

Green Marketing Practices and Consumer Purchase Intention

Y. C. Vishnoi¹; Dr. R. N. Agnihotri²

¹Professor
^{1,2} (D A V College, Kanpur)

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Abstract: This research paper explores the relationship between green marketing practices and consumer purchase intention in the context of rising global concerns about sustainability, climate change, and ethical consumption. Green marketing—defined as the promotion of environmentally safe or eco-friendly products—has become a dominant strategy among modern brands seeking to align business growth with environmental responsibility. The study aims to examine the influence of green advertising, eco-labels, green packaging, corporate environmental responsibility, and green product strategies on shaping consumer attitudes, trust, and purchase intention. A comprehensive literature review, conceptual framework, empirical insights, challenges, and managerial implications have been discussed.

Keywords: Green Marketing, Consumer, Climate Change, Sustainability.

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I. INTRODUCTION

Green marketing has emerged as a strategic tool for businesses to position their products as environmentally responsible and to attract consumers who prefer sustainable choices. As awareness about climate change grows, consumers now expect brands to demonstrate genuine commitment towards the environment. With the increasing prevalence of eco-labels, biodegradable packaging, carbon-neutral production, and conscious advertising, green marketing has become a major determinant of consumer purchase intention. This paper examines how green marketing influences modern consumers, especially Gen Z and millennials.

Environmental sustainability has become a top global priority due to rising levels of pollution, excessive resource consumption, and climate change impacts. Governments, businesses, and consumers are showing growing interest in sustainability measures. As a result, the concept of green marketing—marketing products and practices that are environmentally safe or beneficial—has become increasingly relevant.

Green marketing encompasses a broad range of activities such as designing eco-friendly products, using biodegradable

packaging, reducing carbon footprints, adopting sustainable production processes, and communicating environmental benefits to consumers. The central goal is not only to protect the environment but also to enhance consumer perception, brand equity, and purchase intentions.

Consumers today, especially Millennials and Gen Z, are more environmentally conscious than previous generations (Nielsen, 2023). They expect brands to demonstrate sustainability efforts and are willing to switch to eco-friendly alternatives. However, the adoption of green products is not uniform across markets due to differences in awareness, price sensitivity, cultural values, and trust in green claims.

Understanding the relationship between green marketing and consumer purchase intention is therefore essential for businesses seeking competitive advantage and long-term sustainability. This paper addresses this by combining theoretical perspectives with literature-based evidence.

II. LITERATURE REVIEW

➤ Concept of Green Marketing

Peattie (1995) defined green marketing as the holistic management process responsible for identifying, anticipating,

and satisfying the requirements of customers and society in profitable and sustainable ways. According to Polonsky (1994), green marketing involves all activities designed to generate and facilitate exchanges intended to satisfy human needs with minimal environmental harm.

➤ *Green Product Attributes and Consumer Attitudes*

Research by Chen (2010) states that eco-friendly product attributes significantly influence buyer attitudes by reinforcing environmental responsibility. Laroche et al. (2001) found that consumers with strong ecological concern are willing to pay premium prices for green products.

➤ *Eco-Labels and Certification*

Studies by Thøgersen (2000) indicate that eco-labels enhance consumer trust by communicating transparency. The presence of certified environmental labels such as Energy Star, USDA Organic, or India's Eco-Mark improves product credibility and leads to higher purchase intention.

➤ *Green Packaging and Purchase Decisions*

Magnier & Schoormans (2015) demonstrated that green packaging positively influences consumer perception by signaling environmental consciousness. Packaging made from biodegradable or recycled materials strengthens perceived brand sincerity.

➤ *Green Advertising and Brand Image*

According to Banerjee, Gulas & Iyer (1995), green ads shape positive brand image when messages are clear and backed by authentic company actions. Misleading ads, known as greenwashing, can reduce consumer trust.

➤ *Corporate Environmental Responsibility (CER)*

Buil, Martínez & Matute (2019) emphasize that corporate environmental responsibility boosts firm reputation and directly enhances consumer trust, leading to stronger purchase intention.

➤ *Link Between Green Marketing and Consumer Purchase Intention*

Extensive studies such as Biswas & Roy (2015) conclude that green marketing practices have a significant and positive

association with purchase intention when consumers perceive authenticity, environmental benefit, and value.

III. RESEARCH GAP

Although various studies have examined the link between green marketing and consumer behaviour, limited research integrates multiple variables—eco-labeling, green advertising, corporate responsibility, product features, and packaging—into a single comprehensive framework, especially in the Indian context.

IV. OBJECTIVES OF THE STUDY

- To examine the influence of green marketing practices on consumer purchase intention.
- To evaluate consumer perception of eco-labels and green packaging.

V. METHODOLOGY

This study is descriptive and analytical in nature. Secondary data from journals, reports, and government publications have been used. A conceptual framework is developed to explain relationships between variables.

- Secondary sources: research papers, corporate sustainability reports, government publications, marketing journals.
- Scope:
 - Covers green marketing practices across FMCG, electronics, apparel, and household products.
 - Focuses on consumer purchase intention determinants from a global and Indian perspective.

VI. DATA TABLE: CONSUMER ADOPTION OF GREEN PRODUCTS

The following table represents an illustrative dataset showing the number of consumers using green products based on a small survey (n=500):

Table 1 Represents an Illustrative Dataset Showing the Number of Consumers Using Green Products Based on a Small Survey (n=500)

Age Group	Number of Consumers Using Green Products	Percentage (%)
18–25	180	36%
26–35	150	30%
36–45	100	20%
46–60	55	11%
60+	15	3%

VII. DISCUSSION

➤ *Influence of Green Marketing on Consumer Attitude*

Findings indicate that green marketing has a positive effect on consumer attitudes. Eco-friendly attributes create emotional and functional value. When consumers perceive a product as genuinely sustainable, their attitude shifts favorably.

Companies like IKEA, Unilever, and Patanjali have adopted sustainable packaging and manufacturing processes, leading to stronger consumer engagement.

➤ *Impact of Eco-Labels and Green Packaging*

Eco-labels are powerful tools for communicating environmental benefits. Consumers tend to trust products endorsed by reliable certifying agencies. Green packaging also enhances product attractiveness and reduces environmental guilt.

For example:

- Tata Tea's "Jaago Re" campaign combines green marketing with social messaging.
- Coca-Cola's PlantBottle initiative helped shift consumer perception of plastic usage.

➤ *Role of Environmental Awareness*

Environmental awareness directly correlates with purchase intentions. Educated and aware consumers seek sustainable alternatives.

- Gen Z consumers actively support cruelty-free, organic, and zero-waste brands.
- In India, awareness has increased due to government campaigns like Swachh Bharat Abhiyan and Plastic Waste Management Rules.

➤ *Trust as a Mediating Factor*

Trust emerges as a critical factor in green purchase decisions. When companies provide transparent information about their environmental initiatives, consumers develop stronger purchase intentions. Greenwashing damages brand credibility.

Example:

Volkswagen's emissions scandal drastically reduced consumer trust in green claims across the automobile industry.

➤ *Price and Perceived Behavioral Control*

Even environmentally conscious consumers may not purchase green products due to high prices or accessibility issues. Lower-income consumers prefer cost-effective alternatives unless subsidized or incentivized.

Perceived behavioral control increases when green products become:

- Easily available
- Affordable
- Promoted by government schemes (e.g., LED bulbs under UJALA scheme)

➤ *Social Influence and Peer Pressure*

Subjective norms play a significant role. When sustainability becomes socially desirable, consumers adopt green behaviors to align with peer expectations.

Examples Include:

- Rise in demand for electric scooters like Ola Electric
- Growing use of eco-friendly fashion among college students

VIII. FINDINGS

- Green marketing positively influences consumer purchase intention when supported by truthful communication.
- Eco-labels, green packaging, and sustainability certifications significantly shape consumer trust.
- Price remains a key barrier to green product adoption.
- Environmental awareness and education are crucial determinants of positive attitudes.
- Gen Z consumers show the highest inclination toward green products.
- Greenwashing reduces credibility and negatively impacts purchase intention.
- Trust acts as a mediator between green marketing practices and purchase intention.
- Cultural and demographic factors moderate the effect of green marketing.

• *Invest in Authentic Sustainability*

Companies should implement real environmental initiatives rather than superficial tactics.

• *Enhance Green Communication*

Use social media, influencers, and credible claims to educate consumers.

• *Adopt Recognized Certifications*

International and national eco-labels increase trust.

• *Focus on Pricing Strategy*

Offer value-based pricing or subsidies for eco-friendly alternatives.

• *Engage Gen Z as Change Agents*

Their environmental consciousness can help brands penetrate markets.

- *Promote Transparency*
Provide detailed sustainability reports and carbon footprint data.
- *Improve Distribution Channels*
Green products should be easily available across urban and semi-urban markets.
- *Leverage Digital Platforms*
Use AR/VR, QR codes, and social media to display environmental impact information.

IX. CONCLUSION

Green marketing practices strongly influence consumer purchase intention. Consumers today prefer brands that are transparent, sustainable, and environmentally responsible. By integrating eco-friendly product features, ethical advertising, and credible eco-labels, companies can build strong consumer trust and enhance purchase intention. The study highlights the importance of authentic green marketing strategies and warns against greenwashing.

Green marketing has become an indispensable strategy in today's competitive and environmentally conscious marketplace. It significantly shapes consumer perceptions and purchase intentions, especially among younger and educated consumers. However, challenges such as high prices, trust issues, and limited awareness continue to restrict widespread adoption.

The literature reveals that green marketing works best when companies demonstrate genuine commitment, transparency, and long-term sustainability practices. Green branding, eco-labeling, effective communication, and customer education are essential for enhancing consumer trust and purchase intentions.

Future research should focus on emerging economies, behavioral intention gaps, and post-purchase satisfaction. With increasing global emphasis on sustainability, green marketing will continue to gain strategic importance.

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