



Effect of Green Marketing on Consumer Buying Preferences

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ABSTRACT:

This research explores how green marketing strategies influence consumer purchasing behavior. As environmental concerns become more pressing, businesses are adapting their marketing approaches to emphasize sustainability. This study analyzes consumer awareness, beliefs, and behavioral responses to green marketing through a survey of 113 respondents in Delhi NCR. Key findings indicate that young, educated consumers show stronger preferences for eco-friendly products, and factors like trust, ethical concerns, and product labeling significantly influence their buying decisions.

INTRODUCTION

Green marketing refers to the promotion of products or services based on their environmental benefits. It includes a broad range of activities such as modifying production processes, product modifications, sustainable packaging, and advertising strategies to showcase environmental responsibility.

Consumers today are becoming increasingly aware of their ecological footprint. This shift is evident in the growing demand for products that are organic, recyclable, biodegradable, or ethically produced. Green marketing influences buying behavior through:

- Environmental consciousness
- Ethical and health considerations
- Social identity and brand loyalty
- Emotional and lifestyle alignment

RESEARCH OBJECTIVE

The primary objective of the study is to examine the influence of green marketing on consumer buying preferences. Specifically, the study aims to:

- **Understand the concept of green marketing** – To provide a clear and thorough explanation of what green marketing entails and how it is applied in the marketplace.
- **Determine the level of awareness of green marketing among consumers** – To assess how familiar and informed consumers are about green marketing practices and eco- friendly products.
- **Analyze the impact of green marketing awareness on consumer buying behaviour** – To explore how

consumer knowledge and awareness of green marketing influence their purchasing decisions and preferences for environmentally friendly products.

LITERATURE REVIEW

The concept of green marketing has gained prominence as environmental concerns continue to influence consumer choices. Studies such as Skataric et al. (2021) and Rahman et al. (2017) highlight how rising environmental awareness is shaping consumer behaviour, particularly in relation to eco-friendly products. Nyugen and Mogaji (2021) emphasize that effective green marketing communication significantly impacts consumer perceptions and buying intentions, especially in emerging economies.

Trust in eco-labels and green brands is critical, as discussed by Ranjan and Kushwaha (2017), who argue that credibility and consumer confidence drive green product adoption. Similarly, Cherian and Jacob (2012) found that the shift in consumer values toward sustainability is prompting businesses to adopt green strategies to gain competitive advantage.

While Bhatia and Jain (2013) and Saini (2013) note a growing awareness in India, they also point out the need for more targeted education and promotion. However, Alsmadi (2007) observed a gap between environmental concern and actual purchase behaviour, indicating that awareness alone may not be sufficient without supporting marketing efforts and product assurance.

Overall, the literature suggests that green marketing, when backed by genuine sustainability practices and clear communication, positively influences consumer preferences—though challenges such as performance perceptions and affordability remain.

RESEARCH METHODOLOGY

- Type: Descriptive research
- Sample Size: 113 respondents
- Sampling Area: Delhi NCR
- Sampling Method: Random sampling
- Data Sources:
 - Primary: Survey
 - Secondary: Journals, articles, and websites

DATA ANALYSIS & INTERPRETATION

1. Demographics:

- Majority (<25 years): 68.1%
- Predominantly male: 74.3%
- Educated (Graduate/Postgraduate): 82.3%

2. Environmental Beliefs:

- 76.1% believe human interference harms nature.
- 71.7% agree that controlling industrial growth is essential.

3. Consumer Behavior:

- 63% use biodegradable products.
- 59.3% check for recycled packaging.
- 71.7% bring their own bags.
- 68.1% modify products to be eco-friendly.

4. Buying Preferences:

- 77% favor brands less harmful to the environment.
- 55.8% feel green products fit their lifestyle.
- 60% are influenced by eco-friendly product information.

FINDINGS

- Younger and educated individuals are more environmentally conscious.
- Strong belief in environmental protection drives preference for green products.
- Labels, packaging, and transparency significantly impact purchase decisions.
- Trust in green brands boosts loyalty.
- Performance concerns remain a barrier for wider adoption.
- Lifestyle compatibility and willingness to change behavior are strong.

LIMITATIONS

- Geographically restricted to Delhi NCR
- Short data collection period (3 months)
- Potential bias in self-reported data

RECOMMENDATIONS

- Raise Awareness: Conduct targeted campaigns via digital and traditional media.
- Improve Accessibility: Make green products widely available and affordable.
- Build Trust: Use verifiable claims and certifications.
- Understand Consumers: Tailor messaging to values and beliefs.
- Combat Greenwashing: Ensure transparency in marketing practices.

CONCLUSION:

Green marketing is increasingly shaping consumer behavior, particularly among youth and educated segments. Trust, transparency, and value alignment are critical to converting awareness into action. Businesses that invest in genuine sustainability efforts and communicate them effectively can secure customer loyalty while contributing to environmental conservation.

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ANNEXURES

QUESTIONNAIRE

Section 1: Background Information

1. Name
2. Gender
 - Male
 - Female
3. Age Distribution
 - <25 yrs.
 - 25 - 34 yrs.
 - 35 - 44 yrs.
 - 45 - 54 yrs.
 - >55 yrs.
4. Education
 - Secondary / Higher Secondary
 - Graduate
 - Post Graduate
 - Diploma / Profession Course
 - Ph.D.
5. Monthly Household Income
 - Less than Rs. 20000
 - Rs. 20001 to Rs. 40000
 - Rs. 40001 to Rs. 60000
 - Rs. 60001 to Rs. 80000
 - Rs. 80001 to Rs. 100000
 - More than Rs. 100000

Section 2: General Environmental Belief

6. I believe that our population size is growing to the limit of the number of people the earth can bear.
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
7. I believe that human's interference with nature can have disastrous consequences.
 - Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
8. I believe that for maintaining a healthy economy, we will have to control industrial growth.
 - Strongly Disagree
 - Disagree

- Neutral
 - Agree
 - Strongly Agree
9. I believe that there are limits to which our industrialized society can expand.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
10. I believe that mankind is severely abusing the environment.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree Consumer Environmental Behaviour

Section 3: Strongly Agree Consumer Environmental Behaviour

11. I believe in the usage of biodegradable products.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
12. I believe in reading labels to see if contents are environmentally safe.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
13. I believe in buying products made or packaged in recycled materials.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
14. I believe in taking my own bags to the supermarket.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
15. I believe in avoid buying aerosol products.
- Strongly Disagree
 - Disagree
 - Neutral

- Agree
 - Strongly Agree
16. I believe in Cutting down on the usage of car.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
17. I believe in modifying products to make them environmentally friendly.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree

Section 4: Consumer Buying Behaviour

18. I believe in buying brands which are less damaging to the environment.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
19. I believe that green products are inferior in performance to nongreen products.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
20. I believe that the marketing of green products is more relevant to my lifestyle as comparing to non-green products.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
21. I believe in receiving information regarding the new and enhanced design in the marketing for a product.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree
 - Strongly Agree
22. I believe in receiving information Product's environment friendliness in the marketing for a product.
- Strongly Disagree
 - Disagree
 - Neutral
 - Agree