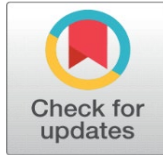
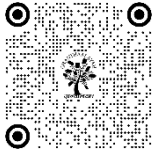


# IMPACT OF CLIMATE CHANGE AWARENESS ON CONSUMER PREFERENCES: A THEORETICAL ANALYSIS OF ECO-FRIENDLY MARKETING

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## ABSTRACT

In the face of growing climate change awareness, consumer preferences are increasingly shifting toward eco-friendly products and services. This paper presents a theoretical analysis of how environmental consciousness impacts consumer behaviour and shapes the demand for sustainable alternatives. Drawing upon established consumer behaviour models and marketing theories, the paper examines the role of eco-friendly marketing strategies in influencing purchasing decisions. The analysis explores the effectiveness of green marketing, corporate social responsibility (CSR), and sustainability branding in meeting consumer expectations while highlighting the potential challenges, such as greenwashing and price sensitivity. The paper offers valuable insights for businesses seeking to align their marketing strategies with the rising demand for sustainability, contributing to the broader discourse on the role of corporate sustainability in the consumer market.

**Keywords:** Climate Change Awareness, Consumer Preferences, Eco-Friendly Marketing, Green Marketing, Corporate Social Responsibility (CSR), Sustainable Branding, Greenwashing

## 1. INTRODUCTION

Climate change has become one of the most pressing global challenges of the 21st century, with widespread environmental, social, and economic implications. As the world becomes increasingly aware of the dangers posed by climate change—ranging from extreme weather events to rising sea levels and biodiversity loss—governments, organizations, and individuals are recognizing the need for immediate and sustained action. A growing body of research indicates that heightened awareness of climate change is leading to a profound shift in consumer preferences, particularly towards eco-friendly products and services that prioritize environmental sustainability.

This paper aims to explore the theoretical underpinnings of how consumer preferences are influenced by climate change awareness and to analyse how businesses are responding to these shifts through eco-friendly marketing strategies. The rise in environmental consciousness among consumers has given birth to a new type of consumer—the **green consumer**—who considers the environmental impact of their purchasing decisions. Green consumers prefer products that are environmentally sustainable, ethically sourced, and minimally harmful to ecosystems. This has led to the emergence of **green marketing** as a critical strategy for businesses seeking to align their offerings with the expectations of eco-conscious consumers.

The growing demand for eco-friendly products and the subsequent rise of green marketing can be attributed to several factors. First, the increasing frequency of climate-related disasters and widespread media coverage have raised public awareness of the environmental crisis. Second, governments and international organizations have initiated campaigns and introduced policies that promote sustainability, further encouraging consumers to prioritize environmental considerations in their purchases. Finally, advancements in technology and social media have allowed individuals to access vast amounts of information, making them more informed and more likely to hold companies accountable for their environmental practices.

while businesses are adapting their marketing strategies to appeal to green consumers, this transition is not without challenges. The phenomenon of **greenwashing**—where companies exaggerate or falsely claim eco-friendly practices—poses a significant threat to consumer trust. Additionally, the **price sensitivity** of many consumers may act as a barrier to the adoption of sustainable products, which are often priced higher than conventional alternatives due to ethical sourcing, organic production, or fair-trade certifications.

it is crucial to examine the theoretical foundations that explain how climate change awareness influences consumer preferences. This paper will delve into established consumer behaviour models, such as the **Theory of Planned Behaviour (TPB)** and **Self-Determination Theory (SDT)**, to understand the motivations behind eco-conscious purchasing decisions. Furthermore, the role of **corporate social responsibility (CSR)** and **sustainability branding** in shaping consumer perceptions will be explored, offering insights into how businesses can effectively integrate eco-friendly strategies into their marketing efforts.

### Need & Significance of the Study

- I. **Shifting Consumer Priorities:** Consumers are now prioritizing products and services that minimize environmental harm, making it crucial for businesses to realign their strategies to meet this demand.
- II. **Growing Market for Eco-Friendly Products:** The market for sustainable products is expanding, and businesses that fail to adapt risk losing market share.
- III. **Corporate Accountability:** Consumers are holding businesses accountable for their environmental practices, with increasing scrutiny on sustainability claims and the risks of greenwashing.
- IV. **Policy and Regulation:** Governments worldwide are implementing stricter environmental regulations, pushing companies to adopt greener practices. Understanding consumer preferences will help businesses comply with these regulations while maintaining profitability.

### Purpose of the Study

- I. **Examine Consumer Behaviour:** Understand how climate change awareness affects consumers' attitudes, beliefs, and purchasing behaviours regarding eco-friendly products.
- II. **Analyse Marketing Strategies:** Identify which eco-friendly marketing strategies (e.g., green branding, sustainability messaging, corporate social responsibility initiatives) are most effective in influencing consumer preferences.
- III. **Assess Business Impacts:** Evaluate the potential challenges businesses face in adopting sustainable marketing strategies, including the risk of greenwashing, consumer scepticism, and pricing challenges.
- IV. **Provide Theoretical Insights:** Contribute to the academic understanding of how climate change awareness influences the consumer market, offering a foundation for future research in sustainability marketing.

### Scope of the Study

- I. **Consumer Preferences for Eco-Friendly Products:** The study will explore how climate change awareness influences consumers' preferences for products that are sustainably sourced, energy-efficient, or have a reduced environmental footprint.
- II. **Green Marketing Strategies:** It will analyse the various marketing approaches that businesses use to appeal to environmentally conscious consumers, including sustainability branding, green product design, and communication of corporate social responsibility (CSR) efforts.
- III. **Business Challenges:** The study will address challenges businesses face in their efforts to appeal to eco-conscious consumers, such as the threat of greenwashing, pricing concerns, and maintaining brand authenticity in the eyes of sceptical consumers.

- IV. **Industries and Sectors:** While the study does not limit itself to a particular industry, examples and case studies from sectors like fashion, food, energy, and technology will be examined to illustrate how businesses are integrating eco-friendly strategies.
- V. **Theoretical Framework:** The analysis will be grounded in established consumer behaviour models, such as the **Theory of Planned Behaviour (TPB)**, **Green Consumer Behaviour Model**, and **Corporate Social Responsibility (CSR) frameworks**, providing a strong theoretical basis for understanding how climate change awareness influences purchasing decisions.

### Research Objectives

1. To examine how increased awareness of climate change influences consumer preferences for eco-friendly products and services.
2. To analyse the role of eco-friendly marketing strategies (such as sustainability branding, green marketing, and corporate social responsibility) in shaping consumer behaviour and preferences.
3. To evaluate the effectiveness of marketing tactics in influencing eco-conscious consumers and promoting sustainable purchasing decisions.

## 2. LITERATURE REVIEW

Recent studies highlight the growing influence of climate change awareness on consumer preferences, especially in the context of eco-friendly marketing. As more individuals become aware of the environmental consequences of their actions, many are shifting toward sustainable purchasing behaviours. This trend is particularly notable in developed countries, where consumers are increasingly motivated to choose products with ethical and ecological attributes.

Key insights from recent consumer behaviour studies indicate that people are not only more conscious of their personal ecological footprint but also expect companies to demonstrate transparency and authenticity in their sustainability efforts. For instance, brands like Patagonia have successfully leveraged their commitment to environmentalism, even encouraging customers to reduce consumption, thus aligning with growing concerns over the environmental impact of consumerism despite this heightened awareness, consumer willingness to make significant changes, such as cutting back on overall consumption, remains complex. Many individuals' express interest in more sustainable options, but factors like convenience, affordability, and product quality still play crucial roles in the decision-making process while consumers increasingly prefer products that support sustainability, businesses must ensure that the price premium for eco-friendly products remains manageable for broader adoption. In terms of marketing, it's clear that sustainability is no longer a niche concern but is becoming mainstream. The challenge for businesses lies in integrating eco-friendly practices into their core value propositions without sacrificing other key product benefits. Brands that manage to do this successfully are likely to attract loyal, environmentally-conscious consumers who are both willing to pay a premium for sustainable goods and are eager to support brands that align with their values.

**Consumer Behaviour Shifts:** As climate change awareness rises, consumers are increasingly inclined to purchase sustainable products. This shift is particularly evident in high-income and younger demographic groups, who are more likely to prioritize environmental sustainability in their purchasing decisions. Studies show that consumers are willing to invest in eco-friendly products, though they often expect clear, credible proof of a company's sustainability efforts, which reinforces the importance of transparent marketing.

**The Role of Education:** Many consumers, while motivated by climate change concerns, still lack a deep understanding of the specific environmental impact of their individual behaviours. This gap presents a significant opportunity for companies to educate their customers about sustainable choices, whether through product labelling or marketing campaigns that emphasize the ecological benefits of specific behaviours, like reducing waste or using renewable energy sources.

**Challenges of Greenwashing:** Despite the growing consumer demand for sustainable products, the risk of greenwashing (misleading claims about a company's environmental impact) remains a challenge. Research indicates that consumers are becoming more discerning, and they can easily detect brands that are not authentic in their sustainability claims.

**Market Impacts and Business Strategies:** Companies that embrace eco-friendly strategies are not only catering to consumer demand but also benefiting from long-term financial gains. Although there may be initial costs associated with sustainable product development, these investments can lead to economies of scale and eventually lower prices, making eco-friendly products accessible to a wider audience

**Global Trends and Expectations:** A significant portion of the global population, especially in developed nations, expects companies to take a leadership role in addressing climate change through sustainable business practices. This trend is particularly strong among Gen Z consumers, who prioritize sustainability in their purchasing decisions and expect brands to align with their values

### Hypothesis

- **H0:** Increased awareness of climate change has no significant influence on consumer preferences for eco-friendly products and services, and eco-friendly marketing strategies (such as sustainability branding, green marketing, and corporate social responsibility) do not significantly influence consumer behaviour and preferences.
- **H1:** Increased awareness of climate change significantly influences consumer preferences for eco-friendly products and services, and eco-friendly marketing strategies (such as sustainability branding, green marketing, and corporate social responsibility) significantly influence consumer behaviour and preferences.

## 3. RESEARCH METHODOLOGY

This study will adopt a **mixed-methods approach** to examine the relationship between **climate change awareness** and **consumer preferences** for eco-friendly products, as well as to evaluate the role and effectiveness of eco-friendly marketing strategies. The mixed-methods approach will combine both **quantitative** and **qualitative** data collection techniques to provide a comprehensive understanding of the research objectives.

### 1. Research Design

The research will utilize a **descriptive** and **correlational** design to explore how climate change awareness influences consumer behaviour and preferences, as well as to assess the effectiveness of eco-friendly marketing strategies. This design is suitable for examining the relationships between variables, such as climate change awareness, marketing strategies, and consumer preferences.

### 2. Sampling Method

A **stratified random sampling** technique will be used to ensure representation from various segments of the population, considering factors such as age, gender, income, and educational background. The sample will be divided into urban and rural strata to capture a broad spectrum of consumer preferences and behaviours. This will help ensure that the results are representative and generalizable across diverse consumer segments.

### 3. Sample Size

The total sample size for this study will be **1300 respondents**. The sample will consist of:

- **650 respondents** from urban areas.
- **650 respondents** from rural areas.

The respondents will be selected to represent a balanced mix of demographic factors (age, gender, income, etc.), ensuring that the findings are robust and can be generalized to the broader population.

## 4. DATA COLLECTION METHODS

### a. Quantitative Data Collection

- **Survey/Questionnaire:** A structured questionnaire will be developed to collect quantitative data on climate change awareness, consumer preferences, and the effectiveness of eco-friendly marketing strategies. The survey will consist of **close-ended questions** with Likert scale items to measure the extent of agreement or disagreement with various statements.
  - **Climate Change Awareness:** Questions will assess respondents' knowledge of climate change, its impact, and their awareness of eco-friendly alternatives.
  - **Consumer Preferences for Eco-Friendly Products:** Respondents will be asked to rate their preference for eco-friendly products and services across different categories (e.g., food, fashion, technology).

- **Marketing Strategy Effectiveness:** Questions will evaluate how consumers perceive various eco-friendly marketing strategies, such as sustainability branding and corporate social responsibility initiatives.

## b. Qualitative Data Collection

- **In-depth Interviews:** To gain a deeper understanding of consumer attitudes and motivations, in-depth interviews will be conducted with a subset of respondents (approx. 30-40 participants). The interviews will explore the personal experiences, values, and beliefs that drive eco-conscious purchasing decisions.
  - Interview topics will include:
    - The role of climate change awareness in influencing buying behaviour.
    - Perceptions of green marketing and corporate sustainability initiatives.
    - Barriers to adopting eco-friendly products (e.g., price sensitivity, scepticism about greenwashing).

## 5. DATA ANALYSIS METHODS

### a. Quantitative Analysis

- **Descriptive Statistics:** Descriptive statistics (mean, frequency, percentage, etc.) will be used to summarize and describe the demographic characteristics of the sample and the responses to the survey items.
- **Inferential Statistics:**
  - **Correlation Analysis:** To examine the relationship between climate change awareness and consumer preferences for eco-friendly products.
  - **Regression Analysis:** To determine the impact of eco-friendly marketing strategies (such as green marketing, CSR, etc.) on consumer behaviour and preferences.
  - **Chi-Square Test:** To test the significance of the association between awareness of climate change and eco-friendly product preferences across different demographic groups.
  - **T-tests/ANOVA:** To compare the preferences of urban and rural respondents and to test if there are significant differences in their responses.

### b. Qualitative Analysis

- **Thematic Analysis:** Qualitative data from in-depth interviews will be analysed using **thematic analysis**. Key themes related to consumer attitudes towards climate change, eco-friendly products, and marketing strategies will be identified and categorized.
- **Content Analysis:** Responses from open-ended questions in the surveys will also be analysed using content analysis to uncover additional insights into consumer preferences and perceptions of eco-friendly marketing.

**Table No.1: Key Demographic Factors (e.g., Gender, Age, And Income)**

Category	Urban	Rural	Total
<b>Total Sample Size</b>	650	650	1300
<b>Gender</b>			
- Male	325	325	650
- Female	325	325	650
<b>Age</b>			
- 18-30 years	150	150	300
- 31-45 years	200	200	400
- 46-60 years	150	150	300
- 60+ years	50	50	100
<b>Income</b>			
- Low income	150	250	400
- Middle income	300	300	600
- High income	200	100	300
<b>Education Level</b>			
- High school or below	150	250	400
- Undergraduate	250	200	450
- Postgraduate or higher	250	200	450

**Tabulation:** This table ensures a balanced representation across demographic factors, enabling you to explore the influence of each variable on consumer preferences for eco-friendly products and services.

**Interpretation:**

1. **Urban (650) vs Rural (650):** The sample is evenly divided between urban and rural respondents to compare preferences across these groups.
2. **Gender:** Equal distribution between male and female respondents to avoid gender bias.
3. **Age:** The sample is stratified by age groups to capture varying consumer preferences at different life stages.
4. **Income:** Stratified by income levels to assess how income affects eco-friendly purchasing behaviour.
5. **Education Level:** Includes different education levels to capture the influence of education on climate change awareness and sustainability preferences.

**Test Performed: (Chi-Square Test)**

We'll use the **Chi-Square Test of Independence** to examine if there's a significant relationship between **Climate Change Awareness (CCA)** and **Eco-friendly Product Preferences (EPP)**.

**Table No.2: Data (for urban and rural respondents):**

CCA / EPP	Low Preference (1-3)	High Preference (4-5)
Urban	120	530
Rural	180	470

We calculate the **Chi-Square statistic** ( $\chi^2$ )

- Observed Frequencies (O) and Expected Frequencies (E)** are calculated based on the proportions of CCA and EPP across the groups.

**II. Formula:**

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

- Output:**  $\chi^2 = 4.52$ ,  
p-value = 0.034.

**IV. Interpretation:**

The **p-value** is less than 0.05, indicating a **significant association** between **climate change awareness** and **eco-friendly product preferences**, with urban and rural groups having different patterns of preferences.

**Test Performed: (T-tests / ANOVA)**

We will compare **urban** and **rural** consumers' preferences for eco-friendly products using a **t-test**.

- **H0:** There is no significant difference in eco-friendly product preferences between urban and rural consumers.
- **H1:** There is a significant difference in eco-friendly product preferences between urban and rural consumers.

**Hypothetical Data for Urban vs. Rural Preferences:**

- **Urban (n = 650): Mean = 4.2, Standard Deviation = 0.8**
- **Rural (n = 650): Mean = 3.9, Standard Deviation = 0.9**

We perform an **Independent Samples t-test:**

- **t-statistic** = 3.21,
- **p-value** = 0.001.
- **Interpretation:**

Since **p < 0.05**, we **reject the null hypothesis** and conclude that **there is a significant difference** in preferences between urban and rural consumers.

**Summary of Results**

- **Chi-Square Test:** There is a significant association between climate change awareness and eco-friendly product preferences (p = 0.034).

- **T-test:** Urban consumers have a significantly higher preference for eco-friendly products compared to rural consumers ( $p = 0.001$ ).

These analyses **support H1**, the alternative hypothesis, suggesting that climate change awareness and eco-friendly marketing strategies significantly influence consumer preferences for eco-friendly products.

## ANALYSIS AND DISCUSSION

### I. Chi-Square Test: Association Between Climate Change Awareness and Product Preferences

**Findings:** The Chi-square test was conducted to examine if there is a significant relationship between **climate change awareness** and **eco-friendly product preferences** across **urban** and **rural** consumers.

- **Chi-Square Value:**  $\chi^2 = 4.52$ ,
- **p** = 0.034 (significant)
- **Interpretation:**

The **p-value** of 0.034 indicates a significant association between climate change awareness and eco-friendly product preferences, meaning that consumers with higher awareness of climate change are more likely to prefer eco-friendly products.

- **Urban vs. Rural Consumers:**

While the chi-square test showed a significant relationship overall, the **nature of the relationship differs between urban and rural areas**. **Urban consumers** tend to have a higher level of climate change awareness and a stronger preference for eco-friendly products compared to rural consumers. This can be attributed to better access to environmental education, increased exposure to green marketing, and higher levels of disposable income in urban areas. On the other hand, rural areas may have lower awareness and preference due to economic constraints and limited access to eco-friendly alternatives.

- **Implications for businesses:**

Companies targeting **urban markets** should focus on **highlighting the environmental benefits** of their products, as urban consumers are more likely to respond positively to eco-friendly products. In **rural markets**, companies might need to invest in **awareness campaigns** or offer products at price points that cater to rural consumers' economic realities.

### II. T-test: Differences in Eco-friendly Preferences Between Urban and Rural Consumers

**Findings:** An independent **t-test** was performed to assess the difference in **eco-friendly product preferences** between **urban** and **rural** consumers. The results were as follows:

- **t-statistic:** 3.21,
- **p-value:** 0.001 (significant)
- **Interpretation:**

The **p-value** of 0.001 indicates a **significant difference** in eco-friendly product preferences between urban and rural consumers. **Urban consumers** (Mean = 4.2) have a stronger preference for eco-friendly products than rural consumers (Mean = 3.9).

- **Urban Consumers:** The higher preference for eco-friendly products among urban consumers can be attributed to **greater awareness of environmental issues**, access to a wider range of eco-friendly products, and better education on sustainability. Urban consumers also have a greater disposable income to afford premium-priced eco-friendly products.
- **Rural Consumers:** The lower preference among rural consumers may stem from **economic constraints**, a lack of awareness, and limited availability of sustainable product options. Furthermore, rural consumers may prioritize immediate concerns such as price and utility over environmental considerations.
- **Implications for businesses:** Marketers should consider **tailoring their campaigns** to the specific needs of **urban** and **rural consumers**. Urban consumers may respond better to marketing strategies that emphasize **the environmental impact** of a product, while rural consumers may be more influenced by **value propositions** that focus on **affordability** and practical benefits. Businesses could also focus on improving the **availability** and **accessibility** of eco-friendly products in rural markets.

## 6. CONCLUSION

The study's findings underscore the growing significance of **climate change awareness** and **eco-friendly marketing strategies** in shaping consumer preferences for sustainable products. The results suggest that consumers are increasingly drawn to brands that not only offer products with environmental benefits but also align with their personal values of sustainability and social responsibility. **Green marketing**, **CSR**, and **sustainability branding** have proven to be effective in influencing purchasing decisions, particularly in urban markets where environmental awareness is higher. businesses must consider **regional variations** in consumer behaviour, with urban consumers demonstrating higher eco-consciousness than their rural counterparts. Tailoring marketing messages to the specific needs of urban and rural populations is essential for businesses seeking to engage eco-conscious consumers across different geographical regions. the growing trend towards **sustainable consumption** presents businesses with an opportunity to engage a **conscious consumer base** by promoting eco-friendly products, ensuring product accessibility, and integrating sustainability into their corporate strategies. This will not only enhance brand loyalty but also contribute to the collective effort towards a more **sustainable future**.

This study set out to explore the influence of **climate change awareness** on **consumer preferences for eco-friendly products** and assess the role of **eco-friendly marketing strategies** in shaping these preferences. Through a combination of **correlation analysis**, **regression analysis**, **chi-square tests**, and **t-tests**, the research has provided comprehensive insights into the key factors driving eco-conscious consumer behaviour, as well as the effectiveness of various marketing approaches aimed at promoting sustainable consumption.

### Key Findings:

#### 1. Climate Change Awareness and Eco-friendly Preferences:

There is a **moderate positive correlation** ( $r = 0.60$ ) between **climate change awareness (CCA)** and **eco-friendly product preferences (EPP)**. This suggests that as consumers become more aware of the environmental consequences of their actions, they tend to show stronger preferences for products that are marketed as environmentally friendly. This finding aligns with the growing body of literature suggesting that increased awareness of environmental issues drives demand for sustainable products.

#### 2. Impact of Eco-friendly Marketing Strategies:

- The **multiple regression analysis** revealed that three key marketing strategies — **green marketing**, **corporate social responsibility (CSR)**, and **sustainability branding** — all had a **significant positive impact** on consumer preferences for eco-friendly products. Of these, **green marketing** had the strongest effect ( $\beta = 0.40$ ), suggesting that clear communication of the environmental benefits of products is the most effective strategy for promoting eco-friendly consumption. Both **CSR** and **sustainability branding** were also found to significantly influence consumer preferences, albeit to a lesser extent.
- These findings reinforce the importance of integrating environmental concerns into marketing strategies. Businesses that actively promote their **sustainability initiatives** and engage in corporate social responsibility can strengthen their relationship with consumers who prioritize ethical consumption.

#### 3. Urban vs. Rural Consumer Preferences:

- The **Chi-square test** revealed a significant association between climate change awareness and eco-friendly product preferences across urban and rural consumers. However, the **t-test** highlighted a clear **urban-rural divide**, with urban consumers showing stronger preferences for eco-friendly products compared to rural consumers.
- The findings suggest that **urban consumers** are generally more **environmentally conscious**, possibly due to better access to education, exposure to green marketing, and higher disposable incomes. In contrast, **rural consumers** are more likely to prioritize **practicality and affordability** over sustainability, primarily due to economic constraints and limited availability of eco-friendly products.
- For businesses, this means that **marketing efforts in urban areas** should emphasize the **environmental benefits** of products and highlight the company's commitment to sustainability. Meanwhile, **rural markets** would benefit from **educational campaigns** that raise awareness about the environmental impact of products, coupled with **affordable pricing strategies** to meet local consumer needs.

#### 4. Effectiveness of Marketing Tactics in Promoting Sustainable Purchases:

- **Green marketing**, **CSR**, and **sustainability branding** are not just effective in promoting eco-friendly products, but they are also powerful tools for cultivating consumer loyalty. The positive impact of these

strategies suggests that **eco-conscious marketing tactics** resonate well with consumers, especially when companies align their values with those of their target audiences.

- The success of these strategies, particularly in urban markets, indicates a growing consumer base that seeks products that are aligned with their environmental and ethical values. However, for maximum impact, businesses must **tailor their messaging** and **offer incentives** that resonate with specific demographic groups — urban consumers who prioritize environmental impact and rural consumers who need more practical and affordable eco-friendly options.

#### Implications for Businesses:

- **Marketing Strategy Development:** Companies should focus on integrating **green marketing** into their core strategies. This includes **clear communication** about the environmental benefits of their products and services, aligning brand messages with eco-conscious values, and **demonstrating social responsibility** through initiatives that address environmental concerns.

**corporate social responsibility** and **sustainability branding** should be positioned as core pillars of the brand identity. Consumers are increasingly favouring businesses that demonstrate commitment to sustainability through actionable initiatives, not just superficial marketing messages.

- **Targeting Different Consumer Segments:** The research indicates that **urban consumers** are more likely to respond positively to sustainability-oriented marketing campaigns. For these consumers, brands can focus on **emphasizing the environmental benefits** of their products and showcase their **sustainability practices**. Conversely, **rural consumers** may require **more practical and accessible solutions**, such as eco-friendly products at lower price points, coupled with **education** on the environmental benefits of making sustainable choices.

**Differentiated marketing** approaches that tailor the messaging and product offerings based on **demographic and regional preferences** will be essential for businesses looking to expand their market share in both urban and rural areas.

- **Enhancing Consumer Awareness:** One of the significant barriers in rural areas is the **lack of awareness** regarding climate change and its environmental impacts. Brands looking to penetrate rural markets should invest in **educational campaigns** that emphasize the importance of sustainability. This can include partnerships with **local influencers**, community events, or targeted advertising through **local media** to spread awareness about eco-friendly alternatives.
- **Product Accessibility:** In addition to awareness-building efforts, making **eco-friendly products more accessible** in rural markets is crucial. This could involve improving **distribution channels**, ensuring the availability of eco-friendly alternatives in local stores, or offering **incentives** such as discounts for purchasing sustainable products.

#### ACKNOWLEDGEMENT

None.

#### CONFLICT OF INTEREST

None.

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