | Eco- friendly Packaging                  | 35  | 38  | 20 | 4  | 8  | 100   | 4.03 |
|      |  | 175 | 152 | 60 | 8  | 8  | 403   |      |
| 5    | Affordable pricing of green products     | 25  | 35  | 25 | 10 | 5  | 100   | 3.65 |
|      |  | 125 | 140 | 75 | 20 | 5  | 365   |      |
| 6    | Green advertising & awareness campaigns  | 37  | 39  | 14 | 7  | 3  | 100   | 4.00 |
|      |  | 185 | 156 | 42 | 14 | 3  | 400   |      |
| 7    | Consumer trust in green claim            | 37  | 38  | 13 | 3  | 7  | 100   | 3.89 |
|      |  | 185 | 152 | 39 | 6  | 7  | 389   |      |
| 8    | Overall satisfaction with green products | 39  | 40  | 15 | 7  | 3  | 100   | 4.17 |
|      |  | 195 | 160 | 45 | 14 | 3  | 100   |      |

**Source:** Primary Data

(SA- Strongly, A-Agree, N-Neutral, D-Disagree, SD-Strongly Disagree)

**INTERPRETATION**

The table reveals that overall satisfaction with green products has the highest mean value (4.17),

indicating strong agreement among respondents regarding its contribution to product success. This is followed by brand reputation and trust (4.09) and

eco-friendly packaging (4.03), showing high positive perception. Natural and sustainable ingredients and green advertising & awareness campaigns both recorded a mean value of (4.00), reflecting favourable responses. Product quality and effectiveness also shows a good level of agreement with a mean of (3.90), while consumer trust in green claims has a similar mean (3.89). In contrast, affordable pricing of green products recorded the lowest mean value (3.65), indicating comparatively lower agreement. Overall, the mean values suggest that satisfaction, trust, quality, and sustainability factors contribute more to product success than pricing considerations.

### SUGGESTION

- To develop effective green marketing practices, businesses should focus on implementing true ecologically friendly initiatives rather than making deceptive promotional promises. The government must take an active role in developing and effectively enforcing environmental legislation and monitoring green marketing operations.
- Consumers will be able to recognize genuine green items and develop trust if standardized eco-labeling and certification systems are implemented.
- Manufacturers should work to lower production costs so that more people can purchase eco-friendly items. Businesses can also invest in green technologies and use recyclable and biodegradable packaging to reduce environmental harm.
- Companies must constantly enhance product quality and efficacy because consumers want green products to function as well as or better than conventional products.
- Green advertising and awareness initiatives should receive more attention in order to educate consumers about the environmental and long-term benefits of green products.
- To better comprehend shifting customer preferences and develop green marketing tactics, market research and consumer input should be carried out on a regular basis.

### CONCLUSION

The concept of green marketing, which includes green product, green price, green location, and

green promotion, has a positive and significant impact on product purchase decisions. To ensure long-term development, marketers must need and execute solutions to environmental challenges. Sustainable development emphasizes integrating economic and ecological issues in decision-making to maintain agricultural quality and safeguard the environment. Green marketing gives businesses the chance to expand their market share by producing eco-friendly products because there is clearly a need for green items. Overall, green marketing benefits firms by improving their brand image while simultaneously contributing to environmental protection and sustainable development. The success of green marketing tactics is largely dependent on credibility and trust.

### REFERENCE

- i. Gelderman, C. J., Semeijn, J., & Vluggen, R. (2024). Environmental concern, perceived value, and green purchasing behaviour of consumers. *Journal of Business Ethics*, 185(1), Pp: 145–162, ISSN: 0167-4544
- ii. Katsikeas, C. S., Leonidou, C. N., & Zeriti, A. (2023). Sustainable product innovation and green marketing strategies: Effects on consumer purchasing behaviour and firm performance. *Journal of the Academy of Marketing Science*, 51(2), Pp: 289–310, ISSN: 0092-0703
- iii. Sharma, Y., & Trivedi, P. (2022) Various Green Marketing Variables and Their Effects on Consumers' Buying Behaviour. *International Journal of Engineering and Management Sciences*. 7(1), 1–8.
- iv. <https://www.mdpi.com/journal/sustainability>
- v. <https://doi.org/10.1080/0267257X.1994.9964307>
- vi. <https://doi.org/10.1002/bsd2.12>