
GREEN MARKETING AND ITS IMPACT ON CONSUMER BEHAVIOUR

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ABSTRACT

Green marketing has been drawing growing attention, as both enterprises and buyers deal with the growing environmental crisis. Due to the growing environmental crisis, businesses and consumers are increasingly turning to green marketing. Hence, attention has increased. Using current academic research and practical cases, this study investigates the true meaning of green marketing and its influence on consumer buying decisions. The article concentrates on key elements such as eco-labeling, packaging, sustainable advertising, and pricing strategies, then delves into how these measures impact consumer attitudes, motives, or outcomes. These results reveal an ongoing inconsistency between consumer declarations of environmental concern and checkout behavior, while also highlighting the roles of social pressure on consumers as well as their awareness of the environment and demographic differences. Generally speaking, the findings suggest that actual green marketing can be an effective means of encouraging sustainable usage, but its effectiveness depends on transparency, reasonable pricing, and ongoing building of consumer confidence.

Keywords: Green Marketing, Consumer Behavior, Eco-Labeling, Green Advertising.

Introduction

The swift drop in the environment, with climate change and resource exhaustion has altered the way businesses relate to their customers. As ecological awareness keep rising, numerous firms have leaned into green marketing methods, to appeal the environmentally responsible and eco aware buyers. Green marketing covers a wide set of approaches, such as making eco-friendly products, opting for sustainable packaging, choosing raw materials with more responsibility, running green advertising, and also giving clear, steady explanations about their environmental programs.

In the last few decades, the global market for products that are better for the environment has grown a lot. A systematic review, in 2024, done by García-Salirrosas and Rondon-Eusebio, pointed out five main categories tied to green marketing practices. These include green products and services, the green business image, green advertising, a green purchasing experience, and green marketing mix. These practices are designed not only to minimize environmental damage but also to shape consumer decision making throughout the entire purchasing process.

Nevertheless, the link between green marketing and consumer behavior is complex. Even though there's been an increase in environmental consciousness, consumers often struggle, to turn that favorable mindset into real purchases of green products. Therefore, the gap between attitude and behavior still creates a serious problem for marketers and policy makers alike. In this paper, we aim to look over the present scholarship on green marketing and consumer behavior, dig into the theoretical lenses that explain how this relationship works, evaluate the main drivers behind green buying decisions, and also point out the opportunities along with the hurdles of green marketing, as a strategy meant to nudge sustainable consumption forward.

Literature Review

Defining Green Marketing

Green marketing, also called environmental marketing or sustainable marketing, is about promoting products and services that bring environmental advantages, in a practical sense. It mixes ecological considerations into every part of marketing, from product development and production to packaging, pricing, and distribution. Bukhari noted, that green marketing has

become a major discussion, as businesses try to discover the most effective ways to communicate their environmental messages to consumers.

Consumer Behavior and Environmental Consciousness

Consumer behavior in the realm of green marketing covers how consumers choose, buy, use, and discard products and services, while considering the ecological effects. Research indicates that, environmental awareness is one of those big drivers, when it comes to green purchasing behavior. Chen et al. discovered that green marketing and the value customers place on green products positively affect brand awareness and environmental concern, both of which mediate awareness is not enough. As shown by Govender and Govender in their work on South African consumers, even though many individuals seemed to have a strong grasp of environmental matters, and tend to opt for green products more often than the usual choices, they still stayed quite sensitive to price, and that sensitivity had a noticeable effect on what they ended up buying in real terms. This observation underscores the intricate relationship between environmental values and economic limitations in shaping consumer behavior.

The Role of Green Marketing Communication

Green marketing strategies is effective communication, not only in theory but also in daily practice. There's a study, by Correia and colleagues, done with 690 consumers in Portugal, and it revealed a clear link, between how much people engage with green marketing communication and how they actually buy green products. In other words, once folks pay attention to that messaging, their green purchasing habits tend to follow. The results also suggest that participants with higher education, stronger green attitudes, and oddly enough female participants were often the most receptive to what companies were saying in their green marketing communications. This insight points at the necessity for more targeted communication strategies, that look at how different demographics vary from person to person, and also how psychographic differences play in.

Social Influence and Moderating Factors

A study carried out in 2025, with 927 consumers in China showed that social influence really moderates how green marketing links to consumer purchasing behavior. Using partial least squares structural equation modelling (PLS-SEM) the researchers found that normative,

informational and emotional social influences all have a substantial moderating effect in this connection. Additionally, emotional social influence seems to have the strongest impact overall, the findings suggest that social norms and kind of peer pressure can raise the effectiveness of green marketing strategies, even when people are not actively thinking about it.

Theoretical Framework

The examination of green marketing alongside consumer behavior relies on various established frameworks. The Theory of Planned Behavior (TPB) asserts that intention to act is driven by three main parts: how the person feels about the behavior, what other people think or what's socially expected (subjective norms) and perceived behavioral control. Within the realm of green marketing, consumers who possess favorable attitudes towards eco-friendly products, recognize social endorsement for green purchases and believe they can make sustainable decisions are more inclined to express intentions to purchase green products. Another perspective of analyzing green consumer behavior is provided by the Attitude-Behavior-Context (ABC) theory. Chen et al. used this theory in a rounded way to illustrate that green marketing and the value people emphasize on green products can shape eco-conscious behavior, but mostly through in-between mechanisms like brand awareness and environmental concern. Then, a systematic review in 2026 added to those theoretical angles by bringing up an inventive idea called affective bridge strength, basically it describes the emotional pathways by which green marketing steers consumer decision making.

Discussion and Analysis

The Attitude-Behavior Gap

A prominent and recurring observation, in the green marketing literature is the gap between what consumers say they care about environmentally and what the actual behavior is. A lot of people show a positive stance toward eco-friendly products, but that intention usually does not really turn into a purchase, mainly because of things like price sensitivity, lingering doubt about the environmental statements and not having easy access to the product in the first place. A full review, showed that this gap shows up across many countries, many product types and even across different research approaches, so it seems like a basic, steady difficulty instead of a mere incidental issue.

Price and Value Perception the price continues to be a vital factor influencing green purchasing behavior. Research conducted by Govender and Govender indicated that there was no notable difference in price sensitivity between low-income and high-income consumers, implying that the expense associated with green products serves as a common obstacle rather than one limited to particular economic segments. Similarly, Bukhari figured out that things like price and quality a lot of time mattered more to consumers than environmental accountability. It seems that if green marketing initiatives are going to actually work businesses need to deal with the affordability angle together with their environmental story.

Digital Platforms and Green Marketing

A burgeoning field of study is the influence of digital marketing on the promotion of environmentally friendly products. Štofejšová et al. discovered that the digitization of green marketing somehow significantly affects environmental attitudes and it also shifts consumer purchasing behavior within the whole of electronic commerce. Their findings seem to suggest that digital platforms offer chances for interactive engagement, wider reach, and even transparency, which really matters for shaping modern consumer behavior. Since online shopping keeps climbing, adding eco messaging into digital marketing strategies is becoming a necessary step.

Real World Implications

The findings in this study hold meaningful practical implications for both companies and policymakers. Shabbir et al. showed that eco-labeling and green pricing tactics make a strong difference in how consumers in the UAE see environmental concerns, so in a way, firms can steer people's attitudes through carefully planned green marketing moves. On a similar note. Majeed et al. explained that a green brand image works like a mediator between green marketing strategies and purchase intentions, meaning and not only the message itself but also the way the brand feels in the minds of consumers. This points to an important need for businesses to concentrate on building a trustworthy green brand identity, not just learning on "eco-friendly" product attributes. For policymakers, the results suggest that putting in place regulatory frameworks, such as standardized eco-labelling schemes, incentives that support green product development and consumer education programs could help close the gap between attitudes and real behaviors. If that gap gets smaller, more sustainable consumption habits become more likely, almost naturally over time.

Conclusion

Green marketing marks the crucial meeting point between corporate strategy and ecological responsibility. Most of the existing literature indicates that green marketing actions like eco-labeling, environmentally friendly packaging, green advertising and sustainable pricing tend to deliver a strong positive effect on consumers perceptions purchasing intentions and behaviors. Nevertheless, the success of these strategies is dependent on various factors, including how affordable prices are whether consumer trust actually holds up, the social pulls around people and the genuineness of environmental claims. The ongoing attitude behavior gap really poses a big challenge, indicating that awareness of green alone is not enough to drive green purchasing unless favorable structural and economic conditions are also in place. Future investigations should prioritize longitudinal studies that track real purchasing behaviors rather than just leaning on self-reported intentions also do cross-cultural analyses to see how different societies respond to green marketing, in addition explore the digital marketing channels as newer platforms for sustainability communication. As global environmental issues are escalating even more, it will be crucial to understand and improve the intertwining between green marketing and consumer behavior, so that we can secure a more sustainable economic future.

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