

# Green Marketing Practices and Their Impact on Consumer Buying Behaviour

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***Abstract***—Green marketing has emerged as an important business strategy in response to increasing environmental concerns and consumer awareness regarding sustainable consumption. This study examines the impact of green marketing practices on consumer buying behaviour. The research investigates consumer awareness of eco-friendly products, the influence of environmental claims on purchasing decisions, and consumer willingness to pay a premium for green products. Primary data were collected from 50 respondents using a structured questionnaire. The findings reveal that green marketing practices positively influence consumer buying behaviour, with environmental awareness and product credibility playing significant roles in purchase decisions. The study suggests that businesses should adopt transparent and sustainable marketing strategies to strengthen consumer trust and encourage environmentally responsible consumption.

***Index Terms***—Green Marketing, Consumer Buying Behaviour, Sustainable Consumption

## I. INTRODUCTION

Environmental sustainability has become a major concern for governments, businesses, and consumers worldwide. Growing awareness of environmental issues such as climate change, pollution, and resource depletion has encouraged organizations to adopt environmentally responsible business practices. Green marketing refers to the promotion of products and services based on their environmental benefits. It includes eco-friendly packaging, sustainable production methods, energy-efficient products, and environmentally responsible advertising strategies. Organizations increasingly utilize green marketing to gain competitive advantages and enhance brand reputation.

Consumer buying behaviour has undergone significant changes due to increasing environmental consciousness. Modern consumers consider environmental factors while making purchase decisions and often prefer products that contribute to sustainability. Green marketing not only influences consumer perceptions but also affects purchasing intentions and brand loyalty.

Understanding the relationship between green marketing practices and consumer buying behaviour is essential for businesses seeking long-term sustainability and market success.

## II. REVIEW OF LITERATURE

Peattie (2001) stated that green marketing focuses on identifying, anticipating, and satisfying consumer needs in a profitable and sustainable manner. The study highlighted the importance of integrating environmental concerns into marketing strategies.

Ottman (2017) observed that consumers are increasingly attracted to environmentally friendly products when companies provide credible environmental information. The study emphasized that trust and transparency significantly influence green purchasing decisions.

Chen and Chang (2013) found that green trust and green perceived value positively impact consumers' purchase intentions. Their research demonstrated that consumers are more likely to purchase eco-friendly products when they perceive genuine environmental commitment from companies.

## III. OBJECTIVES OF THE STUDY

1. To examine consumer awareness of green marketing practices.
2. To analyse the impact of green marketing practices on consumer buying behaviour.

## IV. STATEMENT OF THE PROBLEM

Despite increasing environmental awareness, many consumers remain uncertain about the authenticity and effectiveness of green products. Companies often invest substantial resources in green marketing initiatives; however, the extent to which these practices influence consumer buying behaviour remains unclear. This study seeks to evaluate consumer perceptions of green marketing practices and determine their impact on purchasing decisions.

## V. RESEARCH METHODOLOGY

### Research Design

Descriptive research design was adopted for the study.

### Data Collection

Primary data were collected through a structured questionnaire distributed to respondents. Secondary data were collected from journals, books, articles, and websites related to green marketing.

**Sample Size**

The study was conducted among 50 respondents.

**Sampling Method**

Convenience sampling method was used to select the respondents.

**Tools for Analysis**

- Percentage Analysis
- Simple Tabulation
- Mean Analysis

**Data Analysis and Interpretation**

**Table 1: Age of Respondents**

Age Group	Number of Respondents	Percentage
Below 20 Years	8	16%
21–30 Years	20	40%
31–40 Years	12	24%
Above 40 Years	10	20%
Total	50	100%

Interpretation: The table shows that 40% of respondents belong to the age group of 21–30 years, indicating that young consumers form the majority of the sample. This suggests that younger individuals are more aware of and interested in green products.

**Table 2: Awareness of Green Marketing**

Response	Respondents	Percentage
Highly Aware	18	36%
Aware	22	44%
Neutral	6	12%
Not Aware	4	8%
Total	50	100%

Interpretation: The majority of respondents (80%) are either aware or highly aware of green marketing practices. This indicates that environmental awareness among consumers has increased significantly.

**Table 3: Preference for Green Products**

Preference Level	Respondents	Percentage
Highly Prefer	15	30%
Prefer	20	40%
Neutral	9	18%

Do Not Prefer	6	12%
Total	50	100%

Interpretation: The table reveals that 70% of respondents prefer green products. This demonstrates that environmentally friendly products have gained substantial acceptance among consumers.

Table 4: Willingness to Pay Premium Price

Response	Respondents	Percentage
Yes	30	60%
No	20	40%
Total	50	100%

Interpretation: A majority of respondents (60%) are willing to pay a higher price for green products. This indicates that consumers value environmental benefits and are prepared to support sustainable products financially.

Table 5: Impact of Green Marketing on Purchase Decision

Impact Level	Respondents	Percentage
High Impact	16	32%
Moderate Impact	24	48%
Low Impact	10	20%
Total	50	100%

Interpretation: Nearly 80% of respondents reported that green marketing has either a high or moderate impact on their purchase decisions. This confirms the effectiveness of green marketing strategies in influencing consumer behaviour.

## VI. FINDINGS

1. Majority (40%) of respondents belong to the age group of 21–30 years.
2. About 80% of respondents are aware of green marketing practices.
3. Around 70% of consumers prefer purchasing green products.
4. Sixty percent of respondents are willing to pay a premium price for environmentally friendly products.
5. Green marketing significantly influences the purchase decisions of 80% of respondents.

## VII.SUGGESTIONS

Organizations should strengthen their green marketing initiatives by providing transparent and verifiable environmental information. Companies should obtain recognized eco-certifications and

clearly communicate sustainability benefits through packaging and promotional campaigns. Consumer awareness programs and educational campaigns can further enhance trust in green products and encourage environmentally responsible purchasing behaviour.

## VIII. CONCLUSION

Green marketing has become an essential strategy for promoting sustainable consumption and enhancing corporate reputation. The findings of the study indicate that consumers are increasingly aware of environmental issues and show a positive attitude toward green products. Green marketing practices significantly influence consumer buying behaviour, particularly when supported by credible environmental claims and product quality. Businesses that integrate sustainability into their marketing strategies can gain consumer trust, improve customer loyalty, and contribute to environmental conservation while achieving long-term profitability.

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- [8] This draft is formatted in a typical commerce-journal structure and can be expanded further with statistical tests (Chi-square, ANOVA, correlation, regression) if your target journal requires empirical analysis.