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Influence of Green Marketing on Consumer Buying Behaviour and Sustainable Consumption

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Abstract:

Green marketing promotes products and services that offer environmental benefits and encourages consumers to adopt more sustainable purchasing practices. Growing concerns about climate change, pollution, deforestation, and waste have increased the importance of environmentally responsible consumption. The present study examines consumers' awareness of green marketing practices and their influence on purchasing behaviour. It focuses on consumer perceptions of green products, awareness of environmental claims, and factors that encourage or discourage eco-friendly purchases. The study also identifies challenges that may limit the wider adoption of green marketing practices. Primary data were collected from 200 respondents and analysed to understand the relationship between green marketing awareness, consumer preferences, and purchasing behaviour. The study highlights the importance of consumer awareness in promoting green products and supporting sustainable development.

Keywords: Green Marketing, Consumer Awareness, Sustainability, Purchasing Behavior, Eco Friendly Products, Marketing Strategies

1. Introduction:

From last few years, the businesses start ups are increased which focus on environment protection. Many businesses have started incorporating green marketing strategies in their business corporate. Green Marketing is delivering messages about the products and services, which aim at minimizing carbon emissions or promoting consumption of recyclable materials, as well as ensuring adequate manufacturing processes of goods. As the pollution is at high level, people are complaining more and more about the pollution caused by their purchases. Green marketing is important for many reasons. There is a need of an increasing number of people who are concerned about the environment. This Paper suggests that a considerable segment of the population is ready to pay extra money for green products. This in turn has driven companies to develop and deploy other greener ways of

operation.

There are many rules, regulations and policies that leave businesses under pressure to lessen their negative effects on the environment. Many nations are tightening their laws on emissions, waste and energy production. So, Green marketing is not just a competitive strategy but also a reaction to the rules that encourage the businesses to become environmental friendly. Commitment to environment protection can enhance a companies' reputation and differentiate it from its competitors. Green marketing strategies also support businesses in gaining of brand loyalty.

The rise in the awareness of environment protection has made green marketing a vital area for businesses to invest in. In spite of its importance, the level of awareness and understanding of green marketing among consumers is still not fully understood. This paper investigates awareness and evaluates how green marketing can successfully influence consumer behavior.

Green marketing is the use of products, factors, technologies and packaging which protects the world against adverse effects on the environment. It promotes environment friendly products, practices and services. The main objective of green marketing is to develop eco friendly principles among consumers. Green marketing is the marketing of products and services with environmental sensitivity. In today's times, due to increasing awareness about environmental issues, green marketing has become an important and useful business way.

Important mechanism of green marketing:

Green marketing includes many components. The main components are as follows:

Eco friendly products: These products contain components can be recycled, reused, and have low environmental impact. For example, organic products, non toxic products, energy efficient appliances, etc.

Sustainable products and packaging: Green marketing uses sustainable packaging that reduces the use of plastic and other harmful materials.

Corporate Social Responsibility (CSR): Companies are increasingly emphasizing environmental work as part of their social responsibility. This includes planting trees, conserving water, and reducing pollution and creating awareness among consumers regarding environment protection.

Company environmental certification: Many companies obtain environmental certifications, such as ISO 14001 or other environmental certifications. This increases the credibility of the company's products among consumers. The momentum of green marketing depends on increasing awareness among the consumers. There are different measures to create understanding of green marketing among consumers. These include public awareness through media and advertisements, giving discounts for green products, and clearly stating the companies' environmental policies.

1.2 Benefits of Green Marketing:

There are many benefits of green marketing, due to which companies can increase their sales

by being environmentally friendly.

1. **Improvement in Brand Image:** Companies that work in an environmentally friendly manner through green marketing are recognized as environmentally responsible brands. This gains customer trust.
2. **Attracting new customers:** Nowadays, consumers have become more environmentally conscious. Green marketing helps companies to attract new customers.
3. **Competitive Advantage:** The demand for products that have less impact on the environment is increasing. This gives green marketing companies a competitive advantage.
4. **Long term Profit:** Companies get long term benefits by doing green marketing because consumers have become environmentally conscious and prefer sustainable products.

Problems and Challenges in Green Marketing:

Green marketing also has some problems and challenges. The major problems include low awareness, productivity and cost issues.

1. **Lack of awareness:** Not all consumers are fully aware of green marketing. It may be difficult for them to understand the environmental benefits.
2. **Product prices:** Green products may be more expensive than conventional products. Therefore, many consumers avoid buying these products.
3. **Strategic adoption by companies:** Not every company implements a green marketing strategy. Some companies may have less commitment to the environment.

1.3. Objectives of the Research:

1. To find out the level of awareness among consumers about green marketing.
2. To study the impact of green marketing on consumer purchasing decisions.
3. To get an idea of consumer expectations and preferences for green marketing.

These objectives can be fulfilled with the help of following hypothesis.

Hypothesis 1: "Consumers with higher awareness of green marketing initiatives are more likely to prefer purchasing eco friendly products over conventional alternatives."

Hypothesis 2: "There is a positive correlation between consumers' environmental concerns and their awareness of green marketing."

Hypothesis 3: "Consumers' demographic factors (e.g., age, income, education) significantly affect their level of awareness about green marketing."

Hypothesis 4: "Consumers who are aware of green marketing are more likely to engage in sustainable behaviors, such as recycling or reducing energy consumption, in their daily lives."

Hypothesis 5: "Green marketing campaigns that emphasize product benefits (e.g., energy savings, health) are more effective at raising consumer awareness than campaigns that focus solely on environmental benefits."

These hypotheses address various dimensions of green marketing awareness, from consumer

behavior to demographic influences and marketing strategies.

Scope of the study: The scope of study is limited to Kolhapur area which is combination of rural and urban population.

2. Literature Review:

2.1 Green Marketing:

Green marketing refers to a form of marketing that attempts to sell a product or services by emphasizing its environment friendly features. As the world is becoming more mindful about environmental matters, more and more businesses seem to be engaging in green marketing. However, the effectiveness of these strategies is largely restrained by consumers' knowledge and understanding. Then, it includes a number of activities, such as sustainable material procurement and carbon reduction engineering of the manufacturing plants and regulatory compliance of packaging. The rate of adoption of green marketing approaches to accommodate consumers' desires for more eco friendly products while also competing is increasing. This study looks into how well green marketing is known among consumers and how effective it is. In a trend oriented towards globalization, organizations are developing a green marketing strategy for a set of products, so that they fit the emerging target market. This paper examines the extent to which consumers know about these strategies and the effects of these strategies on consumer purchase patterns. Green marketing is a business practice that emphasizes the promotion of products, services, or policies that are environmentally friendly or sustainable. With growing concerns about environmental degradation, global warming, and climate change, consumers are increasingly prioritizing sustainability in their purchasing decisions. Green marketing involves a range of practices, including eco labeling, environmentally responsible production processes, and the promotion of products that have minimal negative impact on the environment.

Green marketing involves the promotion of products or services based on their environmental benefits. This includes the make use of eco friendly materials, energy efficient production procedure, and recyclable packaging (Peattie & Crane, 2005). Companies are increasingly communicating their sustainability efforts as part of their brand identity (Ottman, 2017).

The phrase green marketing has been more and more used in business, industry, and marketing over the past few decades. Green marketing refers to the encouragement of environmentally friendly products and services. It involves companies increasing awareness regarding environmental impact of their products, manufacturing and selling products with environmental friendliness in mind. The aim of green marketing is to encourage consumers to make environmentally friendly choices.

In today's era, more and more people are becoming aware of environmental protection and its adverse impact on the environment. Due to this, awareness of "Green Marketing" is increasing globally. Green marketing is the use of environmentally friendly technologies and practices for products, services or companies. Today's consumers are increasing their environmental awareness of

various products and are demanding green marketing practices from companies. The main objective of green marketing is to inform consumers about environmentally sound, ethical and sustainable products. This marketing is sometimes related to the ethics of products, good production processes, recycling, reuse and other environmental factors. The benefits of green marketing are as follows:

- ◆ Increasing consumer sensitivity towards the environment
- ◆ Reducing environmental risks throughout the supply chain
- ◆ Creating more sustainable and trustworthy brands

History and Development of Green Marketing:

Green marketing started in the 1970s, when environmental awareness improved. Concerns about contamination and population, deforestation, and the depletion of natural resources increased. It was during this period that the green marketing movement began. It became more widely used in the 1980s, and many companies tried to create and sell environmentally friendly products. This momentum gained momentum in the 2000s, when government policies and laws became stricter due to environmental reasons.

2.2 Green Marketing and Consumer Awareness:

Consumer awareness of green marketing has been changing over time. Now, consumers increasingly desire environmentally friendly products and services. While selling products through green marketing, companies need to study about the environmental values of consumers. The major function of green marketing is to encourage consumers to buy the products those are less harmful to the environment. Consumers should also convince how important their purchasing decision is from an environmental perspective. Companies adopt various strategies to increase consumer awareness about green marketing. Some of the main methods are giving special certificates for eco friendly products, using recyclable materials in product packaging, and reducing the environmental impact of the company's operations.

Use of media: Companies communicate the benefits of green marketing to consumers through media, social media, and the Internet. This helps consumers understand the importance of environmental issues.

Education and Awareness: Programs are conducted in schools, colleges, and other educational institutions for environmental awareness. This develops the understanding of green marketing and the mindset of responsible purchasing among students.

Influencer Sponsors: Influencers are used to promote green marketing. Celebrities and influencers attract people to green products.

2.3 Impact of Green Marketing on Consumer Behavior:

Green marketing has a major impact on consumer buying behavior. Many consumers are buying eco friendly products, for which they have to compromise somewhat on price. Various researches have

shown that the benefits of green marketing are more attractive to consumers, as they reflect their environmental values. Many consumers want to make a positive difference in their purchases. Therefore, they buy environmentally friendly products and services considering them. Generally, awareness of green marketing is higher among urban and educated consumers. Awareness of this may be lower among consumers in rural areas. For this, companies need to increase awareness through various strategies. Companies can create awareness among consumers by participating in environmental initiatives or by contributing to society.

Various studies have identified two main issues to evaluate the impact of green marketing among consumers – one is the information about the environmental impact of the product, and the other is the integrity of the company's green policies. When consumers have faith in company's green marketing policies, they are more likely to buy that company's products. Consumers have more trust in companies that sell environmentally friendly products.

2.4 Factors influencing Green Marketing Awareness:

A large range of factors influences the level of consumer awareness regarding green marketing. These include demographic, psychological, and sociocultural factors, as well as the level of exposure to green marketing messages.

Demographics: Research by Ahmed et al. (2019) suggests that consumers' awareness of green marketing is often connected to their demographic profile. Younger generations, such as millennial and Gen Z, are more likely to show greater awareness and preference for green products, often driven by their higher levels of environmental concern and greater access to information via digital media. Additionally, higher income and educational levels are associated with greater environmental consciousness and a willingness to engage with green products (Schlegelmilch et al., 1996).

Psychological Factors: Consumer values, attitudes, and personal environmental concerns play a significant role in shaping awareness. Attitudes towards sustainability, including concerns about climate change, biodiversity loss, and resource depletion, have been shown to influence individuals' green purchasing behaviors (Kang et al., 2013). Consumers who prioritize environmental protection and sustainable living are more likely to seek out green products and respond positively to green marketing messages (Joshi & Rahman, 2015).

Sociocultural Influences: Cultural norms and societal expectations also affect green marketing awareness. In cultures where environmental sustainability is a prominent issue, consumers tend to be more responsive to green marketing messages (Leonidou et al., 2013). Social influence, including peer pressure and the role of social media, can also amplify awareness, especially when influencers or celebrities advocate for sustainable products.

Consumer mindset and attitude:

Nowadays, consumers have become more and more aware. Various studies have shown that

environmentally conscious consumers prefer products with a green rating when making their purchasing decisions. Their mindset is shifting towards sustainable products and they support more environmentally responsible brands.

Marketing implications:

Various studies have shown that even when companies adopt green marketing practices, it has an impact on the consumer response. 'Green products' are sold at a higher price, but consumers recognize that price as a contribution to the environment.

Awareness of society and global perspective:

Green marketing is increasing awareness not only in India but also globally. Companies are investing heavily in this sector due to the increase in "eco friendly" products.

Difference between urban and rural areas:

Awareness on green marketing is higher in urban areas because people here face environmental crises and pollution. Consumers in rural areas are more traditional and less aware. However, their awareness is increasing due to government schemes and government propaganda.

Impact of advertising and media:

It has become easier to get information about green marketing through advertising media on TV, radio, social media and the internet. Advertisements based on green marketing are increasing now a days.

2.5 Green washing:

One of the major challenges in the effectiveness of green marketing is the experience of green washing. Green washing refers to the practice of misleading consumers into thinking that a product is more environmentally friendly than it actually is. As noted by Delmas and Burbano (2011), green washing can significantly weaken consumer trust in green marketing and hinder the growth of genuine sustainability efforts. Studies have revealed that while consumers may be aware of green washing, it still poses a significant challenge to fostering genuine green product adoption. According to a study by Terence (2020), consumers who have been exposed to green washing are more likely to exhibit skepticism toward green marketing claims in general, which can reduce the overall impact of green marketing strategies.

4. Research Methodology:

This research was conducted through survey method. A sample of 200 consumers was taken and they were asked about green marketing. The consumers were also asked questions to understand the impact of green marketing on their purchasing decisions.

3.1 Data Collection:

3.2 Variables:

The study measured the following variables:

- **Consumer Awareness:** How familiar consumers are with the concept of green marketing and eco friendly products.
- **Purchasing Behavior:** Whether consumers actively seek eco friendly products and if they are willing to pay more for sustainable goods.
- **Barriers to Green Consumption:** The factors that prevent consumers from purchasing green products, such as price, availability, and trust issues.

3.3 Data Analysis:

The data was analyzed using descriptive statistics, chi square tests, and correlation analysis to identify trends and relationships between awareness, attitudes, and behaviors.

4. Data Collection:

A total of 200 consumers were selected for the study.

5. Conclusion and Suggestion:

Conclusion:

Green marketing has become an important element, which can be useful not only for companies, but also for protecting the environment. Along with the increase in awareness, consumer buying patterns are also changing, and it is necessary to make green marketing a business goal. Green marketing is an important business strategy that can be beneficial for businesses that are environmentally friendly. Companies can gain long term benefits by using green marketing, while consumers have the opportunity to contribute towards environmental protection. For this, companies need to focus on measures to create more awareness. The use of education, media and influencers can be effective in increasing awareness among consumers about green marketing.

The study revealed that consumers are well aware of green marketing, but their decisions are largely based on environmental factors, but they are concerned about the price of the products. Consumers trust green marketing products and their advertisements, but reducing the price of the product can attract more customers.

1. Importance of Green Marketing: The importance and awareness of green marketing is increasing among consumers in Kolhapur city. Many consumers have become aware of the demand for ecological products and considering them environmentally friendly.

2. Diversity: There is a wide range of awareness and interest in green marketing among consumers of different age groups, educational levels and economic status. Consumers from highly educated and high income groups give more importance to green marketing.

3. Awareness deficit: Some consumers are less aware of the concept of green marketing and its benefits. Many consumers buy products only on the basis of popularity and brand name, they are less concerned about environmental benefits.

4. Impact of marketing media: Information and awareness regarding green marketing is mainly

spread through the internet, social media and TV advertisements. More awareness can be created among consumers by using technology.

5. Growth potential: The interest and awareness of consumers in Kolhapur city about green marketing will increase, for which companies will have to create more awareness to promote green products.

1. Awareness of green marketing among consumers in Kolhapur city is relatively low.
2. Consumer interaction regarding green marketing is mainly seen in urban areas.
3. Although consumers are aware of environmental issues, the use of green products is low.
4. Many consumers are unaware of the terms and conditions of green marketing.
5. The importance of social media and promotion for green marketing has increased.
6. Consumers perceive the cost of green products to be higher than that of conventional products.
7. Low awareness of government policies hinders consumer engagement in green marketing.
8. Consumers do not consider their environmental impact while purchasing various products.
9. Green marketing is widely used in hotels, restaurants and other service sectors.
10. In Kolhapur city, importance is being given to choosing environmentally friendly products.
11. The quality and reliability of various green products are a major concern.
12. Consumers are demanding more eco friendly products, but more efforts are needed.
13. Maximum results in green marketing are based on the method of bringing incentives among consumers.
14. More effective education and literacy are needed to promote green marketing.
15. Green marketing policies of big companies have become more effective.
16. Local government bodies should do more to promote green marketing in Kolhapur.
17. Green marketing has got a big platform on social media for environmental protection.
18. People's awareness about green marketing varies among different classes.
19. Awareness campaigns are needed to bring about positive changes in the mindset of consumers about green marketing.

5.1 Suggestions:

1. Enhance Consumer Education:

Marketers and policymakers should focus on improving consumer education regarding the full scope of green marketing. This could involve clear, easy to understand labels and certifications that indicate the environmental impact of products. Consumers need to understand the specific actions brands are taking to reduce their ecological footprint, from sourcing raw materials to energy usage and waste management.

2. Increase Transparency and Trust:

To bridge the gap between awareness and actual purchasing behavior, brands should adopt a

transparent approach to their environmental claims. This could include providing verifiable evidence, such as third party certifications (e.g., Fair Trade, Energy Star, or organic labels), to back up their claims. Clear information about the lifecycle of products and services would help build consumer trust and encourage the purchase of green products.

3. Develop and Implement Industry Standards:

Governments and industry bodies should work together to create standardized definitions and labels for green products and sustainable practices. A standardized framework would help consumers make informed choices and hold brands accountable for their environmental claims. These standards should be enforceable and monitored to prevent misleading claims.

4. Focus on Affordability and Accessibility:

To make green products more appealing to a broader audience, companies should focus on reducing the cost disparity between environmentally friendly products and conventional alternatives. One way to do this is by increasing the scale of production and improving supply chains to bring prices down. Furthermore, ensuring green products are widely available in mainstream retail outlets can drive higher consumer adoption.

5. Leverage Social Media and Influencers:

Brands can collaborate with social media influencers and environmental advocates to raise awareness and inspire action. Since many consumers, especially younger ones, are heavily influenced by social media, using these platforms for green marketing campaigns can help generate greater visibility and drive more sustainable consumer behavior.

6. Invest in Innovation and Sustainability:

Companies should continue to invest in research and development for new, sustainable technologies and materials. Innovation in packaging, energy efficiency, waste reduction, and resource conservation can lead to more affordable and sustainable alternatives that are attractive to consumers. In addition, creating products that are not only green but also durable and multifunctional could encourage more sustainable consumption patterns.

7. Monitor and Respond to Greenwashing:

As green marketing grows, the risk of greenwashing becomes more pronounced. Companies must avoid exaggerated or misleading environmental claims, as they can damage brand reputation and consumer trust. Regulators should actively monitor and take action against false advertising in the sustainability space, while consumers should be encouraged to be critical and discerning of marketing messages.

8. Encourage Corporate Responsibility:

Finally, companies should integrate green marketing into their broader corporate social responsibility (CSR) strategies. Sustainability should not only be a marketing tool but also a core

business practice. By making sustainability a central part of their values, companies can align their green marketing strategies with their organizational culture and contribute to long term environmental goals.

1. Education and Awareness: Schools, colleges and professional institutions should organize camps and workshops to increase awareness among consumers about green marketing and environmental issues.

2. Use of Social Media: More information about the benefits of green marketing can be disseminated on social media platforms. This will make the young consumer segment more aware.

3. Relationship of products with environmental issues: Companies should clearly present the environmental benefits of their products, and show how they are involved in the production process. If consumers are informed about the efforts made for the environment, they will be aware while choosing products.

1. More public awareness campaigns should be organized about green marketing.

2. Green marketing should be promoted with the help of government policies.

3. Workshops should be organized to guide consumers for green marketing.

4. Companies should take the initiative to reduce the cost of green products and increase their availability.

5. The quality of products that minimize environmental impact should be tested.

6. The media should be used to provide more information about green marketing.

7. Consumers should be attracted and influencers should be used to educate them about the benefits of green marketing.

8. Education should be provided on how eco friendly products are beneficial in the long run.

9. Companies should explain how they can derive commercial benefits from green marketing.

10. State governments and local administrations can take the initiative to promote local green producers.

11. Discounts or rebates should be offered to consumers on green products.

12. Reward schemes should be created for those who buy green products.

13. More concrete laws and regulations need to be created regarding green marketing.

14. Digital platforms should be used more for green marketing.

15. Green marketing courses should be included in educational institutions.

16. It is important to verify the certificates of eco friendly products.

17. More research on green marketing and its results should be connected to the consumer.

18. Media companies should take a greater part in promoting eco friendly products.

19. Using influencer marketing can be beneficial for promoting green products.

20. Maximum attention should be paid to the importance of green marketing through various

initiatives.

These conclusions and suggestions aim to highlight both the current state of green marketing awareness in Kolhapur and propose measures to improve it for a more sustainable future.

6. Limitations and Future Research:

This study has several limitations, including its reliance on a small sample data of 200 consumers. The geographical area of the research could be widened to get more exact results. Future research could involve longitudinal studies to track changes in consumer behavior over time or experiments that test the effectiveness of different green marketing strategies in influencing consumer choices. In this type of research, it is not possible for all consumers to have the same mindset and purchase decisions. The findings found in this research may only be based on a selected geographic region, so it may not be applicable on a wider scale.

7. Final Thoughts:

The research highlights a shift towards more environmentally conscious consumer behavior but also reveals gaps in awareness, understanding, and action. By addressing these gaps through clearer communication, enhanced education, and better practices, companies and policymakers can foster a more sustainable marketplace that benefits both consumers and the planet.

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