Green Marketing and Its Influence on Consumer Purchasing Decisions in the Indian Market

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Abstract

Green marketing is a vital business strategy to attract eco-conscious consumers and promote sustainable practices. This study examines how green marketing influences purchasing decisions among Indian consumers using data from a stratified random sample of 500 respondents. It evaluates the efficacy of green marketing tactics, key drivers of green purchasing behaviour, and the role of socio-demographic factors through quantitative and qualitative methods. Statistical results indicate that environmental awareness ($\beta = 0.55$, $p < 0.01$), perceived product effectiveness ($\beta = 0.65$, $p < 0.01$), and brand trust ($\beta = 0.70$, $p < 0.01$) are significant predictors of green purchasing intentions. While very few respondents expressed willingness to pay a premium for eco-friendly products, most reported scepticism about the authenticity of green claims. Socio-demographic factors, such as income and education, showed a moderating effect $F(3, 496) = 202.67$, $p < 0.001$, emphasising disparities between urban and rural segments. Key challenges include price sensitivity and limited product availability, which hinder green adoption. Despite these barriers, the findings highlight opportunities for businesses to build consumer trust through transparency, eco-labelling practices, and sustainability certifications. Policymakers can leverage these insights to develop regulatory frameworks, incentive programs, and awareness campaigns encouraging sustainable consumption. This study offers a strategic roadmap for promoting environmentally conscious advertising in India, providing practical guidelines for businesses and policy interventions to foster sustainable development.

Keywords: *Green Marketing; Consumer Purchasing Decisions; Environmental Sustainability; Eco-Conscious Consumers; Indian Market.*

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1. Introduction

Green marketing has emerged as a crucial technique for firms seeking to synchronise their operations with environmental sustainability and cater to the growing demand from eco-conscious consumers. Green marketing aims to promote goods and services according to their positive environmental effects, such as using eco-friendly materials, reducing carbon footprints, and using sustainable manufacturing methods (Leonidou et al., 2013). A growing number of people are thinking about the connection between their purchasing habits and the damage they do to the environment (Yadav & Pathak, 2016). In the Indian market, green marketing holds particular importance due to the country's distinct socio-economic and environmental setting. As an emerging economy, India faces substantial ecological challenges, including pollution, waste management, and resource depletion. These challenges have spurred government and corporate initiatives to promote sustainable practices and products. For example, the Indian government's National Action Plan on Climate Change has paved the way for companies to implement environmentally friendly advertising campaigns by highlighting the significance of sustainable development (Ghosh, 2009). Various factors, including environmental awareness, perceived product effectiveness, and brand trust, influence consumer behaviour towards green products in India. Researchers have indicated that younger customers desire eco-friendly products due to societal pressures and environmental concerns (Jaiswal & Kant, 2018; T. N. Nguyen et al., 2018).

Additionally, a green brand equity image, satisfaction, and trust have a dramatic impact on customer purchases (Chen, 2010). Despite the growing interest in green marketing, businesses face numerous challenges in effectively implementing these strategies. Green marketing can be hampered by more significant costs of sustainable products, consumer ignorance, and scepticism about green products' environmental benefits (Gleim et al., 2013). However, opportunities also exist as consumers increasingly demand brand transparency and authenticity regarding their environmental claims (Lopes et al., 2023; Sansome et al., 2024; Testa et al., 2021). This study examines how green marketing affects Indian customers' purchases. The study aims to determine the significant forces behind green consumer practices and evaluate the influence of socio-demographic variables on these choices by examining primary and secondary data. Recent studies have further explored these dynamics. Naini et al. (2024) reviewed the segmentation of eco-friendly customer groupings in India and the factors influencing green product purchases. Their findings suggest that understanding these segments can aid green marketers in designing targeted promotional strategies. Sivarajah (2024) also examined how psychological and social aspects affect green consumer behaviour, highlighting environmental consciousness and perceived value in purchase decisions. However, the interaction of these components in the Indian market is understudied. Specifically, India's unique socio-economic dynamics and consumer behaviours have been underexplored, mainly through comprehensive quantitative and qualitative studies.

1.1. Research Problem

Green marketing's potential to promote sustainable consumption is expanding, but less is known about the factors influencing green purchasing decisions in India. While previous studies have primarily focused on developed economies, India's unique socio-economic dynamics, cultural diversity, and environmental challenges necessitate an in-depth investigation into the drivers and barriers affecting green consumer behaviour (Naini et al., 2024; Sivarajah, 2024). According to existing research, environmental awareness, perceived product effectiveness, and brand trust influence green buying intentions (Chen, 2010; Jaiswal & Kant, 2018). However, limited research has examined the interaction between these factors within India's emerging market, where affordability, scepticism, and socio-demographic variables often influence consumer behaviour (Gleim et al., 2013; Lopes et al., 2023; Sansome et al., 2024; Testa et al., 2021). Research combining quantitative and qualitative methods is urgently required to better understand consumer motives, limitations, and statistical relationships. This research fills these gaps by studying what makes Indian consumers environmentally conscious. It will help companies and governments

create green marketing campaigns that appeal to the changing tastes of Indian consumers.

1.2. Research Inquiries

The primary research inquiries are:

- How do environmental awareness, perceived product effectiveness, and brand trust influence green purchasing decisions among Indian consumers?

- What are the primary barriers hindering the adoption of green products in the Indian market?

- How do socio-demographic variables affect green consumer practices in India?

- What strategies can businesses employ to implement green marketing in India effectively?

1.3. Study's Objectives

The primary objectives of this research are as follows:

- To find out how green buying habits among Indian customers are affected by factors, including environmental consciousness, and how well they think products work.

- To find out how consumers' faith in brands affects their eco-friendly shopping habits.

- To survey various socio-demographic groups in India to learn about their green buying habits and the factors that encourage or discourage them from doing so.

1.4. Study's Hypotheses

Based on the objectives and the theoretical framework established in the literature review for this investigation, the proposed assumptions are:

- **H1:** Indian customers' green buying habits are positively impacted by environmental awareness.

- **H2:** Perceived product effectiveness positively impacts green purchasing behaviour.

- **H3:** Brand trust positively influences green purchasing behaviour.

- **H4:** Socio-demographic factors (age, income, and education level) significantly affect green purchasing behaviour.

2. An Examination of Existing Literature

2.1. Green Marketing and Consumer Behaviour

Practising "green marketing" means promoting products that have a net positive effect on the planet. Examples of these advantages include the use of eco-friendly materials, reduction of carbon footprints, and adoption of sustainable production methods. Studies have demonstrated that companies engaging in green marketing can benefit from increased consumer loyalty and an advantage over competitors (Leonidou et al., 2013). Consumer knowledge and environmental sustainability attitudes affect these methods' efficacy. Due to their environmental consciousness, young customers in emerging nations want to buy green products (Yadav & Pathak, 2016, 2017). Recent research has explored the complexities of purchase decisions based on green marketing's impact on consumer behaviour. Sivarajah (2024) comprehensively reviewed the psychological and sociological aspects influencing customers' green purchasing behaviour, underlining the function of green marketing methods. An analytical literature study by Chea (2024) discussed green marketing trends and their effects on consumer behaviour, emphasising the significance of incorporating environmental factors into marketing tactics to engage consumers. Furthermore, Premi et al. (2021) researched green marketing literature to find significant aspects that drive consumer purchasing behaviour and propose practical marketing solutions that match customer sustainability desires. These latest contributions deepen our understanding of green marketing tactics and consumer behaviour, especially in the context of rising environmental consciousness and demand for sustainable products.

2.2. Factors Influencing Green Purchasing Decisions

Several factors affect green product purchases. Green purchasing is influenced by environmental awareness, product efficacy, and brand trust (Chen, 2010). Studies by Jaiswal & Kant (2018) and T. N.

Nguyen et al. (2018) have shown that the youth market is mainly influenced by their environmental concerns and social influences, which drive their green product buying intent. Hartmann & Apaolaza-Ibáñez (2012) also highlighted how psychological advantages and environmental concerns shape consumer perceptions and purchase intentions towards green energy products. Recent studies have further explored these determinants. Sivarajah (2024) undertook a detailed assessment of psychological and social aspects that influence green purchasing behaviour, focusing on green marketing methods. Similarly, Sapsanguanboon & Faijaidee (2024) found that environmental knowledge and social impact influence green product purchases in a developing market. Furthermore, Hongquan & Ibrahim (2024) systematically reviewed factors influencing consumers' green purchasing intentions, categorising them into internal and external factors, with environmental concern and social influence prominent. These recent studies underscore the evolving landscape of green marketing and its increasing importance in influencing consumer behaviour and business strategies.

2.3. Difficulties in Making Eco-Friendly Purchases

Despite the increasing interest in green products, there are several barriers to green consumption. These include higher costs associated with sustainable products, lack of consumer awareness, and scepticism about the actual environmental benefits of green products. Gleim et al. (2013) highlighted these challenges, emphasising the need for transparent and authentic marketing strategies to overcome consumer scepticism. Similarly, Laroche et al. (2001) found that barriers like price and perceived efficacy frequently prevent consumers eager to pay more for green products. Recent studies have further explored these obstacles. Testa et al. (2021) conducted a systematic review identifying key drivers and barriers to green consumption, noting that perceived higher prices and doubts about product effectiveness remain significant impediments. Additionally, Megha's (2024) study in Frontiers in Sustainability emphasised that an absence of consumer awareness and the perceived

inconvenience of green products continue to deter sustainable purchasing behaviours. These findings underscore the persistent challenges in promoting green consumption, highlighting companies' need to implement transparent marketing strategies and policymakers' need to enhance consumer education to address these barriers effectively.

2.4. Role of Influences from Socio-Demographics

Age, income, and education level are only a few examples of socio-demographic variables that significantly influence consumers' behaviour while buying green products. Research by Akehurst et al. (2012) suggests that consumers who are younger and more educated are more likely to make environmentally friendly purchases. Higher-income consumers are frequently prepared to spend more on ecologically beneficial items (Laroche et al., 2001). These results align with Chan's (2001) point that socio-demographic characteristics and environmental concerns greatly influence Chinese consumers' green purchasing behaviour. Recent studies have further explored these dynamics. For instance, a survey by Testa et al. (2021) identified that younger consumers with higher education levels exhibit stronger pro-environmental purchasing intentions, emphasising the role of socio-demographic factors in green consumption. Additionally, Sivarajah's (2024) review highlighted that psychological and social factors, intertwined with socio-demographic variables, significantly impact consumers' green purchasing behaviours. These findings underscore the importance for marketers and policymakers to consider socio-demographic profiles when designing strategies to promote green consumption, tailoring approaches to effectively engage target audiences based on age, education, income, and other relevant factors.

2.5. Impact of Green Brand Equity

Customers are more inclined to buy eco-friendly products if they have a reasonable opinion of the brand, which increases their satisfaction and confidence (Chen, 2010). This emphasises how crucial it is to create and preserve goodwill as an environmentally conscious company to draw in and

keep environmentally conscientious customers. Paul et al. (2016) added that the planned behaviour theory and reasoned action are backed by the positive correlation between environmentally conscious brand equity and green product use. Recent studies have expanded on these findings. Saeed et al. (2023) examined green customer-based brand equity—awareness, quality, image, and purchase behaviour. According to their research, these aspects increase green brand loyalty and green buying. They also discovered that customers' green personal values modify the relationship between green brand equity and loyalty, indicating that environmental values influence purchase decisions. Khan et al. (2022) explored how green activities affect brand equity through attachment and cynicism. Consumers' support for environmentally conscious brands grows when businesses adopt more sustainable practices, with green brand attachment favourably moderating this link. Green brand attachment was negatively affected by green scepticism, demonstrating that consumer suspicion can harm green marketing efforts. These insights emphasise the critical role of green brand equity in influencing consumer behaviour. Companies that effectively communicate their environmental commitments and implement authentic green practices can strengthen brand loyalty and drive using eco-friendly goods.

2.6. Opportunities in Green Marketing

Despite the obstacles, the growing demand for eco-friendly items presents substantial business opportunities. Testa et al. (2015) claim that because eco-labels tell people about the advantages products have for the environment, they may be helpful to marketing strategies that increase consumer trust and propensity to buy. Businesses can stand out from the competition by implementing and promoting sustainable practices in response to the growing customer demand for authenticity and transparency (Groening et al., 2018). Recent studies further underscore these opportunities. For instance, Williams's (2024) report highlights that consumers increasingly seek brands demonstrating transparency and commitment to sustainability, with 55% open to spending more on eco-friendly goods. This trend emphasises the importance of clear communication

regarding sustainable practices to meet consumer expectations. As consumer consciousness changes towards sustainability, they are picking products and brands that match their values and demanding eco-friendly and ethical sourcing (Forbes, 2024). These insights suggest that businesses adopting transparent and authentic sustainable practices can meet consumers' evolving demands and achieve a competitive advantage in the marketplace.

2.7. Theoretical Framework

Green purchasing behaviour is commonly understood using the Planned Behaviour theory. This agrees with attitudes, perceived behavioural control, and subjective standards; they all influence the action plans (Ajzen, 1991). Yadav & Pathak (2016) confirmed that perceived efficacy, social influence, and environmental concern are important determinants of young customers' willingness to purchase green products. According to Norm Activation Theory, people tend to behave in an environmentally conscientious manner when they are cognizant of the potential repercussions of their actions and accept personal responsibility for those outcomes (Schwartz, 1977). Hartmann & Apaolaza-Ibáñez (2012) used this to learn how people feel about green energy companies, drawing attention to how environmental concerns and psychological advantages influence people's buying decisions. Moreover, the value-belief-norm theory integrates values, beliefs, and personal norms to explain environmental behaviour (Stern, 2000). This theory has been used to study green purchasing behaviour by examining how ecological values and beliefs influence consumer decisions. For example, Chen (2010) used the VBN theory to explore factors responsible for promoting environmentally friendly brand equity and its impact on consumer trust and satisfaction. Similarly, Rogers' diffusion theory of innovation explains how new ideas and products gain acceptance over time within a society (Rogers, 2003). Using this theory, these researchers have studied the adoption of green products and practices, with research by Jaiswal & Kant (2018) examining how innovation attributes such as relative advantage, compatibility, and complexity affect green purchasing behaviour.

2.8. Summary of Key Literature

A summary of existing research is shown in Table 1.

Table 1:

Top Studies Supporting the Literature Review

Type of Analysis	References	Method	Key Areas	Objectives	Contribution to Our Research Field
Greening the marketing mix	(Leonidou et al., 2013)	Empirical Study	Marketing Strategies, Consumer Loyalty	Analyse how eco-friendly advertising has affected business results	Demonstrates how green marketing strategies can enhance competitiveness
Young consumers' intention	(Yadav & Pathak, 2016)	Survey	Consumer Behaviour, Environmental Awareness	Examine factors influencing young consumers' green purchase intentions	Highlights the importance of environmental awareness in purchasing decisions
Green purchasing behaviour	(Jaiswal & Kant, 2018)	Conceptual Framework, Empirical Study	Consumer Behaviour, Social Influences	Investigate drivers of green purchasing behaviour among Indian consumers	Provides insights into social and environmental factors affecting green purchases
Green brand equity	(Chen, 2010)	Quantitative Analysis	Brand Image, Consumer Trust	Explore the components and effects of green brand equity	Highlights the role of green brand image in consumer satisfaction and trust
Green purchase behaviour in China	(Chan, 2001)	Survey	Environmental Concern, Socio-Demographic Factors	What factors influence environmentally conscious purchasing decisions among Chinese consumers?	Demonstrates the influence of socio-demographic factors on green purchasing
Barriers to Green Consumption	(Gleim et al., 2013)	Multi-Method	Consumer Behaviour, Barriers	Examine barriers to green consumption	Identifies significant obstacles such as cost and lack of awareness
Green energy brands	(Hartmann & Apaolaza-Ibáñez, 2012)	Survey	Psychological Benefits, Environmental Concerns	Study consumer attitudes toward green energy brands	Emphasises psychological and environmental factors in purchase intentions
Willingness to pay more	(Hartmann & Apaolaza-Ibáñez, 2012)	Survey	Consumer Willingness, Premium Pricing	Analyse willingness to pay for environmentally friendly products	Shows that those with more disposable income are prepared to pay a premium for environmentally friendly goods.
Green consumer profile	(Akehurst et al., 2012)	Survey	Consumer Profile, Green Behaviour	Re-examine green consumer behaviour and profiles	Provides updated insights on green consumer demographics and behaviours

Predicting green consumption	(Paul et al., 2016)	Survey	Green Product Consumption, Brand Equity	Predict green product consumption using behavioural theories	Supports the use of TPB and reasoned action in predicting green product purchases
Eco-labels as marketing tools	(Testa et al., 2015)	Survey	Eco-Labels, Consumer Trust	Investigate the effectiveness of eco-labels as marketing tools	Demonstrates how eco-labels can enhance consumer trust and willingness to purchase
Green marketing consumer theory	(Groening et al., 2018)	Literature Review	Green Marketing Theories, Consumer Behaviour	Review of applied theories and future research directions in green marketing	Provides a comprehensive review of green marketing theories and consumer behaviour
Systematic Literature Review	(Sivarajah, 2024)	A systematic review of literature and theoretical frameworks	Psychological and social factors in green purchasing	Analyse psychological and social factors shaping green behaviour	Enhanced understanding of socio-psychological drivers of green purchasing
Empirical Analysis	(Saeed et al., 2023)	Empirical testing with green brand equity dimensions	Green brand awareness, quality, and brand loyalty	Examine relationships between green brand equity and buying behaviour	Demonstrated the link between brand equity and green loyalty
Survey-Based Study	(Testa et al., 2021)	Survey-based research using consumer questionnaires	Drivers and barriers to green consumption	Identify drivers and barriers affecting green consumption	Revealed barriers and trust-building mechanisms in green marketing
Comprehensive Review	(Hongquan & Ibrahim, 2024)	Meta-analysis and categorisation of influencing factors	Internal and external factors influencing green purchasing intentions	Provide a comprehensive review of green purchase intentions	Frameworks for analysing and interpreting green purchasing behaviours

Source: Author's Compilation

2.9. Research Gap

While extensive research has examined factors influencing environmentally friendly purchasing behaviours, the interplay of these elements within the Indian market remains underexplored. Emerging markets like India possess unique socio-economic dynamics and consumer behaviours that differ from those in more established economies, yet these nuances have often been overlooked in favour of studies focusing on developed nations. For instance, Panda et al. (2024) emphasise the cultural and economic aspects influencing Indian customers' green purchase intentions. Moreover, comprehensive studies employing quantitative and qualitative methodologies are scarce in elucidating green purchasing behaviours from multiple perspectives. Blended methodologies can better understand consumer motives and barriers. Testa et al. (2021) stress the necessity of such approaches in capturing the complexities of green consumption drivers and barriers.

According to Kumar (2024), there is still a lack of clarity regarding the elements that influence the purchasing decisions of Indian customers when it comes to green products, even if there is evidence of environmental awareness within this demographic. This study addresses gaps using a mixed-methods approach to investigate how ecological awareness, perceived product efficacy, and brand trust influence green purchasing decisions in India. The research combines statistical analytics with in-depth consumer insights to identify Indian eco-

friendly purchase drivers. This study adds to research on environmentally responsible marketing and customer behaviour in emerging markets.

3. Research Methodology

This study uses qualitative and quantitative methodologies to assess how green marketing affects Indian customers' purchases. This method thoroughly examines the factors influencing environmentally conscious purchasing behaviours and the effectiveness of ecologically conscious advertising initiatives.

3.1. Data Collection

Structured surveys and detailed conversations gathered the primary sources of data. The surveys gathered quantitative data on consumer attitudes, perceptions, and behaviours related to green products, including sections on environmental awareness, perceived product effectiveness, brand trust, and socio-demographic information. The data collection occurred over a six-month period from January to June 2024, allowing for consumer behaviour analysis within this specific timeframe. In-depth interviews with selected respondents provided qualitative insights into reasons for and things that prevent environmentally conscious consumer actions. Secondary data were sourced from academic journals, industry reports, and government publications, providing contextual information on green marketing trends and consumer behaviour patterns. Key sources included the Euromonitor International Report on Sustainable Lifestyles (2019), Ghosh (2009), and Nielsen (2015) studies.

3.2. Sampling and Analysis

To obtain a statistically valid cross-section of the Indian consumer market, a stratified random sampling strategy has been employed that divided respondents into multiple categories according to age, income, level of education, and region (Parsons, 2017). Additional in-depth interviews were carried out with 30 chosen individuals, bringing the total number of responders to 500. Statistical methods such as multiple regression, correlation, and descriptive statistics were used to examine the survey's quantitative data (Memon et al., 2020). Key factors and sample characteristics were summarised using descriptive statistics. Multiple regression research found important factors influencing green buying choices, while correlation analysis looked for links between eco-consciousness, product efficacy perception, and brand confidence. Thematic analysis was used to code the interview transcripts and find recurrent themes about green marketing's impact on consumers' motives, obstacles, and opinions. This helped to analyse the qualitative data gathered from the interviews. These qualitative findings supplemented the quantitative data and illuminated the elements impacting eco-friendly purchase decisions (Lochmiller, 2021; Nowell et al., 2017). All participants provided informed consent after being informed of their rights and the study's objectives. Throughout the study, we ensured that all data remained anonymous and confidential. To give substantial insights into how eco-friendly advertising influences buyers' decisions in the Indian market, this study employed a mixed-methods approach. The study thoroughly explains the elements influencing green consumer behaviour in India and the success of green marketing initiatives by integrating primary and secondary data and using quantitative and qualitative analysis.

3.3. Sampling Design and Demographic Framework

This study is well-suited to evaluating green purchasing behaviours in a complex and heterogeneous country like India since it used a stratified random sampling method to guarantee thorough coverage across diverse demographic groups (Hirose & Creswell, 2023). A stratified sampling includes several socio-economic categories by stratifying the population by age, income, education, and location (Saunders et al., 2020). This design is particularly effective for capturing disparities in green marketing responses due to India's urban-rural divide, regional variations, and economic inequalities (Barbu et al., 2022; Mukonza & Swarts, 2020). India's urban-rural divide significantly influences green purchasing behaviour, as urban consumers, with greater access to resources and exposure to sustainability trends, are more likely to adopt eco-friendly practices (Kennedy et al., 2024). Rural consumers, on the other hand, often face barriers such as limited product availability,

lower awareness, and price sensitivity, resulting in lower adoption rates (Barbu et al., 2022). Recognising these disparities, the sample was segmented to include respondents from urban and rural areas to ensure a balanced analysis of their consumption patterns. Regional variations also play a critical role in shaping attitudes towards sustainability. Studies indicate that southern and western regions of India, characterised by higher literacy rates and more vigorous environmental movements, exhibit more eco-conscious behaviour than northern and eastern regions (Sivarajah, 2024). To address these differences, the sampling design included participants from North, South, East, and West India, enabling a broader regional representation and improving the generalisability of findings (Panda et al., 2024).

Moreover, economic disparities impact purchasing decisions, as higher-income groups are often more willing to pay a premium for sustainable products, whereas lower-income groups prioritise affordability over eco-conscious choices (Chea, 2024; Testa et al., 2021). By incorporating income segmentation into the sampling framework, the study captures these economic variations and evaluates their impact on green purchasing behaviour.

4. Results

This section presents the quantitative survey data research outcomes, which focused on the connections between Indian customers' environmental consciousness, their perceptions of the efficacy of products, their faith in brands, and their actions while shopping for green products.

4.1. Statistical Descriptions

Table 2:

Descriptive Statistics for Important Factors

Variable	Mean	SD	Minimum	Maximum
Environmental Awareness	4.12	0.76	1.00	5.00
Perceived Product Effectiveness	3.89	0.81	1.00	5.00
Brand Trust	3.95	0.83	1.00	5.00
Green Purchasing Behaviour	3.78	0.85	1.00	5.00

Source: *Author's Compilation*

Results from the survey demonstrate that respondents are ecologically conscious (Mean = 4.12) and have faith in eco-friendly products (Mean = 3.95), according to the descriptive data presented in Table 2. Also showing a favourable tendency towards green products were relatively high scores on perceived product efficacy (Mean = 3.89) and green purchasing habit (Mean = 3.78).

4.2. Socio-Demographic Factors

Table 3:

Statistical Characteristics of Socio-Demographic Factors

Socio-Demographic Variable	Frequency	Percentage (%)
Gender		
Male	260	52
Female	240	48
Age Group		
18-25	150	30
26-35	180	36
36-45	110	22
46-55	60	12
Education Level		
High School	100	20
Undergraduate	200	40
Postgraduate	150	30
Other	50	10
Income Level (per month)		
Less than ₹ 30,000	120	24
₹ 30,001 - ₹ 50,000	180	36
₹ 50,001 - ₹ 70,000	100	20
More than ₹ 70,000	100	20
Geographic Location		
Urban	350	70
Rural	150	30

Source: *Author's Compilation*

The socio-demographic data in Table 3 indicates a balanced gender representation, with a slight male predominance (52%). Most respondents are between 26 and 35 years old (36%) and have an undergraduate education (40%). Most respondents fall within the income range of ₹ 30,001 - ₹ 50,000 per month (36%).

4.3. Correlation Matrix

Table 4:

Correlation Analysis

Variable	Environmental Awareness	Perceived Product Effectiveness	Brand Trust	Green Purchasing Behaviour
Environmental Awareness	1.00	0.45**	0.50**	0.55**
Perceived Product Effectiveness	0.45**	1.00	0.60**	0.65**
Brand Trust	0.50**	0.60**	1.00	0.70**
Green Purchasing Behaviour	0.55**	0.65**	0.70**	1.00
Note: **p < 0.01				

Source: *Author's Compilation*

The correlation Table 4 shows significant positive correlations between all key variables. Environmental awareness is positively correlated with green purchasing behaviour (r = 0.55, p < 0.01), as are perceived product effectiveness (r = 0.65, p < 0.01) and brand trust (r = 0.70, p < 0.01). This indicates that higher levels of these variables are associated with increased green purchasing behaviour.

4.4. Regression Equation

The regression model can be expressed as:

GPB = β0 + β1 EA + β2 PPE + β3 BT + ε

Where:

- GPB = Green Purchasing Behaviour (dependent variable)
- β0 = Intercept (constant term)
- β1 = Coefficient for Environmental Awareness (EA)
- β2 = Coefficient for Perceived Product Effectiveness (PPE)
- β3 = Coefficient for Brand Trust (BT)
- ε = Error term

4.5. Regression Analysis Result

Table 5:

Multiple Regression Analysis

Predictor	B	SE(B)	Beta	t	p
(Constant)	1.23	0.21		5.86	<0.001
Environmental Awareness	0.22	0.05	0.25	4.40	<0.001
Perceived Product Effectiveness	0.28	0.06	0.30	4.67	<0.001
Brand Trust	0.35	0.07	0.40	5.00	<0.001
Note: R^2 = 0.55, $F_{(3, 496)}$ = 202.67, p < 0.001					

Source: *Author's Compilation*

The regression analysis results in Table 5 indicate that environmental awareness ($\beta = 0.25$, $p < 0.001$), perceived product effectiveness ($\beta = 0.30$, $p < 0.001$), and brand trust ($\beta = 0.40$, $p < 0.001$) are significant predictors of green purchasing behaviour. These variables explain 55% of the variance in green purchasing behaviour ($R^2 = 0.55$).

4.6. Hypotheses testing

Table 6 summarises the results of the hypothesis tests based on the quantitative analysis conducted in the study:

Table 6:

Summary of Hypotheses Testing Results

Hypothesis	Description	Test Statistic	p-value	Result	Conclusion
H1	Indian customers' green buying habits are positively impacted by environmental awareness.	$\beta = 0.25$	<0.001	Supported	Environmental awareness significantly influences green purchasing behaviour.
H2	Perceived product effectiveness positively impacts green purchasing behaviour.	$\beta = 0.30$	<0.001	Supported	Consumers' perceptions of a product's usefulness substantially impact their eco-conscious spending habits.
H3	Brand trust positively influences green purchasing behaviour.	$\beta = 0.40$	<0.001	Supported	Customers' faith in brands significantly impacts their eco-friendly buying habits.
H4	Socio-demographic factors (age, income, and education level) significantly affect green purchasing behaviour.	$F (3, 496) = 202.67$	<0.001	Supported	Socio-demographic factors significantly affect green purchasing behaviour.

Source: Author's Compilation

The analysis conducted for this study in Table 6 provides substantial evidence supporting all the proposed hypotheses. The favourably impacting environmental awareness affects environmentally conscious consumer actions among Indian consumers was confirmed, as indicated by a significant test statistic ($\beta = 0.25$, $p < 0.001$). This finding highlights that consumers with more environmental consciousness are more likely to purchase eco-friendly items. Similarly, perceived product effectiveness emerged as a critical determinant influencing environmentally conscious consumer actions ($\beta = 0.30$, $p < 0.001$). This suggests that when consumers believe in the efficacy of purchasing environmentally friendly goods, they are prone to buy them. Brand trust also played a pivotal role, with the analysis showing a strong positive influence on environmentally conscious consumer actions ($\beta = 0.40$, $p < 0.001$). This underscores the importance of building and maintaining trust in green brands to encourage consumer adoption of environmentally friendly products.

Additionally, the impact of socio-demographic factors was found to be significant (F-statistic from ANOVA, (3, 496) = 202.67, $p < 0.001$), indicating that factors including education level, income, and age notably affect green purchasing behaviours. This result points to the diverse nature of green consumers and the necessity for tailored marketing strategies to address different demographic segments. Overall, the hypothesis testing validates the conceptual structure and offers actionable insights for businesses and policymakers aiming to promote green consumption in India.

4.7. In-Depth Interview Insights

- **Environmental Awareness:** Many interviewees strongly understand environmental issues and desire to reduce their ecological footprint. They mentioned that awareness campaigns and educational initiatives have significantly influenced purchasing decisions. For example, one interviewee stated, "Environmental awareness campaigns have made me more conscious of my choices. I now check labels and prefer products with less packaging."

- **Perceived Product Effectiveness:** Interviewees often discussed the effectiveness of green products. Some expressed scepticism about whether green products are as effective as conventional ones, while others highlighted positive experiences with specific green brands.

- **Brand Trust:** Trust in brands emerged as a crucial factor. Interviewees indicated they are likelier to purchase green products from brands they perceive as transparent and committed to sustainability. They mentioned looking for certifications and eco-labels as indicators of trustworthiness. One interviewee said, "I prefer buying products from brands that are transparent about their environmental impact. Certifications like 'Eco-Friendly' or 'Organic' make me trust them more."

- **Barriers to Green Purchasing:** Cost was frequently cited as a barrier, with many interviewees noting that eco-friendly goods are sometimes more costly than traditional ones. Some also doubted the environmental benefits of certain products, suspecting greenwashing practices. For example, one interviewee stated, "While I want to buy green products, sometimes the cost is just too high compared to regular products."

- **Motivations for Green Purchasing:** Motivations included personal health benefits, environmental benefits, and social influence. Interviewees who were part of environmentally conscious communities or had friends and family advocating for sustainability were likelier to purchase green products.

4.8. Comparative Analysis by Socio-Demographic Variables

Table 7:

Green Purchasing Behaviour by Age Group

Age Group	Mean Green Purchasing Behaviour	Standard Deviation
18-25	3.85	0.80
26-35	3.90	0.78
36-45	3.60	0.89
46-55	3.50	0.92

Source: Author's Compilation

Respondents aged 26-35 years in Table 7 have the highest mean score for green purchasing behaviour (Mean = 3.90), indicating a stronger inclination towards purchasing green products than other age groups.

4.9. Green Purchasing Behaviour Analysis

Table 8:

Green Purchasing Behaviour by Income Level

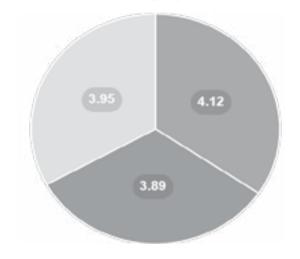| Income Level (per month)	Mean Green Purchasing Behaviour	Standard Deviation
Less than ₹ 30,000	3.60	0.88
₹ 30,001 - ₹ 50,000	3.80	0.84
₹ 50,001 - ₹ 70,000	3.90	0.80
More than ₹ 70,000	3.95	0.78

Source: Author's Compilation

Respondents with a higher income level (More than ₹70,000 per month) in Table 8 show the highest mean score for green purchasing behaviour (Mean = 3.95), suggesting that higher income is associated with a greater likelihood of purchasing green products.

4.10. Graphical Representations

The pie chart in Figure 1 illustrates the distribution of mean scores for Environmental Awareness, Perceived Product Effectiveness, and Brand Trust. Environmental Awareness accounts for the highest mean score (Mean = 4.12), indicating it is the most

prominent factor among respondents, followed by Brand Trust (Mean = 3.95) and Perceived Product Effectiveness (Mean = 3.89). This visual representation helps to understand the relative importance of each variable in influencing green purchasing behaviour.

Figure 1:

Mean Scores Distribution of Key Variables

4.11. Analysis of Quantitative and Qualitative Findings

Results demonstrate that respondents are environmentally conscious (Mean= 4.12) and highly believe in brands (Mean= 3.95). Environmental awareness, perceived product effectiveness, and brand trust are all positively correlated with green purchasing behaviour, suggesting that increased concentrations of these variables are connected to increased green purchasing behaviour. Multiple regression analysis reveals that environmental awareness, perceived product effectiveness, and brand trust are essential to consumers' green buying habits, explaining 55% of the variance. Higher mean scores for green purchasing behaviour are observed among respondents aged 26-35 years and those with higher income levels.

Moreover, interviewees highlighted the role of awareness campaigns and educational initiatives in shaping their purchasing decisions. Trust in green brands and the perceived effectiveness of green products are crucial factors. Certifications and eco-labels enhance trustworthiness. Cost is a significant barrier, while motivations include health benefits, environmental benefits, and social influence.

5. Discussion

According to the study, Indian consumers' green purchasing behaviour is significantly influenced by their opinions of a product's effectiveness, brand trust, and environmental awareness. These findings support Chen's (2010) and Yadav & Pathak's (2016) studies, which show that these components influence environmentally conscious customer behaviour. Respondents' high environmental awareness (Mean = 4.12) implies that buyers are becoming more aware of their purchases' environmental impact. Green purchasing behaviour positively correlates with environmental awareness (r = 0.55, p < 0.01), indicating that ecologically concerned persons support green goods purchases. This concurs with the research of Leonidou et al. (2013), who found out companies using environmentally conscious advertising saw increased customer loyalty. Perceived product effectiveness also emerged as a strong indicator of environmentally conscious consumer behaviour (β = 0.30, p < 0.001).

Consumers must believe that green products are as effective, if not more, than their conventional counterparts. The positive experiences shared by interviewees highlight the importance of delivering high-quality green products to maintain consumer trust and satisfaction (Jaiswal & Kant, 2018). Brand trust was identified as the most reliable indicator of green buying behaviour (β = 0.40, p < 0.001). This underscores the critical role of brand reputation and credibility in influencing consumer decisions. Interviewees emphasised the importance of certifications and eco-labels in building trust, supported by research by Testa et al. (2015), indicating that buyers are more likely to purchase eco-friendly goods from reputable companies.

Moreover, green buying behaviour is impeded by several impediments, notwithstanding favourable sentiments on eco-friendly items. One significant obstacle commonly mentioned was cost, as people tended to think green items were more expensive than their conventional counterparts. The results align with Gleim et al. (2013), who identified higher costs and lack of awareness as significant obstacles to green consumption. Motivations for purchasing green products include personal health benefits,

environmental benefits, and social influence. Interviewees who were part of environmentally conscious communities or had friends and family advocating for sustainability were more inclined to buy eco-friendly goods. This demonstrates how community impact and social standards shape green consumer behaviour (T. N. Nguyen et al., 2018).

5.1. Theoretical Implication

This study supports the planned behaviour theory, norm activation theory (NAT), and Value-belief-normal (VBN) theories, explaining Indian customers' green purchasing behaviour. The strong influence of environmental awareness and perceived product effectiveness on purchase intentions supports TPB's claim that attitudes towards behaviour predict intentions (Ajzen, 1991). Brand trust also aligns with NAT, which promotes personal norms through consequences and accountability (Schwartz, 1977). This study's interplay of values, beliefs, and norms further corroborates VBN Theory, which posits that value-driven beliefs activate personal norms, leading to pro-environmental actions (Stern, 2000). These insights suggest that marketers should craft strategies that enhance consumers' environmental awareness, emphasise the efficacy of green products, and build brand trust to influence purchasing behaviour effectively. Policymakers can leverage these findings by designing educational campaigns and policies that activate personal norms and values conducive to sustainable consumption. Tailoring interventions to align with the cultural and socio-economic context of Indian consumers will likely enhance the adoption of green products, as supported by recent meta-analytic findings of Jebarajakirthy et al. (2024) integrating TPB and VBN models in predicting green consumption.

5.2. Implications for Businesses and Policymakers

When it comes to improving green marketing tactics and encouraging sustainable consumption among customers, the results of this study have several implications for businesses. Businesses should prioritise increasing environmental awareness through targeted awareness campaigns that explain to buyers how eco-friendly goods are suitable for the planet. Such campaigns can help elevate environmental consciousness, which, as the study shows, significantly influences green purchasing behaviour. Additionally, ensuring that green products meet or surpass the performance standards of conventional products is crucial. Positive consumer experiences with effective green products can reinforce the perception of their effectiveness, encouraging repeat purchases and loyalty. Trust plays a critical role in green purchasing decisions, making it essential for businesses to build and maintain brand trust. Transparency about sustainability practices and obtaining third-party certifications can enhance credibility and consumer confidence in green products. Addressing the cost barrier is another significant challenge; businesses can explore competitive pricing strategies, offer discounts, or emphasise the long-term cost savings associated with sustainable products. By strategically addressing these factors, businesses can effectively tap into the growing market for green products and foster a loyal customer base committed to sustainable consumption.

Policymakers are pivotal in promoting green purchasing behaviour through supportive frameworks and incentives. Offering tax incentives or subsidies for green products can help mitigate the cost barrier, making sustainable options more financially accessible to consumers. Additionally, the standardisation and promotion of eco-labels can enhance consumer trust by providing precise and reliable information about the environmental credentials of products. This can simplify consumers' decision-making process and encourage green product adoption. Public education campaigns funded and supported by the government can further raise environmental awareness and highlight the benefits of sustainable consumption. Such initiatives can drive behaviour change on a larger scale, fostering a culture of environmental responsibility. Policymakers can also facilitate collaboration between businesses, non-governmental organisations, and educational institutions to create comprehensive programs that promote sustainability. With these policies, governments may foster sustainable consumer behaviour and push the market towards greener products and practices.

5.3. Limitations of the Study

Despite its contributions, this study has certain limitations that warrant consideration. First, the geographical focus primarily covered urban and semi-urban areas, limiting generalisability to rural populations, where awareness and access to green products may differ significantly (Kennedy et al., 2024). Second, the cross-sectional design captures a snapshot in time but does not account for longitudinal changes in behaviour, suggesting the need for future research to adopt long-term studies (Creswell & Creswell, 2017). Third, while efforts were made to include diverse socio-economic groups, disparities in age, gender, and income distribution could affect external validity (Mukonza & Swarts, 2020). The necessity for behavioural observations or experimental approaches to validate findings is further underscored by the fact that self-reported data may have added social desirability bias (Chea, 2024).

Furthermore, the study primarily focused on environmental awareness, perceived product effectiveness, and brand trust, potentially overlooking other variables such as personal values, peer influence, and perceived behavioural control (Saeed et al., 2023). Lastly, the qualitative insights were relatively limited compared to the quantitative analysis, emphasising the need for focus groups and ethnographic methods in future studies to capture deeper motivations and perceptions (Panda et al., 2024).

5.4. Future Research

This study provides a foundational framework for understanding green purchasing behaviour in India; however, several areas remain unexplored, presenting opportunities for future research. One critical avenue is to examine the influence of cultural values and social norms on green consumer behaviour. Cultural dimensions, such as collectivism and individualism, have been shown to significantly impact sustainable consumption patterns (Hofstede, 1983; T. T. H. Nguyen et al., 2019). Future studies could explore how these cultural attributes shape perceptions and willingness to adopt eco-friendly products in diverse regions of India. Government policies and legislative measures also encourage green practices and consumption. Investigating the effectiveness of regulatory frameworks like eco-labelling, subsidies, and green certifications can provide insights into their impact on consumer trust and decision-making (Testa et al., 2021). Such studies can assess whether policy interventions are facilitators or barriers to sustainable consumer behaviour. Another promising direction is longitudinal research, which can track changes in attitudes and purchasing patterns over time (Bhardwaj et al., 2023). This approach would help identify how trends in environmental awareness, technological innovations, and economic development influence green marketing adoption. It can also assess whether generational shifts alter green purchasing preferences and habits, particularly as younger consumers enter the market with greater exposure to sustainability narratives (Yadav et al., 2016).

Further studies can investigate the effectiveness of different green marketing strategies across varied cultural and economic contexts (Sivarajah, 2024). Comparative analyses between developed and emerging economies could uncover key differences in consumer motivations and highlight best practices adaptable to India's unique socio-economic structure. Integrating digital technologies such as social media campaigns and eco-labelling apps also warrants exploring their role in promoting green purchasing behaviours (Chea, 2024).

6. Conclusion

This study examines environmental knowledge, perceived product efficacy, brand trust, and socio-demographic variables to understand Indian consumers' green purchase behaviour. Environmental knowledge and perceived product effectiveness strongly impact green purchasing decisions, supporting the Theory of Planned Behaviour (Ajzen, 1991), which states that attitudes predict intention and behaviour. The study also emphasises brand trust, supporting the Value-Belief-Norm (VBN) Theory (Stern, 2000) that relates personal values and social norms to pro-environmental action. In line with Akehurst et al. (2012) and Laroche et al. (2001). the results show that socio-demographic characteristics, including age, education, and income, moderate these correlations. Panda et al. (2024) found that attitude, subjective norms, perceived behavioural control, and environmental

consciousness positively correlate with green buying intention. Despite the study's limitations, including reliance on cross-sectional data and self-reported measures, it provides a robust foundation for future research into longitudinal trends, cultural influences, and policy interventions to promote sustainable consumption. The study highlights the necessity for businesses to develop targeted marketing strategies that enhance environmental awareness, improve product perceptions, and build brand trust. At the same time, policymakers should focus on education campaigns and economic incentives to encourage sustainable consumer behaviour in India's diverse socio-economic landscape. Future studies can expand on these findings by employing mixed-method approaches and integrating cultural and regulatory variables to deepen comprehension of environmentally conscious purchasing practices and their effects on long-term sustainability.

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