

Green Marketing Strategies and Their Impact on Consumer Buying Behaviour

Dakshayini B S

Assistant Professor, Department of Commerce, GFGC Rajajinagar Bangalore District,

KavithaYadav S K

Assistant Professor, Department of Commerce, GFGC Rajajinagar Bangalore District,

Abstract

Due to growing environmental concerns and increasing awareness about sustainability, more organizations are using green marketing strategies to influence consumers to buy eco-friendly products. The retail industry helps consumers buy green products by offering sustainable products, packaging them in eco-friendly materials, promoting them through green promotional activities and adopting sustainable business practices. This paper's purpose is to probe into the awareness and perception of consumers regarding the use of green marketing strategies by retail sector organizations and to find out the influence of these strategies on consumer buying behaviour towards green products. The research design is descriptive and analytical, based on primary data collected from consumers through a structured questionnaire. This research investigates the consumers buying of product from retailers. A convenience sampling method is used to select the respondent and collected data is analysed using the statistical tools of percentage analysis mean analysis correlation and regression analysis. According to the research study findings; consumers are quite aware and have positive perceptions of green-marketing practices. What retailers tell consumers about green products, eco-friendly packaging, green promotional activities and environmental information affect consumer attitudes and purchase behaviours. The research findings indicate that green marketing strategies significantly influence consumer buying behaviour as consumers are more attracted to purchasing products that support the environment. The researcher of the study concluded that successful green marketing practices help retail organizations enhance consumer trust, improve brand image and encourage sustainable buying behaviour. Transparent and customer-friendly green marketing strategies, retailers can not only improve their competitive position but also help in environmental protection.

Keywords: Green Marketing, Green Products, Consumer Buying Behaviour, Retail Sector, Sustainability, Consumer Perception.

1. Introduction

In today's corporate environment, the increased concern over the environment, changes in climate and consciousness about sustainable development has encouraged varied organizations to adopt eco-friendly measures. Consumers increasingly understand how the things they buy affect the planet and the people living on it. This change in consumer attitude means businesses require green marketing; therefore, it is essential to include in marketing practices. Green marketing focuses on producing, promoting and distributing products that may harm the environment and satisfy customer's needs.

The green marketing strategies involve activities like introducing an eco-product, recyclable packing, sustainable launching method, demonstrating product benefits to the environment and responsible pricing and distribution. These strategies help companies generate a good image, build consumer trust and gain competitive advantage. In the last few years, companies adopt green branding and environmental communication techniques so that consumers who prefer it listen to their brands.

Consumer buying behaviour involves the way how customers identify their needs, evaluate alternatives and finally make the purchase decision. Consumer decisions regarding green products are influenced by a range of factors including environmental awareness, perceived quality, price, brand reputation and trust in green claims. According to the studies that focus Bangalore consumers, awareness and perception towards green marketing practices relate to green purchase decisions. Bangalore, one of the top metros and tech-centric regions in India, is becoming increasingly aware of sustainability, green living and responsible consumption. Across the region, consumers are becoming increasingly aware of a wide array of green products, which include organic products, energy-efficient appliances and sustainable FMCGs. Nonetheless, consumer attitudes and affordability may also determine whether or not consumers buy green products and the effectiveness of marketing communication. For businesses aiming to promote environment-friendly products, it is important to recognize the influence of green marketing strategies on consumer buying behaviour in Bangalore. The current study aims to study the impact of green product features, green promotion, green packaging and other green marketing practices on the purchase intention and decision. The outcome of the study can help marketers in devising strategies that are environment-friendly.

2. Review of Literature

Chen and Chai (2010) studied consumer attitudes towards the environment and green products. The study aims to understand the impact of green mind-sets on the consumer preference for green products. The research found that consumers with a greater awareness of the environment were more likely to have positive attitudes towards green products. According to the research, knowledge of the environment as well as concern for ecology protection and personal values affect green purchase behaviour. It also suggested companies should communicate the environmental benefits more clearly to encourage consumers to consume sustainably.

Cheah and Phau (2011) examined the elements influencing consumer attitudes and intentions toward green products. The study investigated if environmental knowledge, social influence and consumer values help develop green purchase behaviour. The findings suggested that consumers who are more aware of environmental issues are more likely to purchase green products. It was also found that green marketing communication and green product information help consumers assess environmental benefits. Marketers are essential to create awareness and build trust in the mind of consumers for green buying.

Chen and Chang (2012) examined the influence of green perceived value and green perceived risk on green trust and green purchase intention. According to the study, consumer evaluate green products by weighing the value received versus the risk associated with such product's green claims. As presented in the findings, the green perceived value and consumer trust positively influence purchase intention. Meanwhile, the perceived risk negatively affects the purchase decision. A focus on sustainable business practices is what we need to support a green economy. Companies must avoid misleading environmental information and create credible green strategies to strengthen consumer confidence, it said.

Khare (2015) analysed the factors causing Indian consumers to buy green products. The study analysed the impact of environmental concern, social influence, green self-identity and consumer knowledge. According to the study findings, Indian consumers' attitudes toward green purchase behaviour are impacted by their awareness of environmental issues and personal responsibility. The study findings show that consumers are likely to buy green products when they see the benefits for themselves as well as for society. The study suggests that firms should include environmental responsibility in their marketing strategies to encourage consumer acceptance of green products.

Rathee and Rajain (2016), The research paper is on Consumer Awareness, Attitude and Perception towards Green Marketing Practices. This research examined the consumers' responses to green products and environmental marketing efforts. According to the findings, awareness regarding environmental problems significantly affects consumers' attitude towards green products. Nonetheless, the study established that price, availability and trust in green claims affect the final purchase decisions. According to the researchers organizations should focus on educating the consumers and improving transparency in green promotion activities so that consumers increase green product adoption.

Rejikumar (2016) conducted a study to find the factors affecting green purchase behaviour of the consumers consuming trust and green washing concerns. Consumers have a positive mind-set about protecting the environment. But the actual buying behaviour depends on the credibility of green marketing initiatives. As per the findings, the fear of greenwashing reduces consumers' confidence in green products. The findings from the research suggest that organizations should adopt authentic sustainability practices and share factual information to impact the buying decisions of consumers.

Uddin and Khan (2016) investigated the green purchasing behaviour of Indian youth. Environmental consciousness, environmental involvement and perceived consumer effectiveness affected purchase decision which was analysed in the study. The researchers found that consumers who believe their actions could help the environment are more likely to purchase green products. The research findings also show that, environmental awareness alone may not be sufficient unless laying positive attitudes, confidence in green alternatives when they are available. Marketers should devise campaigns that convince consumers to engage in sustainable consumption, the research suggested.

Yadav and Pathak (2016) studied the general consumer's intention towards buying green products using the Theory of Planned Behaviour. The research looked at how attitude, subjective norms and perceived behavioural control affect the intention to buy green. Results research environmental concern and knowledge significantly influence consumers' intention to purchase green products. Social Influence and Consumer's Belief also Contributes to Sustainable Buying Decision as per Study.

Companies need to develop strategies targeting young consumer's development through appropriate green communication.

Research Gap

The above studies indicate that green marketing strategies influence consumer buying behaviour through awareness, trust, perceived value and environmental concern. However, limited studies have focused specifically on the retail sector in the **Bangalore region**, where consumers interact directly with retailers and evaluate green products during purchase decisions. Therefore, the present study attempts to analyse the impact of green marketing strategies on consumer buying behaviour in retail stores with special reference to Bangalore.

3. Research Methodology

- The current research takes up a **descriptive and analytical research design** to find out the impact of green marketing strategies on consumer buying behaviour in the retail sector.
- The objective of the study is to gain an understanding of consumer awareness, perceptions, attitude and purchase decisions of the consumers of the green products available at the retail outlets.
- The current study is based on **primary data** collected from consumers who purchase products from retail stores. Further, the study uses **secondary data** obtained from research journal, published articles, books, reports and internet sources that are related to green marketing and consumer behaviour.
- This investigation is confined to the **Bangalore region**. It mainly examines consumers visiting supermarkets, departmental stores and other organized retail outlets.
- This study's population is that consumers who are exposed to green marketing practices like eco-friendly products, green packaging and environmental promotional activities.
- A sampling technique of convenience is adopted for selecting respondents with easy availability and willingness to respond in the survey.
- The study uses **200 respondents** from the Bangalore region to understand consumer perceptions and buying behaviour towards green products.
- The structured questionnaire serves as the tool for collecting the primary data. In addition, the secondary information is collected from various sites, journals and articles relating to the retail sector and green marketing.

4. Data Analysis and Interpretation

Section A: Demographic Profile of Respondents

Table 4.1: Gender-wise Classification of Respondents

Gender	No. of Respondents	Percentage
Male	108	54%
Female	92	46%
Total	200	100%

Interpretation

The table shows that 54% of respondents are male and 46% are female. The representation indicates that both male and female consumers participate in purchasing green products from retail stores.

Table 4.2: Age-wise Classification of Respondents

Age Group	No. of Respondents	Percentage
Below 25 years	70	35%
25–35 years	80	40%
36–45 years	35	17.5%
Above 45 years	15	7.5%
Total	200	100%

Interpretation

The majority of respondents belong to the age group of 25–35 years (40%), followed by below 25 years (35%). This indicates that young consumers are more exposed to and interested in green products.

Table 4.3: Educational Qualification of Respondents

Qualification	Respondents	Percentage
Undergraduate	55	27.5%
Graduate	85	42.5%
Post Graduate	45	22.5%
Others	15	7.5%
Total	200	100%

Interpretation:

The table indicates that graduates constitute the majority of respondents. Higher education levels may contribute to better awareness regarding environmental issues and sustainable products.

Table 4.4: Monthly Income of Respondents

Income Level	Respondents	Percentage
Below ₹25,000	70	35%
₹25,000–₹50,000	80	40%
₹50,000–₹75,000	35	17.5%
Above ₹75,000	15	7.5%
Total	200	100%

Interpretation

The majority of respondents fall under the ₹25,000–₹50,000 income group. Income level may influence consumer's willingness to purchase environmentally friendly products.

Objective 1: To study the awareness and perception of consumers towards green marketing strategies adopted by retail sector organizations.

Table 4.5: Awareness of Consumers towards Green Marketing Practices

Awareness Level	No. of Respondents	Percentage
Highly Aware	55	27.5%
Aware	100	50%
Neutral	30	15%
Not Aware	15	7.5%
Total	200	100%

Interpretation

The above table shows that 50% of respondents are aware of green marketing practices adopted by retail organizations, while 27.5% are highly aware. This indicates that consumers have a good level of awareness regarding environmentally friendly products and sustainable retail practices.

Table 4.6: Consumer Perception towards Green Marketing Practices

Sl. No.	Statements	Mean Score
1	I am aware of green products available in retail stores.	4.15
2	Green products help in reducing environmental problems.	4.25
3	Eco-friendly packaging influences my preference.	4.18
4	Green advertisements create awareness about products.	4.05
5	I prefer retailers promoting environmental practices.	4.10
6	Green information provided by retailers helps purchase decisions.	3.98

Interpretation

The table indicates that consumers have a positive perception towards green marketing strategies adopted by retail organizations. The highest mean score is observed for the statement “Green products help in reducing environmental problems” (4.25), showing that consumers recognize the importance of environmentally responsible products. Eco-friendly packaging and retailer communication also contribute to positive consumer perception.

Based on the analysis of **consumer awareness and perception towards** green marketing strategies, it is observed that respondents have a favourable level of awareness and positive perception towards green products, eco-friendly packaging, green promotions and sustainable retail practices. The statistical results indicate that consumer awareness and perception towards green marketing strategies are **significant**.

Objective 2: To analyse the impact of green marketing strategies on consumer buying behaviour towards green products in the retail sector.

H0₂ : Green marketing strategies have no significant impact on consumer buying behaviour towards green products in the retail sector.

H1₂ : Green marketing strategies have a significant impact on consumer buying behaviour towards green products in the retail sector.

Table 4.7: Consumer Buying Behaviour towards Green Products

Sl. No.	Statements	Mean Score
1	I prefer purchasing green products whenever they are available.	4.20
2	Green product features influence my buying decision.	4.15
3	I consider environmental benefits before purchasing products.	4.12
4	I prefer retail brands that follow green practices.	4.08
5	I am willing to recommend green products to others.	3.95
6	I am ready to pay a reasonable price for eco-friendly products.	3.85

Interpretation

The above table shows that consumers have a positive buying behaviour towards green products. The highest mean score (4.20) indicates that consumers prefer purchasing green products whenever they are available. The findings reveal that environmental benefits, product features and retailer sustainability practices influence consumer purchase decisions. However, willingness to pay a higher price has a comparatively lower score, indicating that price sensitivity exists among consumers.

Table 4.8: Showing Relationship between Green Marketing Strategies and Consumer Buying Behaviour Correlation Analysis

Green Marketing Strategy	Consumer Buying Behaviour (r value)
Green Product	0.72
Green Packaging	0.69
Green Promotion	0.66
Green Pricing	0.58

Interpretation

The correlation analysis shows a positive relationship between green marketing strategies and consumer buying behaviour. Green product strategy has the highest correlation value (0.72), indicating that product-related environmental features strongly influence consumers' purchase decisions. Green packaging and promotion also have a significant positive relationship with buying behaviour.

Regression Analysis

1. Model: Impact of Green Marketing Strategies on Consumer Buying Behaviour

2. Dependent Variable: Consumer Buying Behaviour

3. Independent Variables: Green Product, Green Packaging, Green Promotion & Green Pricing

Variable	Beta Value	Significance
Green Product	0.38	0.000
Green Packaging	0.29	0.002
Green Promotion	0.24	0.004
Green Pricing	0.15	0.018

Interpretation

The regression results indicate that green marketing strategies significantly influence consumer buying behaviour. Among all strategies, green product attributes have the strongest impact, followed by green packaging and promotional activities. This shows that consumers consider environmental features while making purchase decisions.

Since the significance value obtained from the analysis is less than **0.05**, the null hypothesis (H_{02}) is **rejected** and the alternative hypothesis (H_{12}) is **accepted**.

Conclusion

An examination of awareness, perception and impact of green marketing strategies on consumer buying behaviour towards green products in retail. The study shows that growing sustainability concerns have resulted in people increasingly considering eco-friendly products while making purchase decisions. The result of green marketing adopted by retail organization shows that consumer is significantly aware of the same. Consumers have a positive perception about green products, use of eco-friendly packaging, green promotional activities and retailers advocating eco-friendly products. Identifying green product features and environmental benefits appear to be critical factors influencing preferences. Consumer's buying behaviour mostly affected by green marketing strategy is the conclusion of the study. When selecting products from retail outlets, consumer decisions are affected by sustainable product features, recyclable packaging, environmental information and the green brand's practices. Green marketing can help retailers build consumer trust, enhance the image of the brand and encourage sustainable purchasing behaviour. The analysis reveals that consumers are overall willing to purchase green products; however, price and availability factors continue to affect final purchases. In order to promote acceptance among customers, retailers must provide affordable green alternatives and transparent environmental communication and ensure wider availability of eco-friendly products. On the whole, the study concludes that effective implementation of green marketing strategies creates a positive influence on consumer attitudes and buying behaviour. In the retail sector, organizations can gain a competitive advantage by making their products, packages, promotions and customer engagement sustainable for environmental protection.

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