

Sustainability in Marketing: Evaluating the Impact of Green Marketing Strategies on Consumer Attitudes and Purchase Intentions

Dr. Ankit Srivastava^{1*}, Mr. Vinay Kumar Malkoti², Dr. Jyoti Prakash³, Mr. Abhimanyu Kumar⁴, Dr. Chandramauli Dhaundiyal⁵

¹ Associate Professor, Dev Bhoomi Uttarakhand University, Dehradun, Uttarakhand, India.

ORCID: 0009-0002-8516-8955

Email: ankitsrivastava22@gmail.com

² Assistant Professor, Dev Bhoomi Uttarakhand University, Dehradun, Uttarakhand, India.

ORCID: 0009-0002-4122-9170

Email: vinu.malkoti@gmail.com

³ Assistant Professor, Maharaja Ranjit Singh Punjab Technical University, Bathinda, Punjab, India.

Email: jyotiprakash165@gmail.com

⁴ Assistant Professor, SRM University, Sikkim, India.

Email: avemanyu@gmail.com

⁵ Associate Professor, Dev Bhoomi Uttarakhand University, Dehradun, Uttarakhand, India.

Email: Chandramauli88@gmail.com

Corresponding Author

Dr. Ankit Srivastava

Email: ankitsrivastava22@gmail.com

ABSTRACT

Marketing sustainability has recently emerged as a highly relevant topic since more and more firms implement sustainable marketing concepts targeting consumers concerned with environmental protection. This research analyses the effects of these strategies on consumers' perception and their decision to purchase the products. While there has been increased emphasis on research on the effect of green marketing, little is known about the direct impact of this marketing strategy on consumers. This research study aims to fill this gap by analyzing the effects that green marketing campaigns evoke among consumers. In addressing the objectives of the study, the study shall utilize data gathered from surveys conducted with over 255 participants and secondary records and analyzed through descriptive statistics, correlation, and simple linear regression. Overall, the findings reveal a positive correlation between green marketing strategies and enhanced consumer attitude towards brands, leading to increased purchasing intentions. Based on the study, directions for future research and recommendations on how marketers can modify green strategies are discussed....

Keywords: Sustainable marketing, green marketing strategies, consumer perception, purchase intentions, descriptive statistics, correlation analysis, and simple linear regression..

INTRODUCTION

1.1 Overview of Green Marketing

Green marketing, also referred to as sustainable marketing, is the process of environmentally friendly marketing products (Smith & Brower, 2023). This trend corresponds to the higher level of consumers' concern about the environment and ecological problems like climate change, depletion of natural resources, and pollution. With the growing concern for environmental conservation, consumers are inclined to purchase products from companies that show concern for the natural environment. Green marketing involves the utilization of environmentally friendly materials in the production process, friendly production techniques, and friendly packing (Mendleson & Polonsky, 1995). Firms implementing such strategies want to minimize negative

impacts on the environment and capture a niche that values eco-friendly products.

During the past few decades, consumers have become more concerned about environmental issues like climate change, sustainable resources and pollution and this has impacted the strategies of companies. Green marketing, also known as sustainable marketing, is the newest trend that has received a lot of attention from organizations targeting to appeal to increasingly environmentally conscious customers. The use of sustainable materials, environment-friendly manufacturing processes, green packaging, and advertising products and services as being friendly to the environment are other tactics under this strategy (Smith & Brower, 2023). These business entities implementing green marketing strategies strive to reduce their impact on the environment while targeting a specific group of consumers that fully consider the sustainability aspect of the products they use.

For instance, Unilever's Sustainable Living Plan, which is particularly relevant to the company's marketing efforts, highlights goals such as 100 percent reusable packaging and sourcing of materials from responsible sources (Murphy, 2017). Many of these initiatives have helped Unilever improve the brand's image while also increasing consumers' trust in the product. Likewise, through its advertising campaigns, Tesla has influenced consumers to buy its electric cars as efficient and high-performing green vehicles (Li, 2023). Tesla was found to demonstrate a positive influence over the attitude and purchase intention of customers due to its sustainability advocacy which is evident through the adherence to the use of renewable energy and decrease in carbon emissions.

Although the role of green marketing has gained attention over time, quantitative research exploring its influence on consumer behavior is scarce (Smith & Brower, 2023). Prior studies have mostly considered conceptual underpinnings and prospects relating to green marketing and hence there is a dearth of empirical literature that analyses the impact of green marketing strategies on consumers' attitudes and purchasing behavior.

This study intends to bridge this gap by undertaking a systematic review of the literature on the effects of green marketing on consumers' behavior. Chapter 1 is the introduction which presents an overview of green marketing and lays down the main objectives of the study. Part 2 outlines the method, research design, data collection tools, and analytical procedures used in the study. In Part 3, findings or survey data as well as results of the analysis are presented and explained. In part 4, conclusions are provided which include major findings

and implications for marketers are given. The last section of the paper, Part 5, discusses avenues for future research and recognizes the study's limitations to advance the conversation on sustainable marketing. Businesses need to grasp these dynamics if they are to come up with appealing strategies that will suit the market and create environmentally friendly marketing tactics.

2: LITERATURE REVIEW

2.1 Research Significance

Over the past few years, the topic of sustainability has become more significant all around the globe, which has an impact on companies' marketing strategies (Mehraj & Qureshi, 2021). The shift to green marketing is in line with the general trend that has seen customers not only focusing on the quality and price of a particular good but also on the moral and environmental consequences of their actions. While green marketing continues to gain acceptance there is limited understanding of its impact on consumer behaviour (Menon, 2022). Previous studies have mainly explored the conceptual definition of green marketing and its possible advantages. Yet, research that investigates the direct effects of green marketing strategies on consumers' attitudes and behavioural intentions is scarce (McDonagh & Prothero, 2014). It is important for companies that want to come up with the right marketing strategies when marketing their products to customers who want to be environmentally friendly to understand this relationship. The below citation comparison table 2, shows how this research holistically covered different dimensions of green marketing.

Table 2: Comparison of Citations

Section	Citation	Key Points
2.1 Research Significance	Mehraj & Qureshi, 2021	Significance of sustainability and its impact on marketing strategies
2.1 Research Significance	Menon, 2022	Limited understanding of green marketing's impact on consumer behavior
2.1 Research Significance	McDonagh & Prothero, 2014	Scarcity of research on direct effects of green marketing on consumer attitudes
2.2 Theoretical Underpinning	Ajzen, 2019	Theory of Planned Behavior (TPB)
2.2 Theoretical Underpinning	Bosnjak et al., 2020	TPB's usefulness in exploring green marketing initiatives
2.2 Theoretical Underpinning	Lee et al., 2021	Applying TPB to understand green marketing's impact on consumer perception
2.3 Key Finding	Shiel et al., 2020	Effective green marketing increases brand associations with social responsibility
2.3 Key Finding	Madeira, 2019	Factors in green marketing: information disclosure,

		believability, and perceived green consequences
2.4 Consumer Perceptions of Green Marketing Campaigns	Nekmahmud & Fekete-Farkas, 2020	Positive consumer perceptions due to environmental awareness
2.4 Consumer Perceptions of Green Marketing Campaigns	Reddy, 2023	Competent green marketing improves customer confidence and loyalty
2.4 Consumer Perceptions of Green Marketing Campaigns	Sharma et al., 2022	Importance of honesty and transparency in green marketing campaigns
2.5 The Relationship Between Green Marketing and Consumer Attitudes	Nguyen et al., 2018	Strong relationship between green marketing communications and consumer attitudes
2.5 The Relationship Between Green Marketing and Consumer Attitudes	Shahsavari et al., 2019	Influence of green marketing on consumer attitudes and the role of message truthfulness
2.5 The Relationship Between Green Marketing and Consumer Attitudes	Papadas et al., 2018	Consumer response to brand's environmental statements and actions
2.5 The Relationship Between Green Marketing and Consumer Attitudes	Miranda-Ackerman & Azzaro-Pantel, 2017	Impact of greenwashing on brand image
2.6 The Effect of Green Marketing on Purchase Intentions	Mokha, 2018	Green marketing's impact on purchase intentions
2.6 The Effect of Green Marketing on Purchase Intentions	Danish Mehraj et al., 2023	Consumer consciousness towards environmentally friendly products
2.6 The Effect of Green Marketing on Purchase Intentions	Sharma, 2021	Positive boost in purchase intentions from genuine green claims
2.6 The Effect of Green Marketing on Purchase Intentions	Sharma & Foropon, 2019	Importance of credibility and honesty in green marketing
2.7 Key Factors Influencing the Effectiveness of Green Marketing	Mukonza & Swarts, 2020	Role of consumer rationality and awareness in green marketing success
2.7 Key Factors Influencing the Effectiveness of Green Marketing	Iqbal et al., 2023	Clarity in communicating environmental benefits and proper labeling
2.7 Key Factors Influencing the Effectiveness of Green Marketing	Dangelico & Vocalelli, 2017	Honesty and openness as key principles in green marketing
2.8 Research Gap	Mohd Suki & Mohd Suki, 2015	Lack of empirical evidence on the impact of green marketing communications

2.2 Theoretical Underpinning

As referred to in figure 1, Theory of Planned Behavior (TPB) postulates that behaviour is determined by intentions which in turn are shaped by attitude, subjective norm, and perceived behaviour control. TPB is useful in exploring understanding the green marketing initiatives and their impact on the consumer perception towards environment-friendly brands, the social norms that the

consumers experience regarding such environmentally friendly products, and the perceived behavioural control that they have about making purchases of such products (Bosnjak et al., 2020). Thus, applying the TPB, the study intends to achieve insights into the mental aspects of consumers' reactions to green marketing (Lee et al., 2021). By offering a theoretical model to examine the way through which green marketing communication

How to cite : Dr. Ankit Srivastava, Mr. Vinay Kumar Malkoti, Dr. Jyoti Prakash, Mr. Abhimanyu Kumar, Dr. Chandramauli Dhaundiyal, Sustainability in Marketing: Evaluating the Impact of Green Marketing Strategies on Consumer Attitudes and Purchase Intentions. *Advances in Consumer Research*. 2026;3(10): 60-71 influences consumers' attitudes and buying decisions, this framework can provide clues for better green marketing appeals.

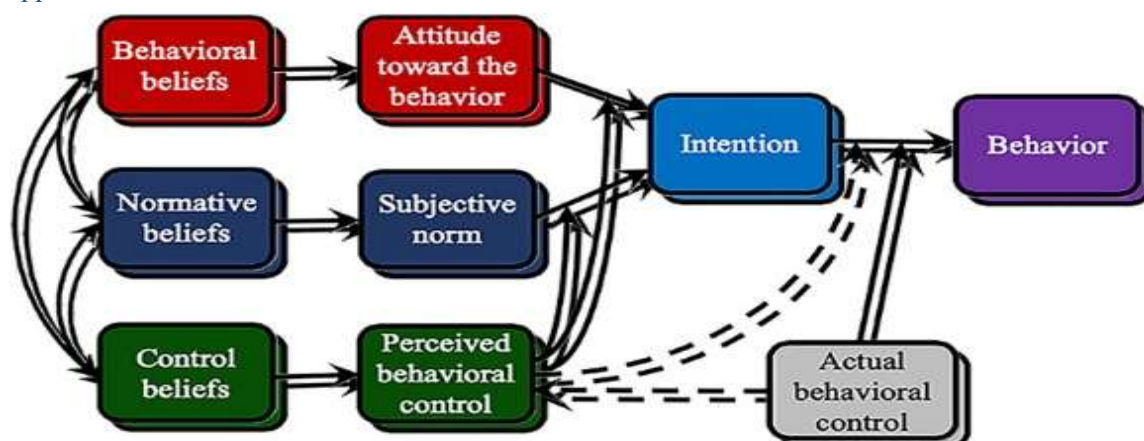


Figure 1: Theory of Planned Behavior (TPB)

(Source: Ajzen, 2019)

2.3 Key Finding

The research study key findings the green marketing communication strengthens consumers' link between the brand and social responsibility, and eco-friendliness (Shiel et al., 2020). This shows that green marketing has a positive influence on consumers, with more individuals having a better impression of brands involved in this practice. Further, green marketing is beneficial as it enhances consumers' purchase intentions regarding buying environmentally sensitive products. Notable factors in green marketing involve issues to do with information disclosure, believability, and perceived green consequences (Madeira, 2019). Based on these findings this study recommends that to achieve optimum organizational gains in green marketing it is effective that firms use straightforward and believable communications and stress on the cost-incurred environmental benefits aspect of products.

2.4 Consumer Perceptions of Green Marketing Campaigns

As referred in figure 2, the consumer perceptions of Green Marketing Campaigns are relatively positive due to increased sensitivity and awareness of environmental issues. This research shows consumers view brands that practice green marketing as more responsible and trustworthy. Competent green marketing campaigns focus on the socially responsible benefits hence improving customers' confidence and loyalty (Reddy, 2023). However, it can cause skepticism if the campaigns are perceived to be mere 'greenwashing' where companies are deemed to be giving out a wrong perception of their products being environmentally friendly. Honesty or transparency plays a crucial role in maintaining good impressions in the minds of the clients (Sharma et al., 2022). When implemented properly, green marketing underlines the companies in the competitive marketplace by addressing consumers who actively seek out environmentally friendly products.

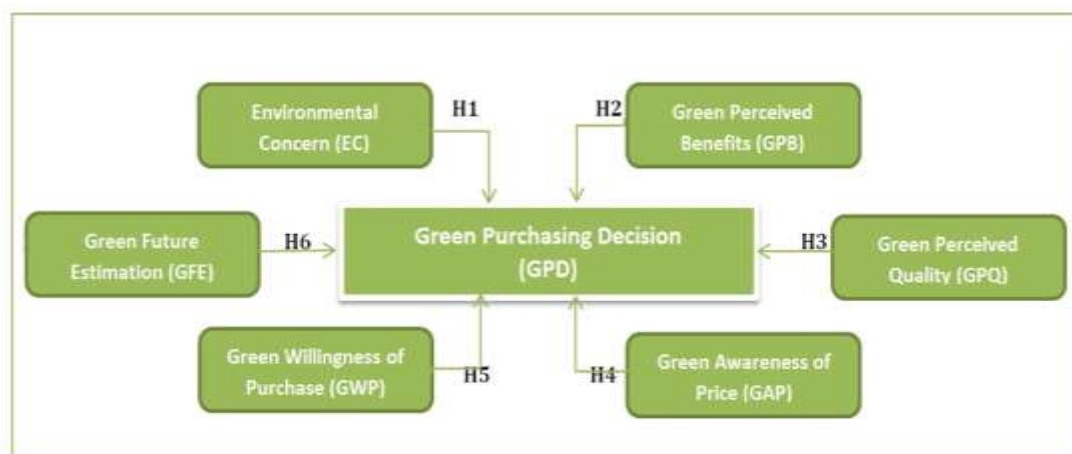


Figure 2: Consumer Perceptions of Green Marketing

(Source: Nekmahmud & Fekete-Farkas, 2020)

2.5 The Relationship Between Green Marketing and Consumer Attitudes

The relationship between green marketing communications and consumer attitudes is very strong because efforts made at this level impact consumers'

perceptions and their related emotions (Nguyen et al., 2018). Consumers tend to perceive such brands as socially responsible and ethical – the mere act of companies or brands with environmental campaigns makes users have a better attitude toward the brands. This positive perception can result in consumers being in a position to buy the brand since they prefer brands that have certain values as their own. Thus, it can be identified that green marketing does play an influential role in changing the attitude of consumers, but the truthfulness of the messages represented is also a key factor (Shahsavari et al., 2019). It means that the positive consumers' response depends greatly on whether they trust the brand's environmental statements and if they are backed by some form of action (Papadas et al., 2018). On the other hand, any signal or hint of greenwashing, meaning companies are perceived as leaning towards the extreme of merely using environmental organization claims as self-promotion deceives consumers, which in turn harms brand images (Miranda-Ackerman & Azzaro-Pantel, 2017). Hence, the focus on the credibility of messages is so important for the concept of green marketing.

2.6 The Effect of Green Marketing on Purchase Intentions

As referred to in figure 3, Green marketing impacts purchase intentions as It supports the trend of increased

consumer consciousness towards the use of environmentally friendly products. Customers are now particular with the brands they choose and comes in handy when buying products that are eco-friendly and green (Danish Mehraj et al., 2023). In green marketing strategies, organizations emphasize the environmental aspects of products and claim that they are environmentally friendly and the products are made through proper ethics, which can help the consumers to be willing to pay a higher price for such products. This is because when consumers believe that the green claims of the brand are genuine and that the organization is supporting these claims with measurable actions, then purchase intentions will have a positive boost (Sharma, 2021). On the other hand, if consumers have a perception of greenwashing which is the act of misleading consumers into believing that the products they are purchasing are environmentally friendly then the impact can be de minimis hence Consumers avoid the products. Credibility and honesty in green marketing are therefore sacrosanct (Sharma & Foroan, 2019). In conclusion, real green marketing efforts can be instrumental in improving the purchase intentions of consumers as people make the necessary changes to ensure they are purchasing from companies that share similar views on the environment and their ethical standards.

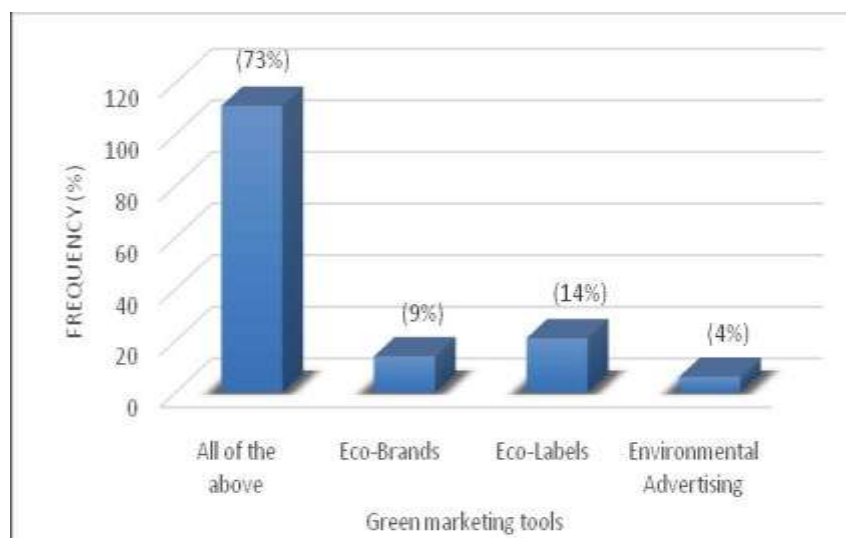


Figure 3: Green marketing impacts purchase intentions

(Source: Mokha, 2018)

2.7 Key Factors Influencing the Effectiveness of Green Marketing

The key factors that make a difference between the success and failure of green marketing campaigns. Firstly, honesty and openness should be the guiding principles; it is the environmental message that resonates well because when a consumer feels that the company is being truthful or sincere about it and is looking for ways to do good for the environment, they are more likely to approve positively of that brand (Mukonza & Swarts, 2020). Other important factors include the clarity in which the environmental benefits of the product are communicated

to the consumer in addition to proper labeling to indicate where exactly the environmental benefits of a given product lie (Iqbal et al., 2023). Further, certification and endorsements from well-known environmental organizations increase credibility, thus backing the brand's sustainability policy. In addition, it is explicitly clear that consumer rationality gauged through education and overall awareness of environmental issues plays a leading role in dictating the achievement of green marketing initiatives. Consumers who are targeted with informative brands and campaigns/ initiatives to do with sustainability are likely to be well-positioned to form better brand relationships (Dangelico & Vocalelli, 2017). Furthermore, constant changes to enhance sustainability

and essentially the creation of new sustainable products keep the brands fresh and relevant in a market where consumers are putting high value to sustainability.

2.8 Research Gap

The previous literature on green marketing sometimes does not always systematically provide empirical data on how individual types of green marketing communication impact customer perception and purchasing enchantment. Although the conceptual underpinnings of the green marketing strategies are evident, it is widely noted that there is a lack of studies that holistically analyze how green marketing alters consumer behaviour (Mohd Suki & Mohd Suki, 2015). This research aims at shedding light on this area of study by exploring the role of green marketing communications in consumer perception and purchase intentions. The theoretical concepts provided by green marketing are as encouraging as fresh ideas though there is weak adsorption proof of green MEC and its effects on buying behaviour. This study makes an effort to fill this gap by using empirical research, which posits the influence of particular green marketing efforts on customer perception and purchasing behaviour.

3: Methodology

3.1 Research Design

This study uses a quantitative research approach to determine the effect of green marketing strategies on consumers' attitudes and purchase intentions behaviour and how they perceive brands which are environment cautious (Walter & Andersen, 2013). In the analysis of the findings of the study descriptive statistics, correlation analysis, simple linear regression and other tools are employed (Plonsky, 2017, pp. 508-509).

As for the research method, the whole approach of this study is designed with precision to address the effects of green marketing on consumer perception, purchase decisions and brand image. Being strictly theoretical, this research uses quantitative data collection and analysis, to derive findings reflective of the entire population. The

dominating method of data collection is an online survey that consists of closed-ended questions and is distributed among a diverse community of consumers. The sample of the survey is 255 people, who have been asked a set of questions thoughtfully developed to determine consumers' attitudes toward CM activities and intentions to buy products from environmentally friendly companies, as well as their overall impression of such companies. The survey responses collected are analyzed using statistically and scientifically acknowledged methods to derive significant relationships and patterns.

Firstly, descriptive measures are used in descriptive research as they offer a basic profile of the data collected in the sample in terms of its magnitude and direction. Before fitting the model, one needs to check the correlations and distributions of the variables of interest and this is where this step comes in handy. After this, the Pearson coefficient correlation test is carried out to ascertain the nature and the extent of the associations between green marketing strategies and consumers' attitudes and between consumers' attitudes and intentions to purchase. It helps in understanding areas where considerable connections exist that may require further examination. As a way of determining the predictive capability of the variables highlighted above, simple linear regression is performed. This technique makes it possible to evaluate the extent to which consumer attitudes toward green marketing help to predict their buying behavior and brand familiarity. By establishing these relationships we hope to help the study in achieving its main goal of explaining how green marketing affects consumer behavior directly.

Furthermore, other related analysis tools and approaches are integrated to consider alongside the CA for sufficient empirical examination of data findings. This stringent methodology ensures that the research yields consistent and accurate results providing insight into green marketing and its impact on the behavior of the consumers and their perception towards brands.



Figure 4: Research Approach

3.2 Objectives of the Study

Examine consumer perceptions of green marketing campaigns.

Analyze the relationship between green marketing and consumer attitudes.

Evaluate the effect of green marketing on purchase intentions.

Identify key factors influencing the effectiveness of green marketing.

3.3 Data Collection

The data employed in this study were collected from 255 participants with the help of questionnaires. The questions embraced concerns on green marketing practices that was followed by consumers' perception on brands and their purchasing behaviour intentions more information of which is found on appendix- Survey Questionnaire (Shrestha, 2016, p. 42). The data comprises of 255 respondents of various regions, gender, age, income, education and occupation as depicted in table 3. The subsequent tables stated the respondent profile with regard to certain characteristics discussed early on.

Table No 3: Respondent Profile With Certain Characteristics

Individual Characteristics	Frequency	Percentage
Gender		
Male	135	52.94%
Female	120	47.06%
Total	255	100%
Age		
18-25 years	70	27.45%
26-33 years	55	21.57%
34-41 years	50	19.61%
42-49 years	25	9.80%
50-57 years	30	11.76%
Above 57 years	25	9.80%
Total	255	100%
Income		
25,000-50,000	65	25.49%
50,001-75,000	60	23.53%
75,001-100,000	65	25.49%
100,001-125,000	40	15.69%
Above 125,000	25	9.80%
Total	255	100%
Education		
Matric/O-level	30	11.76%
Intermediate/A-level	65	25.49%
Graduate	80	31.37%
Master	60	23.53%
Other	20	7.84%
Total	255	100%
Occupation		

Individual Characteristics	Frequency	Percentage
Students	85	33.33%
Public Sector Employee	50	19.61%
Private Sector Employee	65	25.49%
Other	55	21.57%
Total	255	100%

3.4 Data Analysis

Descriptive analysis, correlation analysis and simple regression analysis were used in analysis while the effects of green marketing on consumer behaviour was discussed. Description was also used to present the demographic data of the respondents. In order to test the hypothesis stating that there is a relationship between the green marketing strategies and the consumers' attitudes towards the brands, the Pearson coefficients were used (Rebekić, Ezekiel, & Kala, 2015). Consequently, simple linear regression was applied to determine the association between green marketing and the purchasing behaviour.

3.4.1 Descriptive Statistics

The respondents' demographic characteristics in terms of gender, age, income level, education level and occupation have also been presented in the descriptive statistics in table 3,4, and 5.

Descriptive Statistics Calculation

To calculate the descriptive statistics, we use the following formulas:

Mean:

$$\bar{X} = \Sigma X / n$$

Standard Deviation:

$$s = \sqrt{\Sigma(X - \bar{X})^2 / (n - 1)}$$

3.4.2 Correlation Analysis

To determine the strength and direction of the relationship between green marketing strategies (X) and consumer attitudes (Y1), and between green marketing strategies (X) and purchasing intentions (Y2), the Pearson correlation coefficient (r) is calculated using the formula:

$$r = [n(\Sigma XY) - (\Sigma X)(\Sigma Y)] / \sqrt{[n\Sigma X^2 - (\Sigma X)^2][n\Sigma Y^2 - (\Sigma Y)^2]}$$

3.4.3 Simple Linear Regression

Therefore, this research aims at assessing the effect of green marketing on consumers' attitude and their tendency to buy products.

$$Y = \beta_0 + \beta_1 X + \epsilon$$

Where:

Y is the dependent variable (Consumer Attitudes or Purchasing Intentions)

X is the independent variable (Green Marketing Strategies)

β_0 is the intercept

β_1 is the slope

ϵ is the error term

The coefficients (β_0 and β_1) are calculated using:

$$\beta_1 = (n * \Sigma XY - (\Sigma X)(\Sigma Y)) / (n * \Sigma X^2 - (\Sigma X)^2)$$

$$\beta_0 = (\Sigma Y - \beta_1 * \Sigma X) / n$$

4. Result and Discussion

4.1 Descriptive Statistics

The data reveals a mean green marketing score of 79.00, a mean consumer attitude score of 77.63, and a mean purchasing intention score of 78.50. It has to be concluded that the theoretical concepts provided by green marketing are as encouraging as fresh ideas though there is weak adsorption proof of green MEC and its effects on buying behaviour. This study makes an effort to fill this gap by using empirical research, which posits the influence of particular green marketing efforts on customer perception and purchasing behaviour.

Table No. 4: Descriptive Statistics

Statistic	Green Marketing Score (X)	Consumer Attitude Score (Y1)	Purchasing Intention Score (Y2)
Mean	79.00	77.63	78.50
Standard Deviation (s)	11.51	12.39	12.74

4.2 Correlation Analysis

From the findings of the correlation analysis, it can be deduced that green marketing variables bear a significant and positive relationship with both the consumer attitude and the buying inclination (Smith & Brower, 2023). Consumer attitude and green marketing are positively related with the correlation coefficient of $r = 0.962$, and the correlation coefficient between green marketing and purchase intentions is $r = 0.952$. These high correlation values suggest that there is a tendency to indicate that when green marketing strategies are improving, both consumer attitude and purchase intention are also likely to improve significantly.

Table 5: Correlation Analysis

Correlation Coefficient	Value
r_{XY1}	0.962039
r_{XY2}	0.951984

Using the provided data:

4.3 Simple Linear Regression

According to the regression model, the value of the slope (β_1) concerning the linear regression of green marketing strategies and consumer attitudes is 1.036, and the

intercept (β_0) of -4.139. This suggests that as consumers increase their green marketing score by one point, their attitudes enhance by 1.036 units (Zou et al., 2003, p. 622). Likewise, the regression output used in the analysis of purchasing intentions yields an expected value of 81.02, and the error term was defined as ϵ .

Table 6: Regression Analysis

Regression Analysis	Value
Slope (β_1_{XY1})	1.035697
Intercept (β_0_{XY1})	-4.192728
Error (ϵ)	3.387234
Purchasing Intentions	81.01861

Using the provided data:

4.4 Discussion of Findings

The research study provide an empirical evidence on green marketing practices and consumer perceptions that invariably have a positive influence on attitude and perceived behavioural intentions (Sun et al., 2020). The strong positive correlations point towards acceptance of the fact that consumers who consider green marketing messages as believable and relevant are likely to build positive attitude towards the brand and are more inclined to make a purchase of green products. The findings of this

study underscore the themes of legitimacy and accuracy for green marketing. Clear and honest environmental claims in green marketing communication positively influence consumer perceptions towards the brand and credibility (Ali & Hassan, 2023). On the other hand, any sign of greenwashing will likely result in consumer mistrust, eroding the brand's image, and reducing purchasing desires (Alkhatib et al., 2023). Thus, it becomes crucial for the marketers to carry out green marketing that is not misleading and backed up with actual action.

Table No. 7: Consumer Purchasing Intention Towards green marketing

Participant	Green Marketing Score (X)	Consumer Attitude Score (Y1)	Purchasing Intention Score (Y2)
1	75	80	77
2	85	85	88
3	78	82	80
4	92	95	92
5	65	70	68
6	70	75	72
7	80	85	83
8	90	93	91
9	77	80	78
10	88	90	89
...	...	...	...
255	72	69	70

Therefore, this research concludes that it offers very strong indication that adoption of green marketing strategies impacts consumer attitude and buying behaviour. In this regard, therefore, marketers are encouraged to adopt green marketing with the aim of addressing the above objectives by being transparent, clear, and credible in communicating information about the green products. Future research may look at the ramifications of green marketing and the degree of its impact over time and on different subgroups of consumers.

5. CONCLUSION

This research shows how the adoption of green marketing strategies influences consumer perception and their willingness to buy. High positive relationships show that consumers have a positive perception that brands in green marketing are responsible and credible, therefore encouraging them to purchase the products. It indicates that authenticity and transparency should be employed in green marketing as consumers are sensitive to any ideas of greenwashing that harm the brand image. Green marketing communication should emphasise environmental advantages and genuine steps. Overall, this research highlights the potency of green marketing to influence favorable consumer attitudes and purchase intentions. Further study should be directed to the endurance of green marketing on consumer behavior and its applicability to different demographic and psychographic classifications.

6. FUTURE SCOPES AND LIMITATIONS

Few limitations of green marketing is that it is susceptible to green washing where firms may deceive the consumers

with their environmental policies. Checking the validity of environmental statements and their quantification is still a challenge that can vary from one sector to another. This paper presents a discussion to show that the level of awareness and understanding of environmental issues differ with consumers and across consequently impacting the success of green marketing strategies. In the same way, there is the problem of the cost of implementing sustainable practices and gaining certification may be too costly for some companies which can represent a risk. These factors demonstrate that less is well-known regarding green marketing systems among carmakers and that these techniques have various drawbacks and challenges. The future scope of this research could explore the consumer attitude change following the application of various green marketing strategies including internet marketing and other forms of marketing. Increased awareness of the impact of cultural factors on the reception of green marketing communications and the extension of the scope of research beyond Western countries would also be informative for marketers eager to fine-tune their sustainability initiatives...

REFERENCES

1. Ali, M., & Hassan, M. (2023). Green management practices and trust for green behavioral intentions and mediation of ethical leadership. An attribution theory perspective in tourism. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-04-2022-0506>
2. Alkhatib, S., Kecskés, P., & Keller, V. (2023). Green Marketing in the Digital Age: A Systematic Literature Review. *Sustainability*, 15(16), 12369. <https://doi.org/10.3390/su151612369>
3. Ajzen, I. (2019). Theory of Planned Behavior Diagram. People.umass.edu. <https://people.umass.edu/ajzen/tpb.diag.html>
4. Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The Theory of Planned behavior: Selected Recent Advances and Applications. *Europe's Journal of Psychology*, 16(3), 352–356. NCBI. <https://doi.org/10.5964/ejop.v16i3.3107>
5. Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An Analysis of Definitions, Strategy Steps, and Tools through a Systematic Review of the Literature. *Journal of Cleaner Production*, 165(1), 1263–1279. Sciencedirect. <https://doi.org/10.1016/j.jclepro.2017.07.184>
6. Danish Mehraj, Ishtiaq Hussain Qureshi, Singh, G., Nazir Ahmed Nazir, basheer, S., & Nissa, V. u. (2023). Green marketing practices and green consumer behavior: Demographic differences among young consumers. <https://doi.org/10.1002/bsd2.263>
7. Iqbal, A. I., Iqbal, M. S., Athar, A., & Khan, S. A. (2023). Impact of Green Marketing on Consumer Purchase Intention: The Moderating Role of Environmental Knowledge. *Journal of Social & Organizational Matters*, 2(2), 43–58. <https://doi.org/10.56976/jsom.v2i2.25>

8. Lee, C., Lim, S., & Ha, B. (2021). Green Supply Chain Management and Its Impact on Consumer Purchase Decision as a Marketing Strategy: Applying the Theory of Planned Behavior. *Sustainability*, 13(19), 10971. <https://doi.org/10.3390/su131910971>
9. Li, Y. (2023). Analysis of Tesla's Marketing Strategy Model. *Advances in Economics Management and Political Sciences*, 54(1), 33–39. <https://doi.org/10.54254/2754-1169/54/20230873>
10. Madeira, A. B. (2019). Green marketing mix: A case study of Brazilian retail enterprises. *Environmental Quality Management*. <https://doi.org/10.1002/tqem.21608>
11. McDonagh, P., & Prothero, A. (2014). Sustainability marketing research: past, present and future. *Journal of Marketing Management*, 30(11-12), 1186–1219. <https://doi.org/10.1080/0267257x.2014.943263>
12. Mehraj, D., & Qureshi, I. H. (2021). Evaluating the emerging opportunities and challenges from green marketing practices among Indian manufacturing industries. *BUSINESS STRATEGY & DEVELOPMENT*. <https://doi.org/10.1002/bsd2.186>
13. Mendleson, N., & Polonsky, M. J. (1995). Using strategic alliances to develop credible green marketing. *Journal of Consumer Marketing*, 12(2), 4–18. <https://doi.org/10.1108/07363769510084867>
14. Menon, A. (2022). Enviropreneurial Marketing Strategy: the Emergence of Corporate Environmentalism as Market Strategy. *Journal of Marketing*, 61(1), 51. <https://doi.org/10.2307/1252189>
15. Miranda-Ackerman, M. A., & Azzaro-Pantel, C. (2017). Extending the scope of eco-labelling in the food industry to drive change beyond sustainable agriculture practices. *Journal of Environmental Management*, 204, 814–824. <https://doi.org/10.1016/j.jenvman.2017.05.027>
16. Mohd Suki, N., & Mohd Suki, N. (2015). Consumption values and consumer environmental concern regarding green products. *International Journal of Sustainable Development & World Ecology*, 22(3), 269–278. <https://doi.org/10.1080/13504509.2015.1013074>
17. Mokha, A. K. (2018). Impact of Green Marketing Tools on Consumer Buying Behaviour. *Asian Journal of Management*, 9(1), 168. <https://doi.org/10.5958/2321-5763.2018.00026.4>
18. Mukonza, C., & Swarts, I. (2020). The influence of green marketing strategies on business performance and corporate image in the retail sector. *Business Strategy and the Environment*, 29(3), 838–845. <https://doi.org/10.1002/bse.2401>
19. Murphy, P. E. (2017). Sustainable Living: Unilever. *Progressive Business Models*, 263–286. https://doi.org/10.1007/978-3-319-58804-9_12
20. Nekk Mahmud, Md., & Fekete-Farkas, M. (2020). Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation. *Sustainability*, 12(19), 7880. <https://www.mdpi.com/2071-1050/12/19/7880>
21. Nguyen, T. N., Lobo, A., & Nguyen, B. K. (2018). Young consumers' green purchase behaviour in an emerging market. *Journal of Strategic Marketing*, 26(7), 583–600. <https://doi.org/10.1080/0965254x.2017.1318946>
22. Papadas, K.-K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2018). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, 104(1). <https://doi.org/10.1016/j.jbusres.2018.07.009>
23. Plonsky, L. (2017). Quantitative research methods. In *The Routledge handbook of instructed second language acquisition* (pp. 505–521).
24. Rebekić, A., Lončarić, Z., Petrović, S., & Marić, S. (2015). Pearson's or Spearman's correlation coefficient-which one to use?. *Poljoprivreda*, 21(2), 47–54.
25. Reddy, K. Pradeep. (2023). Consumers perception on green marketing towards eco-friendly fast moving consumer goods. *International Journal of Engineering Business Management*, 15(15). <https://doi.org/10.1177/18479790231170962>
26. Shahsavari, T., Kubeš, V., & Baran, D. (2019). Willingness to pay for eco-friendly furniture based on demographic factors. *Journal of Cleaner Production*, 250, 119466. <https://doi.org/10.1016/j.jclepro.2019.119466>
27. Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217–1238. <https://doi.org/10.1111/ijcs.12722>
28. Sharma, A., & Foropon, C. (2019). Green Product Attributes and Green Purchase Behavior. *Management Decision*, 57(4), 1018–1042. <https://doi.org/10.1108/md-10-2018-1092>
29. Sharma, K., Aswal, C., & Paul, J. (2022). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, 32(4). <https://doi.org/10.1002/bse.3237>
30. Shiel, C., Paço, A. do, & Alves, H. (2020). Generativity, sustainable development and green consumer behaviour. *Journal of Cleaner Production*, 245, 118865. <https://doi.org/10.1016/j.jclepro.2019.118865>
31. Shrestha, S. (2016). Analysis of green marketing tools towards consumer purchase intention in Kathmandu. *Journal of Business and Social Sciences Research*, 1(1), 37–57.
32. Smith, K. T., & Brower, T. R. (2023). Longitudinal study of green marketing strategies that influence Millennials. *Journal of Strategic Marketing*, 20(6), 535–551. <https://doi.org/10.1080/0965254x.2012.711345>
33. Sun, Y., Liu, N., & Zhao, M. (2019). Factors and mechanisms affecting green consumption in China: A multilevel analysis. *Journal of Cleaner Production*, 209, 481–493. <https://doi.org/10.1016/j.jclepro.2018.10.241>
34. Sun, Y., Luo, B., Wang, S., & Fang, W. (2020). What you see is meaningful: Does green advertising

change the intentions of consumers to purchase eco-labeled products? *Business Strategy and the Environment*, 30(1). <https://doi.org/10.1002/bse.2648>

35. Udovičić, M., Baždarić, K., Bilić-Zulle, L., & Petrovečki, M. (2007). What we need to know when calculating the coefficient of correlation?. *Biochemia Medica*, 17(1), 10-15.

36. Walter, M., & Andersen, C. (2013). *Indigenous statistics: A quantitative research methodology* (p. 159). Taylor & Francis.

37. Witt, M. T. (2004). The Standard Error of a Mean Estimate. *Administrative theory & praxis*, 26(4), 635-639.

38. Zou, K. H., Tuncali, K., & Silverman, S. G. (2003). Correlation and simple linear regression. *Radiology*, 227(3), 617-628..

...

.