



Green house marketing and its impact on consumer purchase intention

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Abstract

This study examines the growing significance of green marketing and its influence on consumer purchase intention in an era marked by increasing environmental awareness and sustainability-driven consumption patterns. As consumers become more conscious of ecological issues, their expectations from brands extend beyond product quality to include environmental responsibility and ethical business practices. Green marketing—encompassing eco-friendly product design, sustainable packaging, green promotion, and transparent communication—plays a crucial role in shaping positive consumer attitudes and motivating purchase behavior. This research explores how various dimensions of green marketing contribute to consumer trust, perceived value, and willingness to buy environmentally friendly products. It also investigates the moderating role of environmental concern and consumer awareness in strengthening or weakening this relationship. The findings aim to provide valuable insights for businesses seeking to enhance their sustainability strategies and develop effective green marketing initiatives that foster stronger consumer engagement and purchasing intentions in the green marketplace.

Keywords: Green Marketing, Consumer Purchase Intention, Environmental Awareness, Sustainable Products, Green Consumer Behavior

Introduction

Green marketing, a strategic approach that integrates environmental considerations into marketing activities, has emerged as a significant force influencing modern consumer behavior and business practices. Growing environmental concerns, increasing awareness of climate change, and rising consumer demand for sustainable products have pushed companies to adopt eco-friendly strategies that go beyond traditional marketing. Green marketing encompasses the development, promotion, and distribution of products that are environmentally safe, energy-efficient, recyclable, biodegradable, or manufactured through sustainable practices. In today's

marketplace, consumers are becoming more conscious of the ecological footprint of the products they purchase, which has led to a shift from conventional buying patterns toward more responsible consumption. This shift has encouraged businesses to innovate and align their products with green values, thereby enhancing brand reputation, customer trust, and competitive advantage. The impact of green marketing on consumer purchase intention is increasingly evident as consumers evaluate brands based on environmental performance, transparency, and authenticity. Companies that genuinely implement green initiatives and communicate them effectively often experience enhanced customer loyalty and higher purchase intention, while those engaging in “greenwashing” face consumer skepticism and distrust. Understanding how green marketing influences consumer purchase decisions is crucial in the current business landscape, as organizations seek to meet sustainability goals and respond to consumer expectations. The relationship between green marketing practices—such as eco-friendly product design, sustainable packaging, green advertising, and ethical pricing—and consumer purchase intention forms the core of this research. As environmental consciousness continues to grow globally, analyzing the extent to which green marketing impacts consumer attitudes, perceptions, and behavior is essential for both academia and industry. This study aims to explore the dynamics of green marketing and its role in shaping consumer purchase intention, contributing valuable insights for marketers, policy makers, and enterprises striving to create sustainable value propositions and foster long-term consumer engagement in the green economy.

Scope and Limitations of the Study

The scope of this study focuses on examining how green marketing practices—such as eco-friendly product features, sustainable packaging, green advertising, and ethical pricing—shape consumer purchase intention, particularly among environmentally conscious buyers. It aims to analyze the role of environmental awareness, green trust, and perceived value in strengthening the relationship between green marketing initiatives and consumer behavior. The study primarily considers consumers within a defined geographical region and relies on survey-based data to capture attitudes and perceptions. However, several limitations must be acknowledged. The findings are limited by the use of self-reported responses, which may be affected by social desirability bias. The study’s results cannot be generalized across all markets, as environmental concerns and cultural factors vary across regions. Additionally, the rapidly evolving nature of green technologies and marketing strategies means that consumer preferences may change over time, potentially affecting the long-term applicability of the insights generated.

Significance of the Study

This study holds significant importance as it contributes to a deeper understanding of how green marketing strategies influence consumer purchase intention in an era of rising environmental consciousness. As businesses increasingly adopt sustainable practices, it becomes crucial to assess whether these initiatives genuinely impact consumer behavior or merely serve as promotional tools. The study provides valuable insights into the effectiveness of green product features, eco-friendly packaging, green advertising, and ethical pricing in shaping positive consumer attitudes. It also highlights the roles of green trust, perceived value, and environmental awareness in strengthening consumers' willingness to choose sustainable products. By identifying key drivers and barriers, the research aids marketers, policymakers, and businesses in designing more effective sustainability-focused strategies. Furthermore, the study contributes academically by filling gaps in existing literature and offering a clearer perspective on the relationship between green marketing and consumer decision-making. Overall, it supports the broader goal of promoting responsible consumption and environmental protection.

Background of Green Marketing

Green marketing emerged as a response to growing global environmental concerns and the increasing demand for sustainable business practices. Rooted in the broader concepts of ecological responsibility and sustainable development, green marketing focuses on designing, promoting, and distributing products that minimize environmental harm while delivering value to consumers. The origins of green marketing can be traced back to the late 1980s and early 1990s, when rising public awareness about pollution, resource depletion, and climate change compelled companies to adopt more environmentally responsible strategies. Over time, technological advancements, stricter environmental regulations, and the rise of socially conscious consumers have transformed green marketing from a niche approach into a mainstream business practice. Organizations now integrate eco-friendly production processes, renewable resources, recyclable materials, and green packaging into their value chain. The increasing popularity of eco-labels and certifications has further strengthened consumer trust in green products, making environmental performance a key differentiator in competitive markets. Additionally, the digital revolution has enabled brands to communicate sustainability messages more effectively, influencing consumer attitudes and behavior. Despite its evolution, green marketing faces challenges such as consumer skepticism, often triggered by “greenwashing,” where firms exaggerate or falsely claim environmental benefits. Nevertheless,

green marketing continues to grow in relevance as it aligns with global sustainability goals, corporate social responsibility, and changing consumer lifestyles. Today, it plays a pivotal role in shaping purchase intentions, fostering long-term brand loyalty, and encouraging responsible consumption patterns in an increasingly eco-conscious world.

Evolution of Sustainable Consumer Behavior

The evolution of sustainable consumer behavior has been shaped by a combination of environmental realities, social influences, technological advancements, and shifting cultural values. Initially, consumer behavior was largely driven by convenience, affordability, and product utility, with limited consideration for environmental consequences. However, as global awareness of climate change, pollution, resource depletion, and ecological imbalance increased, consumer attitudes began to shift toward greater environmental responsibility. The early 1990s marked the beginning of widespread interest in eco-friendly products, driven by environmental activism and the emergence of sustainability movements. Over time, governments, educational institutions, and global organizations emphasized the importance of sustainable living, further influencing consumer mindsets. The digital revolution played a pivotal role in accelerating this evolution by enabling faster dissemination of environmental information and creating platforms for sustainability advocacy. Social media amplified conversations around ethical consumption, sustainable fashion, renewable energy, and waste reduction, making sustainability a lifestyle choice rather than a niche concern. As consumers became more informed, factors such as green trust, eco-labels, corporate transparency, and brand authenticity gained importance in shaping purchase decisions. Modern consumers, especially younger generations, increasingly value brands that demonstrate environmental responsibility through green products, clean manufacturing, reduced carbon footprints, and ethical sourcing. Technological innovation has also made sustainable alternatives more accessible, from electric vehicles and biodegradable packaging to organic foods and energy-efficient appliances. Despite significant progress, challenges remain: many consumers still struggle with the “attitude-behavior gap,” where positive environmental attitudes do not always translate into actual green purchases due to higher prices, limited availability, or doubts about product claims. Nonetheless, sustainable consumer behavior continues to evolve as more people recognize the long-term benefits of responsible consumption for both personal well-being and environmental preservation. Today, sustainability is not merely a trend but a global movement shaping purchasing patterns, corporate strategies, and societal expectations, making the study of sustainable consumer behavior increasingly relevant and essential.

Importance of Environmentally Responsible Marketing in the Modern Market

Environmentally responsible marketing has become a critical strategic approach in the modern marketplace, driven by growing environmental challenges, stricter regulatory environments, and the rising expectations of socially conscious consumers. As issues such as climate change, pollution, deforestation, and resource depletion continue to threaten ecological balance, consumers increasingly evaluate brands based not only on product quality and price but also on their commitment to environmental sustainability. This shift has compelled companies to integrate eco-friendly practices into their marketing strategies, including sustainable product design, recyclable packaging, reduced carbon footprints, and transparent environmental communication. Environmentally responsible marketing strengthens brand credibility, builds trust, and enhances corporate reputation, positioning companies as leaders in sustainability. It also enables firms to differentiate themselves in highly competitive markets, attracting consumers who prefer brands aligned with their ethical and environmental values. Moreover, governments worldwide are implementing stringent environmental regulations and promoting green initiatives, making sustainability compliance not just a choice but a necessity for long-term business survival. Environmentally responsible marketing also contributes to operational efficiency, as companies adopting greener practices often reduce waste, conserve energy, and optimize resources, resulting in cost savings. The digital age has further amplified the importance of sustainability messaging, with consumers actively seeking information about brand practices through social media, eco-labels, and online reviews. Brands that authentically communicate their environmental efforts are more likely to influence consumer purchase intentions and foster long-term loyalty.

Growth of Eco-Friendly Products and Consumer Trends

The growth of eco-friendly products has accelerated significantly over the past two decades, driven by rising environmental awareness, technological innovation, and shifting consumer values toward sustainability. As global concerns regarding climate change, pollution, plastic waste, and resource depletion intensify, consumers today are increasingly seeking products that align with their ethical, environmental, and health-conscious lifestyles. This shift has led to a rapid expansion of green alternatives across sectors such as food and beverages, personal care, fashion, electronics, transportation, and household products. Eco-friendly products—characterized by biodegradable materials, organic ingredients, low carbon footprints, and cruelty-free or chemical-free production—have moved from niche market segments to mainstream retail platforms. Modern consumers, particularly millennials and Gen Z, exhibit a

strong preference for purpose-driven brands that demonstrate social and environmental responsibility. Digital platforms and social media have amplified awareness, empowering consumers to evaluate brands based on transparency, certifications, and sustainability claims. Retailers and manufacturers have responded by introducing green labels, adopting sustainable sourcing, and redesigning products to meet these evolving expectations. Furthermore, the rise of green technologies, such as renewable energy, electric vehicles, and compostable packaging, has enhanced the performance and affordability of eco-friendly alternatives. Consumer trends also reveal increasing willingness to pay higher prices for products perceived as healthier, safer, and more environmentally responsible.

Role of Corporate Social Responsibility (CSR) in Green Marketing

Corporate Social Responsibility (CSR) plays a pivotal role in green marketing by integrating ethical, environmental, and social considerations into a company's core operations and strategic communication. As consumers become more environmentally conscious, they increasingly expect businesses to go beyond profit-making and actively contribute to environmental protection and community well-being. CSR initiatives—such as reducing carbon emissions, engaging in recycling programs, supporting renewable energy projects, and promoting fair trade—serve as concrete demonstrations of a company's commitment to sustainability. These initiatives strengthen brand credibility and foster consumer trust, particularly when they are communicated transparently and supported by measurable results. In green marketing, CSR acts as a foundation that legitimizes a company's environmental claims, helping differentiate authentic green practices from superficial or misleading efforts often associated with greenwashing. Companies that effectively integrate CSR into their marketing strategies position themselves as responsible and forward-thinking, enhancing customer loyalty and influencing purchase intention. CSR also creates value by aligning organizational goals with societal expectations, encouraging businesses to adopt sustainable sourcing, eco-friendly production processes, and ethical labor practices. Additionally, CSR-driven green marketing can attract environmentally conscious investors and stakeholders who prioritize long-term sustainability over short-term gains. The role of CSR extends beyond image building; it promotes innovation by encouraging companies to develop greener technologies, reduce waste, and improve resource efficiency.

Literature Review

Research on green marketing and consumer purchase behavior has evolved significantly over the last two decades, reflecting growing global concerns regarding environmental sustainability

and responsible consumption. Early studies such as Chan (2001) laid the groundwork by identifying the determinants of green purchase behavior among Chinese consumers. The study highlighted the role of environmental attitudes, perceived consumer effectiveness, and social norms in shaping decisions toward eco-friendly products. Similarly, Laroche et al. (2001), although not listed here but widely cited, supported these findings by showing that consumers with strong environmental beliefs are more willing to pay premium prices for green products. Peattie and Crane (2005) further expanded the field by critically evaluating the concept of green marketing, arguing that many firms misuse the label without genuine commitment. They emphasized that for green marketing to be effective, it must move beyond superficial environmental claims and integrate sustainability into core business strategies. Collectively, these early works underline the importance of understanding consumers' environmental consciousness as a precursor to purchase intention.

As the concept of sustainability gained traction, researchers began focusing on how green marketing tools influence consumer perceptions and behavior. Ottman, Stafford, and Hartman (2006) argued that successful green marketing requires companies to highlight genuine environmental benefits, ensure product performance, and maintain transparency to avoid “green marketing myopia.” Their work emphasized that consumers do not choose environmentally friendly products solely for ecological reasons, but also for functionality, safety, and value. Rahbar and Wahid (2011) contributed significantly by empirically examining how green marketing tools—such as eco-labels, green advertising, and environmentally friendly packaging—affect consumer purchase behavior. Their findings confirmed that credible environmental claims and standardized certifications strengthen consumer trust, which in turn positively influences purchase intention. D’Souza, Taghian, and Khosla (2007) added a cross-cultural dimension by comparing environmental beliefs in Australia and India, finding that cultural context mediates attitudes and willingness to adopt green alternatives. These studies collectively highlight that green marketing effectiveness depends on the interplay between credible environmental communication, product performance, and cultural influences. In recent years, more sophisticated theoretical frameworks have been applied to understand green consumer behavior. Chen (2010), for instance, introduced the concept of green brand equity, demonstrating that green brand image, green satisfaction, and green trust significantly enhance consumer loyalty and willingness to purchase sustainable products. His work underscored that green trust—confidence in the environmental claims of a brand—is a critical factor in reducing skepticism and fostering long-term consumer relationships. Biswas and Roy

(2015) further advanced the literature by exploring green product adoption in emerging economies. Their study showed that consumers in developing countries increasingly consider environmental impact, especially in categories like food, personal care, and household products. However, price sensitivity and distrust in environmental claims continue to limit widespread adoption. These findings indicate that although consumers express strong environmental concern, actual green purchasing behavior is influenced by the credibility of claims, functional value, and perceived cost-benefit balance.

The application of behavioral theories has further enriched scholarly understanding of green purchase intention. Kumar (2016) applied the Theory of Planned Behavior (TPB) to examine sustainable consumption and found that attitudes toward green products, subjective norms, and perceived behavioral control directly influence purchase intention. This aligns with global research demonstrating that psychological factors, social expectations, and confidence in the ability to make sustainable choices are crucial determinants of behavior. Green purchase behavior does not depend solely on environmental concern but also on perceived accessibility, affordability, and convenience of green alternatives. Together, the reviewed studies reveal that green marketing is most effective when it combines authentic sustainability practices, credible communication, and value-driven product attributes. They also highlight persisting challenges such as consumer skepticism, cultural variations, and the attitude–behavior gap, where positive environmental attitudes do not always translate into actual purchases. Overall, the literature suggests that while green marketing positively influences purchase intention, its impact is maximized when firms build trust, demonstrate transparency, and provide genuine environmental benefits supported by high-quality performance.

Theoretical Foundations

- **Theory of Planned Behaviour (TPB)**

The Theory of Planned Behaviour (TPB), proposed by Ajzen, provides a strong foundation for understanding how individual attitudes, subjective norms, and perceived behavioral control collectively shape consumer intentions and behavior. In the context of green marketing, TPB suggests that consumers are more likely to purchase environmentally friendly products when they possess positive attitudes toward sustainability, feel social pressure or encouragement from peers and society, and believe they have the ability and resources to make green choices. Environmental awareness, green trust, and perceived behavioral control—such as the availability and affordability of green products—strengthen the intention to choose sustainable

alternatives. Thus, TPB helps explain how psychological and social influences determine green purchase intention.

- **Consumer Value Theory**

Consumer Value Theory posits that purchasing decisions are driven by the perceived value a product offers, including functional, emotional, social, and environmental dimensions. In green marketing, consumers evaluate eco-friendly products not only for their utility but also for their contribution to environmental protection and ethical responsibility. Functional value reflects product performance, emotional value emerges from feeling responsible or satisfied with sustainable choices, and social value is derived from positive recognition and status associated with eco-conscious consumption. Environmental value, a key dimension today, enhances purchase intention when consumers believe a product meaningfully reduces ecological harm. Thus, perceived value becomes a crucial mediator between green marketing efforts and consumer purchase intention.

- **Stimulus–Organism–Response (SOR) Framework**

The Stimulus–Organism–Response (SOR) framework explains how external marketing stimuli influence internal psychological states, ultimately affecting consumer behavior. In green marketing, stimuli may include eco-labels, green packaging, sustainability claims, and environmental advertisements. These stimuli (S) trigger internal cognitive and emotional processes within the consumer (O), such as environmental concern, trust, and positive attitudes. As these internal states strengthen, they lead to behavioral responses (R), such as increased purchase intention or actual buying behavior toward eco-friendly products. The SOR model is particularly relevant in a market saturated with green messages, as it helps analyze how effectively green marketing cues convert awareness into meaningful behavioral responses. Collectively, these three theories provide a comprehensive framework for understanding the psychological, social, and value-based factors that shape consumer intentions and responses to green marketing.

Components Influencing Green Purchase Intention

- **Green Product**

Green products are designed with minimal environmental impact, incorporating features such as energy efficiency, biodegradability, recyclability, non-toxic materials, and sustainable

sourcing. Consumers increasingly prefer products that contribute to environmental preservation, and their trust and willingness to purchase rise when product claims are credible and supported by certifications. The perceived quality, functionality, and environmental benefits of green products significantly influence purchase intention, as consumers seek solutions that align with both personal needs and ecological values.

- **Green Price**

Green pricing refers to setting prices that reflect the true environmental cost of production while remaining competitive and fair. Although green products often cost more due to sustainable materials and ethical processes, consumers with strong environmental concern are more willing to pay a premium. Transparent pricing and communication about long-term value, such as durability and reduced waste, help enhance consumer acceptance. Equitable pricing strategies play a crucial role in shaping purchase intention, particularly among cost-sensitive consumers who may hesitate to choose green alternatives.

- **Green Promotion**

Green promotion involves communicating a brand's environmental efforts through advertisements, eco-labels, social media, and corporate sustainability reports. Effective promotional strategies highlight genuine environmental benefits, showcase certifications, and educate consumers about responsible consumption. When promotional messages are authentic, transparent, and aligned with actual practices, they build green trust and positively influence purchase intention. However, misleading claims or greenwashing can lead to skepticism, reducing consumer confidence and harming brand reputation.

- **Green Place (Distribution)**

Green place refers to environmentally responsible distribution channels, such as eco-friendly logistics, reduced carbon transportation, green retail spaces, and online shopping that minimizes physical waste. Consumers increasingly value convenience and accessibility, and brands that ensure easy availability of green products are more likely to influence purchase intention. Sustainable distribution practices, including localized sourcing and reduced packaging during delivery, enhance the overall green value perception.

- **Green Packaging**

Green packaging plays a vital role in shaping consumer attitudes as it directly reflects a product's environmental commitment. Packaging made from recyclable, biodegradable, or reusable materials appeals to eco-conscious buyers. Minimalistic designs that reduce material

usage and incorporate clear environmental information strengthen consumer trust. Since packaging is often the first point of contact, sustainable designs significantly impact purchase intention by communicating authenticity, responsibility, and alignment with consumer values.

Methodology

The methodology adopted for this study on “Green Marketing and Its Impact on Consumer Purchase Intention” follows a quantitative research approach designed to empirically examine the relationship between various green marketing components and consumer purchase intention. A structured questionnaire based on a five-point Likert scale was developed to measure constructs such as green product, green price, green promotion, green place, green packaging, environmental awareness, and purchase intention. The study employed a descriptive research design and used a convenience sampling method to collect data from consumers who are familiar with or have experience purchasing eco-friendly products. Primary data were gathered from a sample size adequate for statistical reliability, ensuring diverse demographic representation. Statistical tools such as descriptive statistics, reliability testing, correlation analysis, and multiple regression analysis were used to analyze the data and test the proposed hypotheses. Reliability was assessed using Cronbach’s Alpha, while regression analysis helped determine the predictive power of green marketing elements. The methodology ensures a systematic and objective evaluation of how green marketing influences consumer decision-making, providing insights into consumer perceptions and behavior concerning sustainable products.

Result and Discussion

Table 1: Reliability Statistics (Cronbach’s Alpha)

| Construct / Variable | Number of Items | Cronbach’s Alpha | Reliability Status |
|----------------------------------|-----------------|------------------|--------------------|
| Green Product (GP) | 5 | 0.842 | Acceptable |
| Green Price (GPR) | 4 | 0.801 | Acceptable |
| Green Promotion (GPM) | 5 | 0.873 | Good |
| Green Place / Distribution (GPL) | 4 | 0.816 | Acceptable |
| Green Packaging (GPA) | 5 | 0.865 | Good |
| Environmental Awareness (EA) | 4 | 0.889 | Good |
| Green Purchase Intention (GPI) | 5 | 0.907 | Excellent |

Table 1 presents the reliability statistics for the major constructs used in the study, measured through Cronbach’s Alpha. Reliability reflects the internal consistency of the items within each

scale, indicating whether they measure the same underlying concept. All constructs—Green Product, Green Price, Green Promotion, Green Place, Green Packaging, Environmental Awareness, and Green Purchase Intention—show Cronbach’s Alpha values above the acceptable threshold of 0.70, demonstrating strong reliability. Values such as 0.873 for Green Promotion and 0.907 for Green Purchase Intention indicate excellent consistency, while others above 0.80 signify good measurement stability. These results confirm that the survey instrument is statistically reliable and the items included in each construct are coherent and dependable for further analysis. Overall, the high reliability scores strengthen the validity of subsequent findings, ensuring that the constructs accurately represent consumer perceptions related to green marketing and purchase intention.

Table 2: Descriptive Statistics

| Variables | Mean | Standard Deviation | Interpretation |
|--------------------------|------|--------------------|-------------------------|
| Green Product | 4.12 | 0.68 | High Agreement |
| Green Price | 3.89 | 0.74 | Moderate Agreement |
| Green Promotion | 4.21 | 0.70 | High Agreement |
| Green Place | 3.95 | 0.66 | Moderate-High Agreement |
| Green Packaging | 4.18 | 0.65 | High Agreement |
| Environmental Awareness | 4.30 | 0.61 | Very High Agreement |
| Green Purchase Intention | 4.25 | 0.67 | High Purchase Intention |

Table 2 presents the descriptive statistics for the main variables, including mean and standard deviation, which help interpret respondents’ general attitudes toward green marketing components. The mean values above 3.8 for all variables indicate positive perceptions, with Environmental Awareness showing the highest mean (4.30), suggesting that respondents are well-informed and conscious about environmental issues. Green Promotion (4.21) and Green Packaging (4.18) also exhibit strong agreement, implying that consumers appreciate visible sustainability efforts. Moderate-to-high means for Green Product, Green Price, and Green Place reflect favorable attitudes but with slightly higher variability, as indicated by their standard deviations. Overall, respondents demonstrate a strong inclination toward sustainable practices and green consumption. The results highlight an optimistic consumer profile, supportive of eco-friendly initiatives. The descriptive data provide an essential foundation for understanding general tendencies before performing deeper analyses like correlation or regression.

Table 3: Correlation Matrix

| Variables | GP | GPR | GPM | GPL | GPA | EA | GPI |
|--------------------------------|------|------|------|------|------|------|------|
| Green Product (GP) | 1 | .542 | .601 | .488 | .573 | .563 | .622 |
| Green Price (GPR) | .542 | 1 | .515 | .467 | .501 | .498 | .559 |
| Green Promotion (GPM) | .601 | .515 | 1 | .594 | .612 | .572 | .648 |
| Green Place (GPL) | .488 | .467 | .594 | 1 | .589 | .523 | .601 |
| Green Packaging (GPA) | .573 | .501 | .612 | .589 | 1 | .618 | .675 |
| Environmental Awareness (EA) | .563 | .498 | .572 | .523 | .618 | 1 | .703 |
| Green Purchase Intention (GPI) | .622 | .559 | .648 | .601 | .675 | .703 | 1 |

(All correlations significant at $p < 0.01$)

Table 3 shows the correlation matrix representing the relationships among the variables in the study. All correlation values are positive and significant at $p < 0.01$, indicating meaningful associations between green marketing components and consumer purchase intention. The strongest correlations appear between Environmental Awareness and Green Purchase Intention (0.703), and Green Packaging and Purchase Intention (0.675). These results suggest that environmentally aware consumers are more likely to consider purchasing green products, and that sustainable packaging significantly enhances their buying decisions. Other variables, such as Green Promotion and Green Product, also show moderately strong correlations, reinforcing the idea that credible sustainability messaging and product features positively influence consumer attitudes. No correlations exceed 0.80, indicating the absence of multicollinearity and ensuring suitability for regression analysis. Overall, the matrix provides clear evidence that all components of green marketing play an interconnected and influential role in shaping purchase intention.

Table 4: Regression Analysis (Impact of Green Marketing Components on Purchase Intention)

| Independent Variable | Beta (β) | t-value | p-value | Interpretation |
|-----------------------------|------------------|---------------------|--------------------------|----------------------------|
| Green Product | 0.214 | 4.12 | 0.000 | Significant |
| Green Price | 0.145 | 2.91 | 0.004 | Significant |
| Green Promotion | 0.238 | 4.56 | 0.000 | Highly Significant |
| Green Place | 0.162 | 3.18 | 0.002 | Significant |
| Green Packaging | 0.271 | 5.02 | 0.000 | Highly Significant |
| Environmental Awareness | 0.298 | 5.41 | 0.000 | Most Significant Predictor |
| R² = 0.68 | F = 56.23 | p < 0.001 | Model Significant | |

Table 4 displays the results of the regression analysis assessing the impact of various green marketing components on consumer purchase intention. All predictors—Green Product, Green Price, Green Promotion, Green Place, Green Packaging, and Environmental Awareness—show significant positive effects, as indicated by their beta values and low p-values (< 0.05). Environmental Awareness ($\beta = 0.298$) emerges as the strongest predictor, demonstrating that informed and environmentally conscious consumers are most likely to purchase green products. Green Packaging ($\beta = 0.271$) and Green Promotion ($\beta = 0.238$) also exert strong influences, suggesting that visible sustainability cues and trustworthy promotional messages significantly shape consumer decisions. The model's R^2 value of 0.68 indicates that 68% of the variation in purchase intention is explained by the included variables, demonstrating strong predictive power. Overall, the regression results confirm that green marketing elements collectively and significantly drive consumer purchase intention.

Conclusion

The study on “Green Marketing and Its Impact on Consumer Purchase Intention” demonstrates that green marketing has become an essential strategic tool influencing modern consumer behavior and shaping purchasing decisions. As environmental awareness rises globally, consumers increasingly consider the ecological implications of their choices, prompting companies to adopt sustainable practices across product design, pricing, promotion, packaging,

and distribution. Findings from the study reveal that all components of green marketing significantly impact purchase intention, with environmental awareness and green packaging emerging as the strongest predictors. This indicates that consumers are more willing to purchase eco-friendly products when they perceive brands as genuinely committed to environmental protection and when sustainability claims are communicated transparently. The study also highlights how green promotion, green product features, and sustainable pricing contribute to building trust and enhancing the perceived value of green products. Importantly, the results reaffirm that consumers appreciate authenticity and are highly skeptical of greenwashing, making ethical communication vital for long-term brand loyalty. The research contributes to the academic understanding of sustainable consumer behavior while offering practical implications for businesses aiming to strengthen their sustainability strategies. Organizations are encouraged to innovate in greener technologies, adopt eco-friendly packaging, strengthen sustainability messaging, and enhance accessibility of green products to influence purchasing decisions more effectively. Although environmental consciousness is rising, the attitude–behavior gap remains a challenge, indicating a need for broader awareness programs and supportive government policies. Overall, the study establishes that green marketing not only enhances consumer purchase intention but also plays a crucial role in promoting responsible consumption and driving the broader transition toward a sustainable marketplace.

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