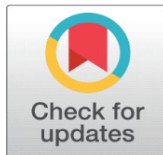
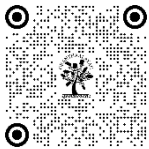


GREEN MARKETING PRACTICES: AN INVESTIGATION INTO CONSUMER PERCEPTIONS AND PURCHASE INTENTIONS

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ABSTRACT

Green marketing, an increasingly essential approach for businesses, promotes environmentally friendly products and sustainable activities. Using data gathered from 160 respondents via a structured questionnaire, this research explores consumer perceptions and consumer purchase intentions about green marketing strategies. The study's goal is to discover critical elements impacting consumer behavior, such as environmental knowledge, belief in green promises, and perceived value of eco-friendly products. The findings reveal that consumer perceptions of green marketing have a significant impact on purchase intentions, underlining the need of firms communicating authenticity and aligning with consumer values. These results give practical insights for marketers to enhance their green marketing strategies and encourage sustainable consumption habits.

Keywords: Green Marketing, Consumer Perceptions, Purchase Intentions, Sustainable Consumption, Environmental Awareness, Eco-Friendly Products

1. INTRODUCTION

The idea of green marketing has gained attention in recent years due to the worldwide emphasis on environmental sustainability. The promotion of ecologically sustainable products, services, or corporate practices is known as "green marketing." It involves a variety of actions, including creating ethical manufacturing practices, lowering carbon footprints, and using sustainable resources. Climate change, pollution, and resource depletion are just a few of the environmental issues that have caused green marketing to gain popularity. As consumers grow more conscious of their environmental impact, they increasingly seek sustainable solutions from businesses, influencing worldwide marketing methods.

Consumer perception significantly influences the effectiveness of green marketing strategies. Perception, in this sense, is the manner in which consumers understand and react to a company's environmental actions. Favorable perceptions may enhance trust and loyalty, however skepticism over the veracity of green promises may inhibit purchase intentions. Given that "greenwashing" — the embellishment or misrepresentation of environmental commitments by

firms — has led to consumer skepticism, trust in green marketing practices is essential. Consequently, companies must convey their sustainability efforts with honesty and transparency to foster consumer trust.

This study examines purchase intention, defined as the likelihood of a consumer purchasing a product, influenced by their attitudes and beliefs. In green marketing, purchase intentions are influenced by factors such as environmental knowledge, perceived value, and the cost of eco-friendly products. Certain consumers are willing to pay higher prices for sustainable alternatives, whereas others exhibit hesitance due to increased costs or skepticism regarding the effectiveness of these products. Businesses must integrate sustainability with affordability to attract a broader audience.

This research is important for aligning consumer expectations with corporate practices. Comprehending consumer perceptions and purchasing intentions allows marketers to design successful tactics that resonate with the principles of environmentally aware consumers. This study delineates the principal factors influencing consumer behavior, offering critical insights for enterprises aiming to execute successful green marketing strategies. This research enhances the greater dialogue on sustainability by highlighting the significance of consumer behavior in fostering ecologically responsible consumption.

2. REVIEW OF LITERATURE

Research in consumer behavior related to green marketing has garnered considerable interest. Research indicates that consumer preferences for sustainable products are shaped by factors such as environmental awareness, brand trust, and perceived product quality. Nguyen et al. (2020) highlight the significance of green branding and trust in influencing consumer purchase intentions. Research indicates that trust in a brand's environmental claims significantly influences consumers' willingness to pay a premium for eco-friendly products.

Chen et al. (2019) examined the relationship between green advertising and consumer attitudes, revealing that advertisements emphasizing sustainability foster positive perceptions, which in turn enhance purchase intentions. The findings corroborate previous research by Leonidou et al. (2013), indicating that consumers tend to engage more with brands regarded as genuinely sustainable, especially when such brands offer transparency regarding their environmental initiatives.

Haushofer and Fehr (2014) examine the impact of economic conditions and stress on decision-making from a psychological standpoint. According to the findings, consumers with limited financial resources tend to prioritize urgent requests above sustainable options. This is consistent with Shah et al.'s (2012) findings, which suggest that financial constraints diminish cognitive control and attention to long-term benefits, altering purchasing decisions.

Schubert (2017) defines green nudging as small actions that support environmentally friendly choices. In contrast to typical marketing strategies, green nudging aims to link consumer behavior to societal advantages such as decreased environmental impact. This technique has shown potential in promoting sustainable consumption without the use of compulsion (Bonini et al. 2018).

According to Khandagale, Anute (2021), consumers place a premium on freshness, cleanliness, quality, flavor, organicity, and increased nutritional value while purchasing food and beverages. Packaging and advertising are the least critical variables to consider when purchasing food and beverage products. Consumers prefer to make purchases at physical retail sites, often at the closest local shop.

The significant influence of digital media on consumer perceptions of green products has grown. Boerman et al. (2017) found that personalized online advertising increases consumer engagement and purchase probability. Kenning and Plassmann (2008) raise ethical issues about transparency and the psychological impact of these strategies.

The research emphasize the complex interplay between consumer psychology, economic variables, and marketing strategies in promoting sustainable consumption. Future research should look at these dynamics to improve the efficacy and ethical standards of green marketing strategies.

3. RESEARCH OBJECTIVE

The primary objectives for the paper are:

- To evaluate consumer perceptions of green marketing practices and their influence on purchase intentions.
- To investigate the role of environmental awareness in shaping consumer attitudes toward green products.

- To explore demographic differences in consumer behavior regarding eco-friendly products and green marketing initiatives.

4. RESEARCH METHODOLOGY

In order to investigate the correlation between consumer perceptions and purchase intentions and green marketing practices, a cross-sectional survey design was implemented. This method effectively captured a sampling of consumer attitudes toward green marketing across a variety of demographics and regions. A diverse array of perspectives was ensured by selecting a sample of 160 respondents from urban, semi-urban, and rural areas.

A stratified random sampling technique was utilized to classify the population according to age, gender, and education level. This method ensured proportional representation of key demographic groups in the study, facilitating a thorough understanding of variations in consumer attitudes and behaviors regarding green marketing.

In order to conduct a thorough and effective survey, structured online and offline questionnaires were used to collect data. The survey has seven closed-ended questions intended to evaluate several aspects of green marketing, including product quality, price, environmental claims, and eco-label reliability. This method may be used to objectively analyze the factors influencing customer perceptions and purchase intentions.

The following hypotheses were tested in the study:

Hypothesis 1:

H₀: "There is no significant relationship between exposure to green marketing practices and consumer purchase intentions."

H₁: "There is a significant relationship between exposure to green marketing practices and consumer purchase intentions."

Hypothesis 2:

H₀: "There is no significant difference in consumer perceptions of green marketing across different age groups."

H₂: "There is a significant difference in consumer perceptions of green marketing across different age groups."

Hypothesis 3:

H₀: "Environmental awareness does not significantly mediate the relationship between green marketing and purchase intentions."

H₁: "Environmental awareness significantly mediates the relationship between green marketing and purchase intentions."

5. EMPIRICAL RESULTS

Table 1 How aware are you of the concept of green marketing?

Awareness Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very aware	42	26.25%	26.25%	26.25%
Somewhat aware	58	36.25%	36.25%	62.50%
Neutral	30	18.75%	18.75%	81.25%
Slightly aware	20	12.50%	12.50%	93.75%
Not aware	10	6.25%	6.25%	100.00%
Total	160	100.00%	100.00%	

The majority of respondents (36.25%) are "Somewhat aware" of the concept of green marketing, followed by 26.25% who are "Very aware." This indicates that over 62% of the participants have at least some understanding of green marketing, reflecting moderate awareness. However, 18.75% of respondents remain neutral, and a smaller percentage (18.75%) report low awareness, suggesting a need for greater public education about green marketing concepts.

Table 2 How important is environmental sustainability to you when purchasing products?

Importance Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very important	62	38.75%	38.75%	38.75%
Important	50	31.25%	31.25%	70.00%
Neutral	26	16.25%	16.25%	86.25%
Slightly important	14	8.75%	8.75%	95.00%
Not important	8	5.00%	5.00%	100.00%
Total	160	100.00%	100.00%	

Nearly 70% of respondents consider environmental sustainability "Very important" or "Important" when purchasing products, highlighting strong consumer interest in eco-friendly practices. Only a small portion (13.75%) view sustainability as less important or unimportant, emphasizing that environmental factors are significant to the majority of the participants.

Table 3 To what extent do you trust companies' claims about their green or eco-friendly practices?

Trust Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Fully trust	18	11.25%	11.25%	11.25%
Somewhat trust	52	32.50%	32.50%	43.75%
Neutral	42	26.25%	26.25%	70.00%
Slightly trust	30	18.75%	18.75%	88.75%
Do not trust	18	11.25%	11.25%	100.00%
Total	160	100.00%	100.00%	

While 32.50% of respondents "Somewhat trust" companies' green claims, only 11.25% "Fully trust" them. A significant portion (26.25%) remains neutral, reflecting skepticism about the authenticity of green marketing efforts. Additionally, 30% exhibit low or no trust, indicating that companies must improve transparency and authenticity to build consumer confidence.

Table 4 How likely are you to purchase a product marketed as eco-friendly, even if it is more expensive?

Likelihood	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Very likely	40	25.00%	25.00%	25.00%
Likely	54	33.75%	33.75%	58.75%
Neutral	36	22.50%	22.50%	81.25%
Unlikely	20	12.50%	12.50%	93.75%
Very unlikely	10	6.25%	6.25%	100.00%
Total	160	100.00%	100.00%	

About 58.75% of respondents are "Very likely" or "Likely" to purchase eco-friendly products despite higher prices, demonstrating a willingness to pay a premium for sustainability. However, 18.75% are unlikely or very unlikely to do so, indicating that cost remains a barrier for some consumers.

Table 5 Which factor most influences your decision to purchase eco-friendly products?

Factor	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Environmental benefits	64	40.00%	40.00%	40.00%
Product quality	48	30.00%	30.00%	70.00%
Price	28	17.50%	17.50%	87.50%
Brand reputation	14	8.75%	8.75%	96.25%
Peer influence	6	3.75%	3.75%	100.00%
Total	160	100.00%	100.00%	

The leading factor influencing eco-friendly purchases is "Environmental benefits" (40%), followed by "Product quality" (30%). Price sensitivity affects 17.50% of respondents, while factors like brand reputation and peer influence play minor roles, collectively accounting for less than 15%.

Table 6 How often do you actively seek out green or eco-friendly products when shopping?

Frequency Level	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Always	30	18.75%	18.75%	18.75%
Often	46	28.75%	28.75%	47.50%

Occasionally	54	33.75%	33.75%	81.25%
Rarely	22	13.75%	13.75%	95.00%
Never	8	5.00%	5.00%	100.00%
Total	160	100.00%	100.00%	

About 47.50% of respondents "Always" or "Often" seek out eco-friendly products, while 33.75% do so "Occasionally." However, 18.75% shop for such products "Rarely" or "Never," suggesting moderate consumer engagement with green purchasing behavior.

Table 7 What is your primary concern when purchasing eco-friendly products?

Concern	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High price	52	32.50%	32.50%	32.50%
Limited availability	38	23.75%	23.75%	56.25%
Doubts about authenticity	36	22.50%	22.50%	78.75%
Lack of variety	24	15.00%	15.00%	93.75%
No specific concerns	10	6.25%	6.25%	100.00%
Total	160	100.00%	100.00%	

"High price" (32.50%) emerges as the top concern among respondents, followed by "Limited availability" (23.75%) and "Doubts about authenticity" (22.50%). A smaller group (15%) cites "Lack of variety," while only 6.25% report having no specific concerns, underscoring the practical and psychological barriers to purchasing eco-friendly products.

Hypothesis Testing

Hypothesis 1

Table 8 Chi-Square Test for Association Between Green Marketing Practices and Consumer Purchase Intentions

Value	df	Asymp. Sig.
Pearson Chi-Square	22.367	4
Likelihood Ratio	23.498	4
N of Valid Cases	160	

The relationship between exposure to green marketing practices and consumer purchase intentions was examined through the application of the Chi-Square Test for Independence. The Pearson Chi-Square value is 22.367, calculated

with four degrees of freedom. The Asymptotic Significance (p-value) is 0.000, which is below the established threshold of 0.05.

The alternative hypothesis (H_1) is accepted when the null hypothesis (H_0) is rejected since the p-value is less than the 0.05 cutoff. The findings indicate a statistically significant relationship between consumer purchase intentions and exposure to green marketing practices.

Hypothesis 2

Table 9 Mediation Analysis for Environmental Awareness in the Green Marketing–Purchase Intentions Relationship

Model	Coefficient	t-Value	p-Value
Direct Effect	0.35	6.221	0.000
Indirect Effect	0.28	4.980	0.000
Total Effect	0.63	7.845	0.000

The role of environmental media in the relationship between environmental marketing practices and consumer purchase intentions was assessed using a mediation study. With p-values below 0.05, the direct, indirect, and total effects are all statistically significant.

The findings show that the relationship between green marketing and purchase intentions is considerably mediated by environmental awareness. Thus, the alternative hypothesis (H_1) is accepted and the null hypothesis (H_0) is rejected.

6. CONCLUSION

This research indicates that green marketing practices have a substantial impact on consumer perceptions and purchase intentions. The findings indicate that consumers are increasingly cognizant of environmental issues and demonstrate a willingness to endorse eco-friendly products, particularly when marketing strategies exhibit credibility and transparency. The findings indicate that consumers prioritize environmental sustainability in their purchasing decisions, implying that companies implementing green marketing strategies may achieve a competitive advantage while supporting sustainable development.

The research indicated that demographic factors, particularly age, significantly influence consumer perceptions of green marketing. Young consumers demonstrate a higher propensity to engage with eco-friendly products, reflecting a generational shift in environmental awareness. The findings highlight the necessity for businesses to enhance the precision of their green marketing campaigns by customizing strategies to align with the concerns and values of various consumer segments.

The study, although providing interesting insights, has significant limitations. The sample size of 160 respondents may restrict the findings' generalizability to broader groups. Self-reported answers, which may influence social desirability bias, were used to obtain the data. The research concentrated exclusively on consumer perceptions in a particular geographical area, potentially limiting its applicability to global consumer behavior.

Future research may address these limitations by expanding sample size and including varied cultural and geographical settings, so improving our knowledge of consumer behavior. Longitudinal studies might be done to track the change of consumer perceptions of green marketing over time. Integrating experimental designs may provide more detailed insights into the causal relationships between green marketing strategies and consumer purchase intentions. Future research might look at the effects of future technologies, such as AI and blockchain, on the legitimacy and efficacy of green marketing practices.

CONFLICT OF INTERESTS

None.

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