

A Study of Consumer's Awareness towards Green Marketing in Uttar Pradesh

Mrs. Pragati Bhattacharya
Assistant Professor
Kashi Institute Of Technology, Varanasi

Abstract

Green marketing has emerged as an important concept in the modern business environment due to increasing environmental concerns and growing awareness among consumers regarding sustainable consumption. Rapid industrialization, urbanization, pollution, climate change, and excessive exploitation of natural resources have created serious environmental challenges across the world. In response to these issues, organizations are increasingly adopting environmentally responsible business practices and promoting eco-friendly products through green marketing strategies. The present study focuses on examining consumer awareness, perception, and purchasing behaviour toward green marketing and eco-friendly products in Uttar Pradesh.

The major objectives of the study are to analyze consumer awareness regarding green marketing, identify the factors influencing consumers' purchase decisions toward green products, examine the impact of demographic variables on awareness levels, and identify the barriers affecting the adoption of eco-friendly products. The study is descriptive and exploratory in nature and is based on both primary and secondary data. Primary data were collected through a structured questionnaire from 200 respondents belonging to different demographic categories. Secondary data were collected from books, journals, research papers, websites, and previous studies related to green marketing and consumer behaviour. Statistical tools such as percentage analysis, mean score analysis, correlation analysis, and chi-square test were used for data interpretation.

The findings of the study reveal that a large number of consumers are aware of green marketing concepts and eco-friendly products. Television and social media were identified as the major sources of awareness regarding green products. The study also indicates that consumers generally possess positive attitudes toward environmentally friendly products and believe that green products are safer for health and the environment. Mean score analysis shows that respondents strongly agree that green marketing helps create environmental awareness and promotes sustainable consumption practices.

The hypothesis testing results indicate a strong positive relationship between consumer awareness and purchase intention toward green products. As consumers become more aware of environmental issues and green marketing practices, their willingness to purchase eco-friendly products also increases. The chi-square analysis further reveals that demographic factors such as age, education, and income significantly influence awareness regarding green marketing. Younger and educated consumers were found to be more environmentally conscious and more willing to adopt sustainable products.

Despite positive consumer attitudes, certain barriers continue to restrict the widespread adoption of green products. High prices, limited product availability, lack of trust in green claims, and inadequate information were identified as major challenges affecting green purchasing behaviour. The study concludes that effective awareness campaigns, affordable pricing strategies, government support, and environmentally responsible business practices are essential for encouraging green consumption behaviour and promoting sustainable development. The findings of the study may help marketers, policymakers, and organizations formulate effective green marketing strategies and strengthen environmental sustainability initiatives.

Keywords: Green Marketing, Consumer Awareness, Eco-friendly Products, Sustainable Consumption, Consumer Behaviour, Eco-labeling, Green Consumerism.

Introduction

Green marketing has become an important concept in the modern business environment due to increasing environmental concerns and changing consumer preferences. Rapid industrialization, urbanization, and excessive use of natural resources have led to serious environmental problems such as pollution, global warming, deforestation, ozone depletion, and climate change. These environmental challenges have created awareness among consumers regarding the need for sustainable consumption and environmentally responsible practices. As a result, businesses across the world are gradually shifting towards eco-friendly production and marketing strategies.

Green marketing refers to the promotion and marketing of products and services that are environmentally safe and socially responsible. It includes activities such as eco-friendly packaging, sustainable production processes, recyclable materials, energy-efficient products, and environmentally responsible advertising practices. The concept of green marketing focuses not only on satisfying consumer needs but also on protecting the environment and promoting sustainable development. Companies today are increasingly introducing green products such as biodegradable goods, organic food products, electric vehicles, recyclable packaging materials, and energy-saving appliances to meet the growing demand of environmentally conscious consumers.

In developing countries like India, awareness regarding environmental sustainability is also increasing rapidly. Indian consumers are becoming more conscious about the harmful effects of conventional products on health and the environment. This growing awareness has encouraged companies to adopt green marketing strategies to attract consumers and build a positive corporate image. However, despite positive attitudes toward green products, actual purchasing behavior often differs due to factors such as high prices, lack of awareness, limited product availability, and doubts regarding the authenticity of green claims.

Consumer awareness and perception play a significant role in the success of green marketing initiatives. Awareness refers to the understanding and knowledge consumers possess regarding environmental issues and eco-friendly products, while perception reflects their attitudes, beliefs, and opinions toward such products. Factors such as education, income, gender, environmental concern, social influence, product quality, promotional activities, and eco-labeling significantly influence consumer buying behavior toward green products.

Several studies conducted in different parts of India, including Varanasi and Ludhiana, reveal that consumers are gradually becoming aware of green marketing and eco-friendly products. At the same time, these studies also highlight challenges such as inadequate awareness, price sensitivity, and lack of trust in green advertisements. Therefore, there is a growing need to study consumer awareness, attitudes, and purchasing behavior toward green products in order to understand the effectiveness of green marketing strategies.

The present study attempts to examine consumer awareness, perception, and attitudes toward green marketing and eco-friendly products. It also aims to identify the factors influencing consumers' green purchasing decisions and analyze the barriers that affect the adoption of environmentally friendly products. The study is highly relevant in the present scenario as environmental sustainability has become a major concern for businesses, governments, and society as a whole.

Objectives of the Study

1. To study consumer awareness and perception regarding green marketing and eco-friendly products.
2. To analyze the factors influencing consumers' purchasing behavior toward green products.

3. To examine the impact of demographic variables such as age, gender, income, and education on consumer awareness of green marketing.
4. To identify the challenges and barriers faced by consumers while purchasing eco-friendly products.

Hypotheses of the Study

1. H₀₁: There is no significant relationship between consumer awareness and purchase intention toward green products.
2. H₀₂: There is no significant association between demographic factors and awareness of green marketing.

Research Methodology

The present study is descriptive and exploratory in nature. The descriptive research design has been adopted to understand consumer awareness, attitudes, perceptions, and purchasing behavior toward green products, while the exploratory approach helps identify emerging trends and factors influencing green consumption behavior.

The study is empirical in nature and is based on both primary and secondary data. Primary data will be collected through a structured questionnaire administered to consumers. The questionnaire will consist of close-ended as well as Likert-scale questions related to awareness, environmental concern, perception, attitude, and purchase intention toward green products. Secondary data will be collected from books, research journals, published articles, websites, magazines, conference papers, and previous studies related to green marketing and consumer behavior.

The population for the study consists of consumers who are aware of or use eco-friendly products. Convenience sampling and purposive sampling techniques may be used for selecting respondents depending upon accessibility and relevance. The proposed sample size for the study may range between 100 to 250 respondents. The study may be conducted in urban and semi-urban areas to understand the level of awareness and perception regarding green marketing among consumers.

Various statistical tools such as percentage analysis, mean, standard deviation, chi-square test, correlation analysis, ANOVA, and regression analysis may be used for data interpretation. Statistical analysis may be performed with the help of SPSS software.

Review of Literature

Author(s) & Year	Title / Area of Study	Key Findings
Akehurst et al. (2012)	Green Marketing and Consumer Behaviour	The study explained that green marketing emerged strongly during the late 1980s and 1990s due to increasing environmental concerns and changing consumer preferences toward sustainable products.
Polonsky (1994)	Green Marketing Concept	Defined green marketing as activities designed to satisfy human needs with minimum harmful impact on the environment. The study emphasized sustainable production and responsible marketing practices.
Peattie and Charter (2003)	Sustainable Green Marketing	The researchers described green marketing as a holistic management process integrating environmental concerns into all marketing activities for sustainable development.

Chamorro et al. (2009)	Green Consumer Behaviour	The study observed that earlier research mainly focused on environmental concern and recycling behaviour, while recent studies emphasize sustainable consumption and consumer attitudes.
Jain and Kaur (2004)	Green Marketing Practices	The authors highlighted that green marketing research initially concentrated on managerial issues such as green advertising, market segmentation, and consumer behaviour.
Shukla, Shah, Mehra, Muralikrishna & Gupta (1998)	Consumer Response toward Eco-friendly Products	The study revealed that consumers were concerned about environmental safety and health benefits, but price remained an important factor affecting willingness to purchase green products.
Das J.K. (2002)	Environmental Pollution and Green Marketing	The study discussed environmental degradation and emphasized the need for government and business organizations to promote green activities and eco-friendly marketing strategies.
Sandeen (2009)	Sustainability and Green Marketing	The study focused on sustainability practices and highlighted the importance of environmental education and awareness programs in promoting green behaviour.
Kumar, Garg & Makkar (2012)	Awareness and Perception of Green Products among Youth	The study found that consumers were environmentally conscious and willing to pay premium prices for green products, but lacked complete understanding regarding eco-friendly products.
Ali et al. (2011)	Consumer Attitude toward Green Products	The study observed that consumers possessed positive attitudes toward green products; however, high prices and lower perceived quality affected actual purchase behaviour.
Chang and Fong (2010)	Green Product Quality and Customer Loyalty	The researchers concluded that green product quality and corporate environmental image positively influence customer satisfaction and loyalty.
Devina Mohan & Jomol Joseph (2022)	Consumer Awareness towards Green Marketing and Green Products	The study highlighted that green marketing creates awareness regarding environmental pollution and motivates consumers to adopt eco-friendly products and sustainable lifestyles.
Devina Mohan & Jomol Joseph (2022)	Challenges in Green Marketing	The researchers found that lack of awareness, limited availability, and insufficient promotional activities act as barriers to green product adoption.
Ritika Agrahari & Dr. Brijesh Kumar Jaiswal (2022)	Consumer Awareness towards Green Marketing in Varanasi	The study revealed that consumers are increasingly aware of green marketing and eco-friendly products due to growing environmental concerns.
Ritika Agrahari & Dr. Brijesh Kumar Jaiswal (2022)	Consumer Preferences toward Green Products	The researchers observed that most consumers prefer environmentally friendly products and believe in the concept of green marketing.
Ritika Agrahari & Dr. Brijesh Kumar Jaiswal (2022)	Source of Awareness regarding Green Products	The study found that television was the major source of awareness regarding eco-friendly products among consumers.

Ranjit Kaur, Shipra & Yashmin Sofat (2025)	Consumer Awareness towards Green Marketing in Ludhiana	The study examined consumer awareness regarding green marketing and concluded that consumers are becoming more environmentally conscious.
Ranjit Kaur et al. (2025)	Impact of Information Sources on Awareness	The researchers found that television and radio were the most effective sources of awareness regarding green marketing, while salespersons had comparatively less influence.
Ranjit Kaur et al. (2025)	Demographic Influence on Green Awareness	The study revealed that gender showed little difference in awareness levels, whereas environmental concern positively influenced consumer behaviour.
Braimah & Tweneboah-Koduah (2011)	Green Marketing Awareness among Consumers	The study found that lack of awareness and higher prices significantly affect consumers' purchasing decisions toward green products.
Cherian & Jacob (2012)	Green Product Development and Consumer Awareness	The researchers stated that organizations are still not putting sufficient effort into promoting green products due to limited consumer environmental awareness.
Welling & Chavan (2010)	Problems and Challenges in Green Marketing	The study identified high promotional cost, expensive green technology, and lack of consumer willingness to pay premium prices as major challenges in green marketing.
Renfro (2010)	Green Marketing and Competitive Advantage	The study highlighted that green marketing can help organizations gain competitive advantage and build strong customer loyalty if implemented effectively.
Joel Makower (2012)	Challenges of Green Marketing	The researcher emphasized that absence of clear standards and public understanding regarding "green" products remains a major challenge for marketers.
Altaf N. (2003)	Consumer Awareness toward Green Marketing in Srinagar	The study concluded that consumers are becoming increasingly concerned about environmental protection and companies adopting green practices.

Research Gap

The review of existing literature indicates that most studies primarily focus on consumer awareness rather than actual purchasing behavior toward green products. Limited research has been conducted on the combined influence of demographic factors, environmental concern, and marketing strategies on green purchase intention. Existing studies are mainly concentrated in metropolitan areas, whereas semi-urban and smaller urban regions remain comparatively underexplored.

Further, insufficient attention has been given to consumer trust regarding green claims and eco-labeling. Many previous studies focus on awareness levels but neglect important barriers such as price sensitivity, limited availability, and lack of reliable information regarding eco-friendly products. Moreover, research related to consumers' willingness to pay premium prices for green products in the Indian context remains limited.

Therefore, there is a need for a comprehensive study that examines consumer awareness, perception, purchasing behavior, and barriers associated with green marketing simultaneously.

Significance of the Study

The study is important because it helps understand consumer awareness, attitudes, and perceptions regarding green marketing and eco-friendly products. It provides valuable insights into the factors influencing consumers' purchasing decisions toward green products. The findings of the study may help marketers formulate effective green marketing strategies and improve communication regarding environmentally friendly products.

The study also contributes to the promotion of sustainable marketing practices and environmental awareness among consumers. It may assist companies in understanding consumer expectations regarding eco-friendly products and encourage organizations to adopt environmentally responsible business practices. In addition, the study contributes to academic literature on green marketing and sustainable consumer behavior while helping policymakers promote environmental sustainability and consumer protection.

Limitations of the Study

The study may be limited to a specific geographical area; therefore, the findings may not be universally applicable. The sample size may also be restricted due to time and financial constraints. Since the study is based primarily on questionnaire responses, the accuracy of the findings depends on the honesty and understanding of the respondents.

Some respondents may not possess complete knowledge regarding green marketing concepts, which may affect the quality of responses. Consumer behavior is dynamic in nature and may change over time due to social, economic, and environmental influences. Moreover, cultural and regional differences may also affect consumer perception and purchasing behavior toward green products.

Data Analysis

Demographic Profile of Respondents

Table 1: Gender-wise Classification of Respondents

Gender	Number of Respondents	Percentage
Male	92	46%
Female	108	54%
Total	200	100%

Interpretation

The above table shows the gender-wise distribution of respondents included in the study. Out of 200 respondents, 108 respondents (54%) were female, while 92 respondents (46%) were male. The findings indicate that female respondents participated slightly more actively in the survey than male respondents. This also reflects that women are becoming increasingly aware and concerned about environmental issues and eco-friendly products.

Table 2: Age-wise Classification of Respondents

Age Group	Number of Respondents	Percentage
Below 20 Years	18	9%
21–30 Years	86	43%

31–40 Years	54	27%
Above 40 Years	42	21%
Total	200	100%

Interpretation

The table reveals that the majority of respondents, i.e., 86 respondents (43%), belong to the age group of 21–30 years. Respondents in the age group of 31–40 years constitute 27%, while 21% belong to the above 40 years category. Only 9% of respondents were below 20 years of age. This indicates that young consumers are more aware of green marketing concepts and are more interested in adopting environmentally friendly products and sustainable consumption practices.

Table 3: Educational Qualification of Respondents

Qualification	Number of Respondents	Percentage
Intermediate	24	12%
Graduate	76	38%
Postgraduate	82	41%
Others	18	9%
Total	200	100%

Interpretation

The above table presents the educational qualification of the respondents. It is observed that the majority of respondents, i.e., 41%, are postgraduates, followed by graduates constituting 38% of the total sample. Respondents with intermediate qualification account for 12%, while 9% fall under the “others” category. The findings suggest that educated consumers possess greater awareness regarding environmental protection and green products compared to less educated individuals.

Awareness Level towards Green Marketing

Table 4: Awareness regarding Green Marketing

Response	Number of Respondents	Percentage
Yes	172	86%
No	12	6%
Partially Aware	16	8%
Total	200	100%

Interpretation

The above table indicates the awareness level of respondents regarding green marketing. Out of 200 respondents, 172 respondents (86%) stated that they are aware of green marketing concepts and eco-friendly products. Only 6% of respondents were not aware, while 8% were partially aware. This clearly shows that awareness regarding green marketing is gradually increasing among consumers due to environmental concerns and growing exposure through media and educational initiatives.

Source of Awareness regarding Green Products

Table 5: Major Sources of Awareness

Source	Number of Respondents	Percentage
Television	74	37%
Social Media	52	26%
Newspapers & Magazines	28	14%
Friends & Family	26	13%
Educational Institutions	20	10%
Total	200	100%

Interpretation

The table highlights the major sources through which consumers become aware of green marketing and eco-friendly products. Television emerged as the most important source of awareness, influencing 37% of respondents. Social media was the second major source with 26% responses, followed by newspapers and magazines (14%). Friends, family members, and educational institutions also contributed to spreading awareness regarding green products. The findings indicate that visual and digital media play a significant role in shaping consumer awareness and attitudes toward environmentally friendly products.

Consumer Preference towards Green Products

Table 6: Preference towards Eco-Friendly Products

Response	Number of Respondents	Percentage
Strongly Agree	58	29%
Agree	94	47%
Neutral	26	13%
Disagree	14	7%
Strongly Disagree	8	4%
Total	200	100%

Interpretation

The above table shows consumer preference toward eco-friendly products. A majority of respondents expressed positive opinions regarding green products, with 47% agreeing and 29% strongly agreeing that they prefer eco-friendly products over conventional products. Only a small percentage of respondents disagreed or strongly disagreed. The results clearly indicate that consumers are gradually shifting toward environmentally safe products due to increasing environmental awareness and health consciousness.

Mean Score Analysis

Table 7: Mean Score Analysis of Consumer Perception towards Green Marketing

Statement	Mean Score
Green products are environmentally safe	4.32
Green products improve health and safety	4.18
Green products are costly	4.01

Green marketing creates environmental awareness	4.27
I prefer buying eco-friendly products	4.11

Interpretation

The mean score analysis reflects consumers’ perceptions toward green marketing and eco-friendly products. The highest mean score (4.32) was observed for the statement “Green products are environmentally safe,” indicating strong consumer agreement. Respondents also strongly agreed that green marketing creates awareness regarding environmental protection and improves health and safety. At the same time, consumers perceived green products to be relatively expensive, as reflected by the mean score of 4.01. Overall, the findings indicate a positive attitude among consumers toward green marketing and sustainable consumption.

Hypothesis Testing

There is no significant relationship between consumer awareness and purchase intention toward green products.

Table 8: Correlation between Consumer Awareness and Purchase Intention

Variables	Correlation Coefficient (r)	Nature of Relationship
Consumer Awareness and Purchase Intention	0.74	Strong Positive Relationship

Analysis and Interpretation

Correlation analysis was conducted to examine the relationship between consumer awareness and purchase intention toward green products. The calculated correlation coefficient value ($r = 0.74$) indicates a strong positive relationship between the two variables.

This means that as consumers become more aware of environmental issues, green marketing practices, and eco-friendly products, their intention to purchase green products also increases. Consumers who possess better knowledge regarding environmental protection and sustainability are more likely to prefer eco-friendly alternatives over conventional products.

Since a significant positive relationship exists between consumer awareness and purchase intention, the null hypothesis (H_{01}) is rejected and the alternative hypothesis (H_{11}) is accepted.

The findings clearly indicate that consumer awareness plays an important role in influencing green purchasing behaviour. Therefore, increasing awareness through advertisements, educational campaigns, social media, and promotional activities can positively affect consumers’ willingness to purchase green products.

H₀₂: There is no significant association between demographic factors and awareness of green marketing.

Table 9: Chi-Square Test between Demographic Factors and Awareness of Green Marketing

Particulars	Value
Chi-square Calculated Value	18.42
Degree of Freedom	6
Table Value at 5% Level of Significance	12.59
Result	Significant

Analysis and Interpretation

The chi-square test was applied to examine whether demographic variables such as age, gender, income, and educational qualification significantly influence awareness regarding green marketing.

The calculated chi-square value (18.42) is greater than the table value (12.59) at a 5% level of significance. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

The findings indicate that demographic factors significantly affect awareness regarding green marketing. Consumers with higher educational qualifications and higher income levels were found to possess greater awareness regarding eco-friendly products and environmental sustainability. Similarly, younger consumers showed comparatively higher awareness levels due to greater exposure to digital media, educational resources, and environmental campaigns.

The analysis suggests that demographic characteristics play an important role in shaping consumers' awareness and attitudes toward green marketing. Hence, marketers should design different promotional strategies according to demographic segments to improve awareness and encourage the adoption of green products.

Conclusion

The present study concludes that consumer awareness regarding green marketing and eco-friendly products is increasing significantly. Consumers are becoming more conscious about environmental protection, sustainable consumption, and the harmful effects of conventional products on the environment. The findings of the study reveal that awareness plays an important role in influencing consumers' purchase intention toward green products. Consumers who possess better knowledge regarding environmental issues and green marketing practices are more likely to prefer eco-friendly products.

The study also highlights that demographic factors such as age, education, income, and gender significantly influence awareness regarding green marketing. Educated and younger consumers were found to be more aware of environmental sustainability and green products compared to other groups. The research further indicates that environmental concern positively affects consumer buying behaviour, whereas higher prices of green products remain a major challenge affecting purchase decisions.

Overall, the study confirms that consumers generally possess positive attitudes toward green marketing and sustainable products. However, factors such as lack of awareness in certain sections of society, limited availability, and high prices continue to restrict the widespread adoption of eco-friendly products. Therefore, effective awareness programs, affordable pricing strategies, and environmentally responsible business practices are essential for promoting green consumption behaviour among consumers.

Recommendations

1. Companies should conduct regular awareness campaigns to educate consumers about the environmental and health benefits of green products.
2. Businesses should adopt affordable pricing strategies so that eco-friendly products become accessible to consumers from different income groups.
3. Government authorities should encourage green marketing practices by providing incentives, subsidies, and tax benefits to environmentally responsible companies.
4. Educational institutions should promote environmental education and sustainable consumption practices among students and society.
5. Marketers should make effective use of social media, television, and digital platforms to spread awareness regarding green products and sustainability.

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