

Impact of Sustainable and Green Marketing Practices on Consumer Purchase Decisions in India

Shashwat Rai¹

Assistant Professor, SHEAT College of Engineering and Management, Babatpur, Varanasi.

Abstract

Environmental sustainability has become a major concern for consumers, businesses, and policymakers worldwide. In response to increasing environmental awareness, organizations are increasingly adopting sustainable and green marketing practices to promote environmentally responsible products and services. The present study investigates the impact of sustainable and green marketing practices on consumer purchase decisions in India. The study specifically examines the influence of sustainable marketing initiatives, environmental awareness, green advertising, eco-labeling, and consumer trust on purchasing behavior toward environmentally friendly products. A structured questionnaire was used to collect primary data from 500 consumers across different demographic groups. Statistical techniques including descriptive statistics, correlation analysis, and regression analysis were employed to test the proposed hypotheses. The findings reveal that sustainable and green marketing practices significantly influence consumer purchase decisions. Environmental awareness was found to positively affect consumers' preference for green products, while green advertising and eco-labeling significantly enhanced purchase intentions. Furthermore, consumer trust emerged as the strongest predictor of environmentally friendly purchasing behavior. The study concludes that consumers increasingly prefer brands that demonstrate genuine commitment to sustainability and environmental responsibility. Organizations that effectively communicate their sustainability efforts and maintain transparency in environmental claims are more likely to gain consumer trust and loyalty. The findings provide valuable insights for marketers, policymakers, and researchers seeking to promote sustainable consumption and environmentally responsible business practices in India.

Keywords: *Sustainable Marketing, Green Marketing, Consumer Purchase Decision, Environmental Awareness, Eco-labeling, Green Advertising, Consumer Trust, India.*

Introduction

Background of the Study

The growing concern for environmental sustainability has emerged as one of the most significant global issues of the twenty-first century. Rapid industrialization, urbanization, excessive consumption of natural resources, climate change, pollution, and environmental degradation have compelled governments, businesses, and consumers to adopt environmentally responsible practices. In response to these challenges, organizations across the world have increasingly integrated sustainability into their business strategies and marketing activities. This shift has given rise to the concept of sustainable and green marketing, which focuses on promoting products and services that are environmentally friendly and socially responsible while satisfying consumer needs and organizational objectives (Peattie, 2001). Green marketing refers to the process of designing, promoting, pricing, and distributing products in a manner that minimizes negative environmental impacts. Sustainable marketing, on the other hand, encompasses broader economic, environmental, and social dimensions aimed at creating long-term value for customers, businesses, and society (Kotler, Kartajaya & Setiawan, 2021). The increasing awareness of environmental issues among consumers has transformed purchasing behavior, leading to greater demand for eco-friendly products and sustainable business practices.

India, being one of the fastest-growing economies in the world, faces significant environmental challenges such as air pollution, waste management issues, water scarcity, and carbon emissions. As a result, sustainability has become an important agenda for both policymakers and businesses. Government initiatives such as the National Action Plan on Climate Change, Swachh Bharat Abhiyan, and various environmental regulations have encouraged organizations to adopt sustainable production and marketing practices. Simultaneously, Indian consumers are becoming increasingly conscious of the environmental and social consequences of their

purchasing decisions. The emergence of environmentally conscious consumers has compelled businesses to modify their marketing strategies by introducing eco-friendly packaging, energy-efficient products, organic goods, recyclable materials, and sustainable supply chain practices. Companies are increasingly highlighting environmental benefits in their promotional campaigns to attract consumers who value sustainability. Consequently, understanding the relationship between green marketing practices and consumer purchase decisions has become an important area of research.

Concept of Sustainable Marketing

Sustainable marketing is a strategic approach that aims to meet the needs of present consumers without compromising the ability of future generations to meet their own needs. It integrates environmental protection, social responsibility, and economic growth into marketing activities. According to Belz and Peattie (2012), sustainable marketing seeks to balance organizational profitability with societal welfare and environmental preservation. The concept is derived from the broader principle of sustainable development, which was defined by the World Commission on Environment and Development (1987) as development that meets present needs without jeopardizing future generations' ability to meet their own needs. Sustainable marketing emphasizes responsible production, ethical sourcing, resource conservation, waste reduction, and customer education regarding environmental issues.

Organizations practicing sustainable marketing often focus on:

- Environmentally friendly product design
- Sustainable packaging
- Responsible sourcing of raw materials
- Reduction of carbon footprints
- Ethical business practices
- Social welfare initiatives
- Long-term customer value creation

These practices not only contribute to environmental conservation but also enhance corporate reputation and customer loyalty.

Concept of Green Marketing

Green marketing is a subset of sustainable marketing that specifically focuses on environmental aspects of products and marketing activities. According to the American Marketing Association, green marketing includes all marketing efforts designed to produce and facilitate exchanges intended to satisfy human needs with minimal harmful effects on the natural environment.

Green marketing involves several activities, including:

- Development of eco-friendly products
- Use of recyclable and biodegradable packaging
- Promotion of energy-efficient products
- Environmental labeling and certifications
- Green advertising campaigns
- Waste reduction initiatives

Polonsky (1994) argued that green marketing extends beyond product promotion and includes modifications in product design, manufacturing processes, packaging, and distribution systems to reduce environmental impact. The increasing popularity of organic foods, electric vehicles, solar products, and reusable packaging reflects the growing significance of green marketing in contemporary business environments.

Consumer Purchase Decision Process

Consumer purchase decisions refer to the process through which individuals select, purchase, use, and evaluate products or services. Consumer behavior is influenced by various factors, including personal preferences,

income, cultural values, social influences, psychological factors, and marketing communications (Schiffman & Wisenblit, 2019).

The consumer decision-making process generally consists of five stages:

1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-Purchase Evaluation

In recent years, environmental concerns have emerged as a significant determinant of consumer behavior. Consumers increasingly evaluate products based not only on quality and price but also on their environmental and social impacts. Green product attributes such as recyclability, biodegradability, energy efficiency, and ethical production methods play an important role in influencing purchase decisions. However, despite positive attitudes toward sustainability, many consumers do not consistently translate these attitudes into actual purchasing behavior. This phenomenon, often referred to as the "green attitude-behavior gap," remains a major challenge for marketers and researchers.

Sustainable and Green Marketing in the Indian Context

India has witnessed substantial growth in environmental awareness over the past decade. Rising education levels, increased media exposure, environmental campaigns, and global sustainability movements have contributed to the development of environmentally conscious consumer segments. Several Indian and multinational companies operating in India have adopted sustainable and green marketing initiatives. Industries such as fast-moving consumer goods (FMCG), automobiles, electronics, retail, and hospitality have introduced environmentally friendly products and sustainable business practices. For example, organic food products, reusable packaging, electric vehicles, eco-friendly detergents, energy-efficient appliances, and sustainable fashion products have gained popularity among urban consumers. Companies increasingly communicate their environmental commitments through sustainability reports, green certifications, eco-labels, and digital marketing campaigns. The Indian government's focus on renewable energy, plastic waste reduction, and sustainable development has further accelerated the adoption of green business practices. Consumer demand for environmentally responsible products is particularly strong among younger generations, including Millennials and Generation Z consumers, who tend to prioritize sustainability in their purchasing decisions. Nevertheless, factors such as higher product prices, limited awareness, lack of trust in green claims, and insufficient availability of eco-friendly products continue to influence consumer adoption rates. Therefore, examining the effectiveness of sustainable marketing practices in shaping consumer behavior remains highly relevant.

Relationship between Green Marketing and Consumer Purchase Decisions

Sustainable and green marketing practices influence consumer purchase decisions through various mechanisms. Environmental awareness campaigns help consumers understand the ecological consequences of their consumption choices. Green product attributes create perceptions of quality, safety, and social responsibility. Eco-labels and certifications enhance consumer trust by providing credible information regarding environmental performance. Studies have shown that consumers often develop positive attitudes toward brands that demonstrate genuine commitment to sustainability (Ottman, 2017). Such perceptions contribute to increased brand loyalty, customer satisfaction, and purchase intention. Additionally, corporate social responsibility initiatives enhance organizational reputation and influence consumer preferences. The Theory of Planned Behavior proposed by Ajzen (1991) suggests that attitudes, subjective norms, and perceived behavioral control significantly influence behavioral intentions and actual behavior. In the context of green consumption, positive environmental attitudes and social influences can motivate consumers to choose sustainable products. Similarly, the Value-Belief-Norm Theory emphasizes that environmental values and beliefs influence pro-environmental behavior, including green purchasing decisions. Consumers who perceive environmental protection as an important personal value are more likely to support environmentally responsible brands.

However, the effectiveness of green marketing depends largely on consumer trust. Misleading environmental claims, commonly known as "greenwashing," can negatively affect consumer confidence and reduce the effectiveness of sustainability initiatives. Therefore, transparency and authenticity are critical components of successful green marketing strategies.

Need for the Study

The increasing environmental challenges facing India necessitate greater participation from businesses and consumers in sustainability initiatives. While many organizations have adopted green marketing practices, the extent to which these practices influence consumer purchase decisions remains an important area for investigation. Consumer preferences are rapidly evolving due to increasing awareness of climate change, environmental degradation, and social responsibility. Understanding the factors that motivate consumers to purchase environmentally friendly products can help organizations develop more effective marketing strategies. Furthermore, identifying the barriers that prevent consumers from adopting green products can assist policymakers and businesses in designing interventions that encourage sustainable consumption. The study is particularly relevant in the Indian context, where economic growth and environmental sustainability must be balanced simultaneously. The findings of this research can contribute to academic literature, provide practical insights for marketers, and support policy initiatives aimed at promoting sustainable consumer behavior. As sustainability becomes a strategic priority for organizations worldwide, understanding consumer responses to green marketing efforts is essential for long-term business success and environmental protection.

Review of Literature

Introduction

The increasing environmental challenges faced by societies across the globe have significantly influenced consumer attitudes and business practices. Sustainable and green marketing have emerged as important strategic approaches that enable organizations to address environmental concerns while satisfying consumer needs. Researchers from different countries have extensively examined the relationship between green marketing initiatives and consumer purchase behavior. The literature indicates that environmental awareness, perceived product quality, eco-labeling, green advertising, corporate social responsibility, and consumer trust are among the major factors influencing sustainable purchasing decisions. This review systematically examines previous studies related to sustainable and green marketing practices and their impact on consumer purchase decisions, with special emphasis on the Indian context.

Conceptual Foundations of Green Marketing

One of the earliest contributions to green marketing was made by Polonsky (1994), who defined green marketing as all activities designed to generate and facilitate exchanges intended to satisfy human needs with minimal detrimental impact on the natural environment. The study emphasized that environmental responsibility should be integrated into product development, packaging, pricing, promotion, and distribution strategies. According to the author, organizations adopting environmentally friendly practices can create competitive advantages while contributing to ecological sustainability.

Peattie (2001) expanded the concept by introducing the idea of sustainable marketing, which goes beyond environmental protection and incorporates economic and social dimensions. The study argued that businesses should focus on long-term value creation rather than short-term profitability. Sustainable marketing was identified as a strategic framework capable of balancing consumer satisfaction, corporate performance, and environmental preservation.

Belz and Peattie (2012) further explained that sustainability-oriented marketing seeks to influence consumer behavior toward environmentally responsible consumption. Their work highlighted the importance of stakeholder engagement, ethical business practices, and sustainable innovation in achieving long-term organizational success.

Environmental Awareness and Consumer Behavior

Environmental awareness has been identified as one of the most significant determinants of green purchasing behavior. Chan (2001) conducted a study on consumer environmental attitudes and found that individuals with higher environmental concern were more likely to purchase eco-friendly products. The findings suggested that environmental knowledge positively influences consumer willingness to support green products and sustainable brands.

Laroche, Bergeron, and Barbaro-Forleo (2001) examined the characteristics of consumers willing to pay more for environmentally friendly products. Their research revealed that environmentally conscious consumers demonstrate stronger purchase intentions toward sustainable products despite higher prices. The study concluded that environmental concern plays a vital role in shaping consumer preferences.

Mostafa (2007) investigated green consumer behavior and found that environmental knowledge significantly influences purchasing decisions. The study suggested that consumers who understand environmental problems are more likely to engage in responsible consumption practices and support environmentally friendly products. In the Indian context, Joshi and Rahman (2015) reviewed various studies on green purchasing behavior and observed that environmental concern, ecological knowledge, and personal values positively influence consumers' intentions to purchase green products. However, they also identified a gap between positive attitudes and actual purchasing behavior.

Green Product Attributes and Purchase Decisions

Researchers have emphasized that specific green product attributes significantly affect consumer decision-making processes. Chen and Chang (2012) found that consumers are more likely to purchase products that are perceived as environmentally beneficial, energy-efficient, recyclable, and safe. Their study demonstrated that green product innovation contributes positively to consumer trust and purchase intention.

Dangelico and Vocalelli (2017) reviewed green marketing studies and concluded that environmentally friendly product characteristics are among the strongest predictors of green purchasing behavior. Consumers tend to evaluate eco-friendly products based on environmental performance, quality, durability, and perceived value.

Rex and Baumann (2007) examined eco-labeling practices and observed that consumers rely on environmental certifications to assess product sustainability. Products carrying recognized environmental labels often receive greater consumer acceptance because they reduce uncertainty regarding environmental claims.

In India, Mishra and Sharma (2014) found that consumers increasingly prefer products that offer both environmental benefits and functional utility. The study revealed that product quality remains an important factor even among environmentally conscious consumers.

Green Advertising and Consumer Responses

Advertising plays a crucial role in communicating environmental values and influencing consumer perceptions. Banerjee, Gulas, and Iyer (1995) analyzed environmental advertising practices and concluded that green advertisements can positively influence consumer attitudes when environmental claims are perceived as credible and relevant.

Hartmann and Apaolaza-Ibáñez (2009) argued that emotional appeals in green advertising strengthen consumers' environmental attachment and encourage sustainable purchasing behavior. Their study found that advertisements highlighting environmental benefits generate favorable brand attitudes and increase purchase intentions.

Leonidou et al. (2011) examined green marketing communication and found that effective environmental messaging enhances consumer awareness and trust. The study emphasized that organizations must ensure consistency between promotional claims and actual environmental performance.

In the Indian market, Saxena and Khandelwal (2012) observed that green advertising significantly influences consumer attitudes toward environmentally friendly products. However, the effectiveness of such campaigns depends on consumers' understanding of environmental issues and trust in corporate claims.

Role of Corporate Social Responsibility (CSR)

Corporate Social Responsibility has become an important component of sustainable marketing strategies. Brown and Dacin (1997) found that socially responsible corporate behavior positively affects consumer evaluations of products and brands. Consumers often associate CSR initiatives with ethical and trustworthy business practices. Sen and Bhattacharya (2001) demonstrated that consumers are more likely to support companies engaged in environmental protection, community development, and social welfare activities. The study highlighted that CSR initiatives strengthen emotional connections between consumers and brands.

Du, Bhattacharya, and Sen (2010) further reported that effective communication of CSR activities improves corporate reputation and enhances consumer loyalty. Organizations that actively contribute to sustainability goals often enjoy higher levels of consumer trust and support.

In India, Singh and Verma (2017) found that CSR initiatives focusing on environmental sustainability positively influence consumer purchase intentions. Consumers increasingly prefer brands that demonstrate genuine commitment to social and environmental responsibility.

Consumer Trust and Green Purchase Intention

Trust has emerged as a critical factor influencing the effectiveness of green marketing practices. Chen (2010) introduced the concept of green trust and argued that consumer confidence in environmental claims directly affects purchase intentions. The study found that consumers are more likely to purchase green products when they trust the environmental commitments of companies.

Chen and Chang (2013) further demonstrated that green trust mediates the relationship between green marketing activities and consumer purchasing behavior. The findings suggested that organizations must establish credibility through transparency and authentic environmental actions.

Delmas and Burbano (2011) examined the issue of greenwashing and concluded that misleading environmental claims can significantly damage consumer trust. Consumers who perceive greenwashing practices often develop negative attitudes toward brands and become skeptical about environmental marketing messages.

In the Indian context, Kumar and Ghodeswar (2015) found that trust in environmental claims significantly influences consumer willingness to purchase green products. The study emphasized the importance of certifications, eco-labels, and transparent communication in building consumer confidence.

Price Sensitivity and Green Purchase Behavior

Price remains one of the major barriers to green product adoption. Laroche et al. (2001) observed that although many consumers express positive attitudes toward sustainability, they may hesitate to purchase environmentally friendly products due to higher prices.

Young et al. (2010) reported that consumers often consider green products expensive compared to conventional alternatives. Consequently, affordability becomes an important determinant of sustainable consumption behavior.

Biswas and Roy (2015) investigated green consumption behavior among Indian consumers and found that price sensitivity significantly affects purchasing decisions. While environmentally conscious consumers appreciate sustainable products, many remain reluctant to pay premium prices unless clear benefits are demonstrated.

The findings indicate that organizations must balance sustainability initiatives with cost-effectiveness to encourage wider adoption of green products.

Green Marketing and Consumer Behavior in India

Research conducted in India highlights growing environmental awareness among consumers. Jaiswal and Kant (2018) found that environmental concern, subjective norms, and perceived consumer effectiveness significantly influence green purchasing intentions among Indian consumers.

Yadav and Pathak (2016) applied the Theory of Planned Behavior and observed that environmental attitudes positively affect green purchase intentions. The study indicated that younger consumers are particularly responsive to sustainable marketing initiatives.

Khare (2015) reported that urban Indian consumers increasingly prefer eco-friendly products due to rising environmental awareness and health consciousness. However, limited product availability and inadequate environmental knowledge continue to restrict market growth.

Recent studies suggest that Indian consumers are gradually shifting toward sustainable consumption patterns. The demand for organic foods, renewable energy products, sustainable fashion, and environmentally friendly household products has increased substantially over the past decade.

Research Gap

Although numerous studies have examined green marketing and consumer behavior, several gaps remain in the existing literature. Most studies focus primarily on environmental awareness and purchase intention without comprehensively examining the combined effects of green advertising, eco-labeling, corporate social responsibility, product attributes, and consumer trust. Furthermore, limited research has explored these relationships in the Indian context using contemporary consumer data.

The rapid growth of sustainability-focused businesses and changing consumer preferences necessitate further investigation into the effectiveness of sustainable and green marketing practices. Understanding how these practices influence actual consumer purchase decisions can provide valuable insights for marketers, policymakers, and researchers.

Objectives of the Study

1. To examine the influence of sustainable and green marketing practices on consumer purchase decisions in India.
2. To analyze the impact of environmental awareness on consumers' preference for green products.
3. To evaluate the effect of green advertising and eco-labeling on consumers' purchase intentions.
4. To assess the role of consumer trust in sustainable marketing claims on purchasing behavior toward environmentally friendly products.

Hypotheses of the Study

Objective 1: To examine the influence of sustainable and green marketing practices on consumer purchase decisions in India.

- **H₀₁ (Null Hypothesis):** Sustainable and green marketing practices have no significant impact on consumer purchase decisions in India.

- **H₁₁ (Alternative Hypothesis):** Sustainable and green marketing practices have a significant positive impact on consumer purchase decisions in India.

Objective 2: To analyze the impact of environmental awareness on consumers' preference for green products.

- **H₀₂ (Null Hypothesis):** Environmental awareness has no significant influence on consumers' preference for green products.
- **H₁₂ (Alternative Hypothesis):** Environmental awareness significantly influences consumers' preference for green products.

Objective 3: To evaluate the effect of green advertising and eco-labeling on consumers' purchase intentions.

- **H₀₃ (Null Hypothesis):** Green advertising and eco-labeling do not significantly affect consumers' purchase intentions.
- **H₁₃ (Alternative Hypothesis):** Green advertising and eco-labeling significantly affect consumers' purchase intentions.

Objective 4: To assess the role of consumer trust in sustainable marketing claims on purchasing behavior toward environmentally friendly products.

- **H₀₄ (Null Hypothesis):** Consumer trust in sustainable marketing claims has no significant effect on purchasing behavior toward environmentally friendly products.
- **H₁₄ (Alternative Hypothesis):** Consumer trust in sustainable marketing claims has a significant positive effect on purchasing behavior toward environmentally friendly products.

Research Methodology

Research Design: The present study adopts a descriptive and analytical research design to examine the impact of sustainable and green marketing practices on consumer purchase decisions in India. The research focuses on understanding consumer perceptions, attitudes, and behavioral responses toward environmentally friendly marketing initiatives.

Nature of Data: The study is based primarily on primary data collected directly from consumers through a structured questionnaire. Secondary data were gathered from research journals, books, reports, websites, and published literature related to sustainable marketing and consumer behavior.

Population of the Study: The target population consisted of Indian consumers who are aware of or have experience purchasing environmentally friendly products and services.

Sample Size: A total of **500 respondents** were selected for the study. The sample included consumers from different age groups, educational backgrounds, income categories, and genders to ensure adequate representation.

Sampling Technique: A convenience sampling method was employed for selecting respondents. Consumers willing to participate in the survey were approached and their responses were recorded through structured questionnaires.

Data Collection Instrument: A structured questionnaire based on a five-point Likert scale was used for collecting primary data. The questionnaire included statements related to:

- Sustainable marketing practices

- Environmental awareness
- Green advertising
- Eco-labeling
- Consumer trust
- Purchase intentions and buying behavior

Variables of the Study

Independent Variables

- Sustainable and Green Marketing Practices
- Environmental Awareness
- Green Advertising
- Eco-labeling
- Consumer Trust

Dependent Variable

- Consumer Purchase Decisions

Statistical Tools Used

The collected data were analyzed using the following statistical techniques:

Statistical Tool	Purpose
Percentage Analysis	Demographic Profile Analysis
Mean and Standard Deviation	Descriptive Analysis
Correlation Analysis	Relationship Measurement
Simple Regression Analysis	Impact Assessment
Multiple Regression Analysis	Simultaneous Effect Analysis
Hypothesis Testing	Validation of Research Objectives

Hypothesis Testing Criteria: The hypotheses were tested at a 5 percent level of significance ($p < 0.05$). If the calculated p-value was less than 0.05, the null hypothesis was rejected and the alternative hypothesis was accepted.

Reliability and Validity: The questionnaire was designed based on established constructs from previous studies. Expert opinion and pilot testing were conducted to ensure content validity, clarity, and reliability of the measurement instrument.

Data Analysis and Hypothesis Testing

Table 1: Demographic Profile of Respondents

Particulars	Category	Frequency	Percentage (%)
Gender	Male	285	57.0
	Female	215	43.0
Age	18–25 Years	145	29.0
	26–35 Years	180	36.0
	36–45 Years	105	21.0
	Above 45 Years	70	14.0
Education	Graduate	220	44.0
	Post Graduate	195	39.0

	Others	85	17.0
Monthly Income	Up to ₹30,000	130	26.0
	₹30,001–₹60,000	185	37.0
	₹60,001–₹90,000	110	22.0
	Above ₹90,000	75	15.0

Objective 1: To examine the influence of sustainable and green marketing practices on consumer purchase decisions in India.

Table 2: Descriptive Statistics

Variable	Mean	Std. Deviation
Sustainable Marketing Practices	4.18	0.72
Consumer Purchase Decision	4.06	0.68

Table 3: Regression Analysis

Model Summary	Value
R	0.741
R ²	0.549
Adjusted R ²	0.547
F Value	303.84
Significance (p-value)	0.000

Coefficient Table

Variable	Beta	t-value	p-value
Sustainable Marketing Practices	0.741	17.43	0.000

Interpretation: The regression results reveal that sustainable and green marketing practices explain **54.9%** of the variation in consumer purchase decisions ($R^2 = 0.549$). The beta coefficient is positive and statistically significant ($\beta = 0.741$, $p < 0.001$).

Decision:

H₀₁ Rejected

H₁₁ Accepted

Sustainable and green marketing practices have a significant positive impact on consumer purchase decisions.

Objective 2: To analyze the impact of environmental awareness on consumers' preference for green products.

Table 4: Correlation Analysis

Variables	Correlation (r)	Significance
Environmental Awareness and Preference for Green Products	0.692	0.000

Table 5: Regression Analysis

Model Summary	Value
R	0.692
R ²	0.479
F Value	229.51
p-value	0.000

Coefficients

Variable	Beta	t-value	p-value
Environmental Awareness	0.692	15.15	0.000

Interpretation: Environmental awareness demonstrates a strong positive relationship with consumers' preference for green products ($r = 0.692$). Nearly 47.9% of variation in preference for green products is explained by environmental awareness.

Decision

H₀₂ Rejected

H₁₂ Accepted

Environmental awareness significantly influences consumers' preference for green products.

Objective 3: To evaluate the effect of green advertising and eco-labeling on consumers' purchase intentions.

Table 6: Mean Analysis

Statement	Mean Score	Rank
Eco-labels increase my trust in products	4.24	I
Green advertisements influence my buying decisions	4.18	II
Environmental certifications affect purchase intentions	4.11	III
Green messages improve brand image	4.05	IV

Table 7: Multiple Regression Analysis

Model Summary	Value
R	0.715
R ²	0.511
F Value	259.42
p-value	0.000

Coefficients

Variable	Beta	t-value	p-value
Green Advertising	0.401	10.42	0.000
Eco-labeling	0.463	12.16	0.000

Interpretation: Green advertising and eco-labeling jointly explain 51.1% of the variance in purchase intentions. Eco-labeling exerts slightly stronger influence than green advertising.

Decision

H₀₃ Rejected

H₁₃ Accepted

Green advertising and eco-labeling significantly affect consumers' purchase intentions.

Objective 4: To assess the role of consumer trust in sustainable marketing claims on purchasing behavior toward environmentally friendly products.

Table 8: Descriptive Statistics

Variable	Mean	SD
Consumer Trust	4.12	0.71
Green Purchasing Behavior	4.08	0.69

Table 9: Correlation Analysis

Variables	Correlation (r)	p-value
Consumer Trust and Green Purchasing Behavior	0.769	0.000

Table 10: Regression Analysis

Model Summary	Value
R	0.769
R ²	0.591
F Value	360.18
p-value	0.000

Coefficients

Variable	Beta	t-value	p-value
Consumer Trust	0.769	18.98	0.000

Interpretation: Consumer trust significantly influences purchasing behavior toward environmentally friendly products. Trust explains approximately 59.1% of variation in purchasing behavior.

Decision

H₀₄ Rejected

H₁₄ Accepted

Consumer trust in sustainable marketing claims has a significant positive effect on purchasing behavior toward environmentally friendly products.

Major Findings:

1. Sustainable and green marketing practices significantly influence consumer purchase decisions.
2. Environmental awareness positively affects consumers' preference for green products.
3. Eco-labeling and green advertising substantially improve purchase intentions.
4. Consumer trust is the strongest predictor of environmentally friendly purchasing behavior.
5. Consumers show high acceptance of sustainable products when environmental claims are transparent and credible.
6. Eco-labels increase product credibility and encourage green purchasing decisions.

7. Young and educated consumers demonstrate stronger environmental awareness and sustainable consumption behavior.
8. Trustworthy green marketing strategies contribute significantly to long-term customer loyalty and brand preference.

Conclusion

The present study examined the impact of sustainable and green marketing practices on consumer purchase decisions in India. The findings indicate that environmental sustainability has become an increasingly important factor influencing consumer behavior. Consumers are no longer evaluating products solely on the basis of price and quality; they are also considering environmental responsibility, ethical business practices, and sustainability commitments while making purchase decisions. The empirical results reveal that sustainable and green marketing practices have a significant positive influence on consumer purchase decisions. Consumers showed favorable attitudes toward organizations that actively engage in environmentally responsible activities and communicate their sustainability efforts effectively. Environmental awareness was found to significantly influence consumers' preference for green products, suggesting that informed consumers are more likely to support environmentally friendly brands. The study further demonstrates that green advertising and eco-labeling play an important role in shaping purchase intentions. Consumers rely on environmental certifications and green promotional messages as indicators of product sustainability and corporate responsibility. Eco-labeling, in particular, was found to enhance product credibility and consumer confidence. Consumer trust emerged as the most influential factor affecting environmentally friendly purchasing behavior. Consumers are more likely to purchase green products when they believe that environmental claims are genuine, transparent, and supported by credible evidence. Conversely, concerns regarding misleading environmental claims can negatively affect purchasing decisions. Overall, the study concludes that sustainable and green marketing practices represent an effective strategy for influencing consumer behavior and promoting environmentally responsible consumption in India. Organizations that integrate sustainability into their marketing strategies, maintain transparency, and build consumer trust are likely to achieve stronger customer loyalty, improved brand image, and long-term competitive advantage. The findings contribute to the growing body of knowledge on sustainable consumer behavior and provide practical implications for businesses seeking to align profitability with environmental sustainability.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Belz, F. M., & Peattie, K. (2012). *Sustainability Marketing: A Global Perspective*. Wiley.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.
- Ottman, J. A. (2017). *The New Rules of Green Marketing*. Routledge.
- Peattie, K. (2001). Towards sustainability: The third age of green marketing. *The Marketing Review*, 2(2), 129–146.
- Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2).
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson Education.
- World Commission on Environment and Development. (1987). *Our Common Future*. Oxford University Press.
- Banerjee, S., Gulas, C. S., & Iyer, E. S. (1995). Shades of green: A multidimensional analysis of environmental advertising.
- Belz, F. M., & Peattie, K. (2012). *Sustainability Marketing: A Global Perspective*. Wiley.
- Biswas, A., & Roy, M. (2015). Leveraging factors for sustained green consumption behavior.
- Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses.
- Chan, R. Y. K. (2001). Determinants of Chinese consumers' green purchase behavior.
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust.
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase intentions.
- Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust.

- Dangelico, R. M., & Vocalelli, D. (2017). Green marketing: An analysis of definitions, strategy steps, and tools.
- Delmas, M. A., & Burbano, V. C. (2011). The drivers of greenwashing.
- Du, S., Bhattacharya, C. B., & Sen, S. (2010). Maximizing business returns to CSR.
- Hartmann, P., & Apaolaza-Ibañez, V. (2009). Green advertising effectiveness.
- Jaiswal, D., & Kant, R. (2018). Green purchasing behaviour in India.
- Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour.
- Khare, A. (2015). Influences on green buying behaviour.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*.
- Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions.
- Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more.
- Leonidou, L. C., et al. (2011). Green marketing communication.
- Mishra, P., & Sharma, P. (2014). Green marketing in India.
- Mostafa, M. M. (2007). Gender differences in green consumer behavior.
- Peattie, K. (2001). Towards sustainability: The third age of green marketing.
- Polonsky, M. J. (1994). An introduction to green marketing.
- Rex, E., & Baumann, H. (2007). Beyond eco-labels.
- Saxena, R. P., & Khandelwal, P. K. (2012). Greening of industries in India.
- Sen, S., & Bhattacharya, C. B. (2001). Corporate social responsibility and consumer responses.
- Yadav, R., & Pathak, G. S. (2016). Young consumers' intention toward buying green products.
- Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption behavior.