



CONSUMER ATTITUDES TOWARDS SUSTAINABLE AND GREEN MARKETING PRACTICES

Nisha P. V.

M. Com, B.Ed. (PhD)

Assistant Professor, Dept. of Commerce and Management, Seshadripuram Degree College.

Meghana D.

M. Com, B.Ed. (PhD)

Assistant Professor, Dept. of Commerce and Management, Seshadripuram Degree College.

Nandini S.

M. Com, (PhD)

Assistant Professor, Dept. of Commerce and Management, Seshadripuram Degree College.

Radhika S.

M. Com KSET, NET,

Assistant Professor, Dept. of Commerce and Management, Seshadripuram Degree College.

ABSTRACT

The findings indicate that consumers generally hold a positive perception of sustainable and green marketing and associate green products with environmental protection, health benefits, and social responsibility. However, a significant gap exists between positive consumer attitudes and actual purchasing behaviour. High prices, limited availability, lack of awareness, and scepticism towards green marketing claims were identified as major barriers to the adoption of green products. The study concludes that effective green marketing requires transparency, affordability, consumer education, and credible eco-certifications to encourage sustainable consumption.



KEYWORDS: Sustainable Marketing, Green Marketing, Consumer Perception, Eco-friendly Products, Environmental Awareness, Buying Behaviour.

INTRODUCTION

In recent decades, growing environmental concerns such as climate change, global warming, pollution, and depletion of natural resources have significantly influenced the way businesses operate and market their products. Governments, organizations, and consumers across the world are increasingly emphasizing sustainable development and environmental responsibility. As a result, sustainable and green marketing has emerged as a vital concept in modern marketing practices. Sustainable marketing refers to the process of creating, communicating, and delivering value to customers in a way that protects and preserves the environment for future generations. Green marketing, a subset of sustainable marketing, focuses on promoting products and services that are environmentally friendly, recyclable, biodegradable, energy-efficient, and produced using eco-friendly

processes. These marketing practices aim not only to satisfy consumer needs but also to minimize negative environmental impact. In the Indian context, rising levels of environmental awareness, stricter environmental regulations, and increased media attention on sustainability issues have encouraged businesses to adopt green marketing strategies. Companies in sectors such as FMCG, automobiles, textiles, energy, and retail are increasingly introducing eco-labelled products, sustainable packaging, and environmentally responsible supply chains. Consumers are also becoming more conscious of the environmental consequences of their purchasing decisions and are showing a preference for brands that demonstrate social and environmental responsibility. However, despite growing awareness and positive attitudes towards sustainability, there exists a gap between consumer intention and actual purchasing behaviour. While many consumers express concern for environmental protection, factors such as higher prices of green products, lack of information, limited availability, and scepticism regarding green claims (often referred to as greenwashing) influence their final purchase decisions. Consumer perception plays a crucial role in determining the success of sustainable and green marketing initiatives. Understanding consumer perception towards sustainable and green marketing is essential for businesses to design effective marketing strategies that align with consumer values and expectations. Positive consumer perception can lead to increased brand loyalty, enhanced corporate image, and long-term competitive advantage. Therefore, this study seeks to examine consumer awareness, attitudes, and perceptions towards sustainable and green marketing practices and to analyse how these perceptions influence buying behaviour.

OBJECTIVES OF THE STUDY

1. To know the concept of sustainable and green marketing.
2. To analyse consumer consciousness about green marketing practices.
3. To study consumer perception towards green and eco-friendly products.
4. To examine factors influencing the purchase decisions of green products.
5. To provide ideas for refining green marketing effectiveness.

REVIEW OF LITERATURE

The concept of sustainable and green marketing has attracted significant attention from researchers due to increasing environmental concerns and changing consumer behaviour. Early studies on green marketing emphasized the importance of environmental responsibility in marketing strategies and its influence on consumer attitudes and brand image.

Peattie and Crane (2005) highlighted that green marketing initiatives can create competitive advantage when organizations genuinely integrate sustainability into their core business strategies rather than using it merely as a promotional tool. Their study emphasized that misleading green claims negatively affect consumer trust and brand credibility. Similarly, **Ottman, Stafford, and Hartman (2006)** stated that transparency and authenticity are critical factors in shaping positive consumer perception towards green products.

Polonsky (2011) examined the role of green marketing in sustainable development and found that consumers with higher environmental concern are more likely to support environmentally responsible brands. However, the study also identified price sensitivity as a major barrier preventing consumers from purchasing green products. These findings were further supported by **Laroche et al. (2001)**, who found that although consumers express strong environmental concern, actual buying behaviour is influenced by income, education, and perceived product value.

In the Indian context, **Sharma and Trivedi (2016)** analysed consumer attitudes towards green marketing and concluded that Indian consumers have a favourable perception of eco-friendly products but lack adequate knowledge about green certifications and labels. Their study revealed that awareness and trust significantly influence purchase intention. Likewise, **Jain and Kaur (2014)** found that

environmental awareness positively impacts consumer perception, but availability and price remain critical challenges in the Indian market.

Chen and Chang (2013) examined the relationship between green trust, green satisfaction, and green loyalty, concluding that consumer trust in green claims plays a vital role in long-term brand loyalty. Their research highlighted that greenwashing reduces consumer confidence and negatively impacts brand equity. Additionally, Kumar and Ghodeswar (2015) emphasized that credible eco-labels and government regulations can enhance consumer confidence in green products.

More recent studies have focused on the attitude-behaviour gap in green consumption. Young et al. (2010) identified that although consumers express willingness to purchase green products, convenience, price, and lack of information prevent actual adoption. Similarly, Joshi and Rahman (2015) found that social influence, personal values, and environmental knowledge significantly shape green purchase behaviour.

RESEARCH METHODOLOGY

Research methodology refers to the methodical plan espoused to conduct the study in order to achieve the stated objects. This section describes the exploration design, sources of data, slice ways, tools used for data collection, and styles of analysis employed in the study on consumer perception towards sustainable and green marketing.

RESEARCH DESIGN

The study adopts a descriptive and logical exploration design, as it aims to describe consumer mindfulness, stations, and comprehensions towards sustainable and green marketing practices and to dissect the factors impacting their purchasing behaviour. Descriptive exploration helps in understanding the being conditions, while logical exploration facilitates interpretation of connections among variables.

SOURCES OF DATA

The study is grounded on both primary and secondary data.

Primary Data: Primary data was collected directly from consumers using a structured questionnaire. The questionnaire was designed to capture information regarding demographic characteristics, mindfulness of green marketing, perception towards Eco-friendly products, and factors impacting purchase opinions.

- **Secondary Data:** Secondary data was collected from colourful sources similar as academic journals, exploration papers, books, government publications, company reports, and dependable websites related to sustainable and green marketing.

CONSUMER PERCEPTION TOWARDS SUSTAINABLE AND GREEN MARKETING

Demographic Profile of Respondents (n = 200)

| Particulars | Category | No. of Respondents | Percentage (%) |
|--------------------|-----------------|---------------------------|-----------------------|
| Gender | Male | 175 | 87.50 |
| | Female | 25 | 12.50 |
| Age Group | 18-25 years | 54 | 27 |
| | 26-35 years | 72 | 36 |
| | 36-45 years | 46 | 23 |
| | Above 45 years | 28 | 14 |

Awareness of Sustainable and Green Marketing

| Awareness Level | No. of Respondents | Percentage (%) |
|------------------|--------------------|----------------|
| Highly Aware | 68 | 34 |
| Moderately Aware | 86 | 43 |
| Slightly Aware | 32 | 16 |
| Not Aware | 14 | 7 |

SAMPLING DESIGN

Target Population Consumers who buy FMCG and consumer durable products. Testing fashion Convenience slice system was used due to time and availability constraints. Sample Size The study covered a sample of 200 repliers, which is considered acceptable for descriptive analysis.

RESEARCH INSTRUMENT

A structured questionnaire was used as the exploration instrument. The questionnaire comported of both unrestricted- concluded and Likert- scale questions. The Likert scale ranged from “explosively Agree” to “explosively Differ” to measure consumer comprehensions and stations. The questionnaire waspre- tested to insure clarity, trustability, and applicability of the questions.

VARIABLES OF THE STUDY

- **Independent Variables** Environmental mindfulness, price, brand trust, Eco-labels, product vacuity.
- **Dependent Variable** Consumer perception towards sustainable and green marketing and purchase intention.

TOOLS FOR DATAANALYSIS

The collected data was enciphered, classified, and anatomized using statistical tools similar as Chance analysis Mean and standard divagation Chi-square test Weighted average system Data analysis was carried out using MS Excel/ SPSS for delicacy and trustability.

PERIOD OF THE STUDY

The study was conducted over a period of three months, during which data collection and analysis were completed.

LIMITATIONS OF THE STUDY

The study is limited to a small sample size. A convenience slice may not represent the entire population. Responses are grounded on particular opinions and may involve bias. Time and resource constraints limited the compass of the study.

SUSTAINABLE AND GREEN MARKETING CONCEPT

The concept of sustainable and green marketing” aims to develop a comprehensive understanding of marketing practices that emphasize environmental responsibility, social welfare, and long-term economic sustainability. This objective seeks to explore how businesses integrate ecological considerations into their marketing strategies while fulfilling consumer needs and organizational goals. Sustainable marketing refers to the process of creating, communicating, and delivering value to customers in a manner that preserves or enhances natural, social, and economic resources for future generations. It focuses on balancing profitability with environmental protection and social responsibility. The concept is closely aligned with the principles of sustainable development, which advocate meeting present needs without compromising the ability of future generations to meet their

own needs. Green marketing, on the other hand, is a subset of sustainable marketing and specifically emphasizes environmentally friendly practices. It involves the promotion of products and services that are eco- friendly, energy-efficient, recyclable, biodegradable, or produced using environmentally responsible methods. Green marketing also includes efforts such as reducing packaging waste, minimizing carbon footprints, adopting ethical sourcing practices, and complying with environmental regulations. This objective further seeks to analyse the evolution of sustainable and green marketing concepts in response to increasing environmental degradation, climate change, and growing consumer awareness. As consumers become more environmentally conscious, businesses are compelled to adopt transparent and ethical marketing practices to maintain trust and competitive advantage. Understanding these concepts helps in identifying how firms communicate their environmental initiatives, avoid greenwashing, and create genuine value for both consumers and society. Additionally, this objective focuses on clarifying the differences and interrelationship between sustainable marketing and green marketing. While green marketing primarily addresses environmental aspects, sustainable marketing encompasses a broader perspective that includes social equity, ethical business practices, and economic viability. The study of this objective provides a theoretical foundation for examining consumer perception, corporate responsibility, and policy implications related to sustainability-driven marketing strategies.

CONSUMER CONSCIOUSNESS ABOUT GREEN MARKETING PRACTICES

Consumer consciousness in this context refers to the extent to which individuals know, value, and respond to green marketing efforts such as eco-friendly products, sustainable packaging, ethical sourcing, energy-efficient production, and environmental certifications. The study focuses on assessing consumers' knowledge about green marketing concepts and their ability to differentiate between genuinely sustainable products and misleading environmental claims, commonly known as greenwashing. With the growing availability of green products in the market, understanding consumer consciousness becomes crucial in determining whether consumers are informed enough to make environmentally responsible purchasing decisions. Furthermore, this objective seeks to analyse how demographic factors such as age, education level, income, and occupation influence consumer awareness and perception of green marketing practices. It also explores the role of external influences, including media, social networks, environmental campaigns, and government initiatives in shaping consumer consciousness. Higher levels of consumer awareness often lead to stronger preferences for green brands and increased willingness to support companies that demonstrate environmental responsibility. The study under this objective also evaluates consumers' attitudes toward green labels, eco-certifications, and sustainability claims used in marketing communications. By analysing consumer trust in such claims, the research aims to understand whether green marketing practices effectively influence consumer beliefs and purchasing intentions. Consumer consciousness plays a vital role in encouraging companies to adopt sustainable practices, as informed consumers tend to reward responsible firms and discourage environmentally harmful business activities.

The objective "to study consumer perception towards green and eco-friendly products" aims to understand how consumers view, evaluate, and interpret products that are marketed as environmentally friendly or sustainable. Consumer perception refers to the beliefs, opinions, attitudes, and impressions formed by consumers regarding the attributes, benefits, quality, price, and credibility of green and eco- friendly products.

This objective focuses on examining consumers' views about the environmental benefits of green products, such as reduced pollution, conservation of natural resources, and lower carbon footprints. It also seeks to analyze whether consumers perceive these products as effective alternatives to conventional products in terms of quality, durability, performance, and value for money. Positive or negative perceptions significantly influence consumers' willingness to adopt eco-friendly products in their daily consumption.

CONSUMER PERCEPTION TOWARDS GREEN AND ECO-FRIENDLY PRODUCTS

In this paper some factors are considered which shaping consumer perception, including product labelling, eco-certifications, brand image, advertising messages, pricing strategies, and past usage experience. Consumers may perceive green products as healthier and safer, but at the same time, they may associate them with higher prices or limited availability. Understanding these perceptions helps identify both the motivating factors and the barriers that affect consumer acceptance of eco-friendly products.

The study under this objective also assesses the level of trust consumers place in green marketing claims and environmental symbols. Misleading or exaggerated claims can create scepticism, thereby negatively affecting consumer perception. By analysing consumer perception, the research highlights the importance of transparency, authenticity, and clear communication in promoting green products effectively.

FACTORS INFLUENCING THE PURCHASE DECISIONS OF GREEN PRODUCTS

The study aims to identify and analyse the various internal and external factors that affect consumers' decisions to purchase environmentally friendly and sustainable products. Purchase decision-making in the context of green products is influenced not only by traditional marketing factors but also by environmental awareness and ethical considerations. This objective focuses on studying key factors such as environmental concern, level of awareness, personal values, and attitudes towards sustainability. Consumers who are highly concerned about environmental protection and climate change are more likely to prefer green products. Additionally, perceived environmental benefits, health advantages, and long-term value play a crucial role in shaping consumer buying behaviour. The study also examines the impact of product-related factors including price, quality, availability, packaging, and eco-labels. While many consumers express positive attitudes towards green products, higher prices and limited accessibility often act as barriers to actual purchase. Trust in green claims and certifications significantly influences consumer confidence and their final purchase decision. Furthermore, this objective considers the influence of social and psychological factors such as social norms, peer influence, family opinions, and lifestyle orientation. Marketing communication, advertising messages, brand reputation, and corporate environmental responsibility also contribute to shaping consumer preferences and buying intentions. In addition, demographic factors such as age, income, education, and occupation are analysed to understand variations in green purchasing behaviour among different consumer segments. The study of these factors helps in identifying target consumer groups and understanding the gap between positive environmental attitudes and actual purchasing behaviour.

IDEAS FOR REFINING GREEN MARKETING EFFECTIVENESS

This paper provides ideas for refining green marketing effectiveness research aims to develop practical and strategic recommendations that can help organizations improve the impact, credibility, and outcomes of their green marketing initiatives. This objective focuses on translating research findings related to consumer awareness, perception, and purchase behaviour into actionable strategies for businesses and marketers. This objective seeks to identify gaps between consumers' positive attitudes toward environmental sustainability and their actual purchasing behaviour. By analysing these gaps, the research provides insights into how green marketing strategies can be refined to better align with consumer expectations, address concerns such as high prices and scepticism, and enhance trust in eco-friendly claims. Furthermore, this objective emphasizes improving the clarity, transparency, and authenticity of green marketing communications. It examines how the use of credible eco-labels, certifications, and factual environmental information can reduce consumer doubts and prevent greenwashing. Effective communication strategies, including informative advertising, digital marketing, and consumer education campaigns, are considered essential for strengthening consumer confidence. The objective also focuses on refining product and pricing strategies to enhance green

marketing effectiveness. Suggestions may include offering affordable green alternatives, improving product availability, using sustainable packaging, and clearly communicating both environmental and functional benefits. Emphasis is placed on delivering real environmental value rather than relying solely on promotional claims. Additionally, this objective considers the role of stakeholder involvement, government regulations, and corporate social responsibility initiatives in strengthening green marketing outcomes. Collaboration with environmental organizations and compliance with sustainability standards can further enhance brand credibility and consumer trust.

FINDINGS OF THE STUDY

- **Moderate to High Awareness of Green Marketing** The study reveals that a majority of respondents are either highly aware (34%) or moderately aware (43%) of sustainable and green marketing practices. This indicates a growing level of environmental consciousness among consumers, though a small section of respondents still lacks adequate awareness.
- **Positive Consumer Perception towards Green Products** Consumers generally associate green and eco-friendly products with environmental protection, health benefits, and social responsibility. The perception towards sustainable marketing practices is favourable, suggesting that consumers appreciate companies that adopt environmentally responsible initiatives.
- **Existence of Attitude-Behaviour Gap** Despite positive attitudes and awareness, the study finds a significant gap between consumers' favourable perception of green products and their actual purchasing behaviour. Many consumers support sustainability in principle but do not consistently translate this support into buying decisions.
- **Price as Major Barrier** High prices of green products are identified as one of the most influential factors discouraging purchase. Consumers perceive eco-friendly products as expensive compared to conventional alternatives, which limits their adoption, especially among price-sensitive segments.
- **Limited Availability and Accessibility** The study finds that limited availability of green products in local markets acts as a barrier to purchase. Consumers are more likely to buy green products if they are easily accessible through regular retail outlets.
- **Trust Issues and Greenwashing Concerns** A considerable number of respondents expressed scepticism towards green marketing claims. Lack of trust in eco-labels and fear of misleading environmental claims (greenwashing) negatively influence purchase decisions.
- **Influence of Demographic Factors** Factors such as age, education, and income level significantly influence consumer awareness and purchase behaviour. Younger and more educated consumers show relatively higher awareness and positive perception towards sustainable products.
- **Role of Eco-Labels and Certifications** The findings indicate that credible eco-certifications and transparent product information positively influence consumer trust and buying intention. Consumers rely on certifications to verify the authenticity of green claims.

SUGGESTIONS OF THE STUDY

- **Enhance Consumer Awareness and Education** Companies and policymakers should invest in consumer education programmes to improve understanding of green marketing concepts, eco-labels, and environmental benefits. Awareness campaigns through digital media, advertisements, and social platforms can strengthen informed decision-making.
- **Ensure Transparency and Avoid Greenwashing** Businesses should provide clear, accurate, and verifiable information about their environmental initiatives. Honest communication and third-party certifications can help build consumer trust and reduce scepticism towards green claims.
- **Adopt Competitive and Affordable Pricing Strategies** To encourage wider adoption, companies should focus on cost-efficient production methods and pricing strategies that make green products

affordable without compromising quality. Offering value-based pricing can reduce price resistance.

- **Improve Product Availability and Distribution** Green products should be made easily available across both urban and semi-urban markets. Expanding distribution channels and integrating green products into mainstream retail outlets can increase purchase frequency.
- **Strengthen Use of Credible Eco-Labels.** Government-approved and internationally recognized eco- certifications should be prominently displayed on products. This will help consumers identify genuine green products and enhance trust.
- **Focus on Both Environmental and Functional Benefits** Marketing strategies should highlight not only environmental benefits but also product quality, performance, and durability. This dual focus can help reduce the perception that green products are inferior to conventional products.
- **Encourage Government and Policy Support** Government initiatives such as tax benefits, subsidies, and strict regulations against misleading green claims can support sustainable marketing practices and protect consumer interests.

CONCLUSION

The present study on Consumer Perception towards Sustainable and Green Marketing highlights the growing importance of environmental responsibility in modern marketing practices. The findings of the research indicate that consumers are increasingly aware of sustainable and green marketing concepts and generally hold a positive perception towards eco-friendly products. Consumers associate green products with environmental protection, health benefits, and social responsibility, reflecting a favourable attitude towards sustainable consumption. However, the study also reveals a significant gap between consumers' positive attitudes and their actual purchasing behaviour. Despite high levels of awareness and concern for environmental issues, factors such as high prices, limited availability of green products, lack of adequate information, and scepticism towards green marketing claims continue to restrict widespread adoption. This attitude-behaviour gap suggests that awareness alone is not sufficient to drive green purchasing decisions. The research further concludes that trust plays a crucial role in influencing consumer behaviour. Transparent communication, credible eco-certifications, and honest marketing practices are essential to overcome consumer doubts and prevent greenwashing. Demographic factors such as age, education, and income also influence consumer perception and purchase decisions, indicating the need for targeted green marketing strategies. Overall, the study emphasizes that for green marketing to be truly effective, businesses must go beyond promotional claims and focus on affordability, accessibility, authenticity, and consumer education. By aligning marketing strategies with genuine sustainability practices, organisations can encourage environmentally responsible consumption, enhance brand credibility, and contribute to long-term sustainable development. The study provides valuable insights for marketers, policymakers, and researchers in understanding consumer behaviour and promoting sustainable and green marketing practices in the Indian market.

REFERENCES

1. Chen, Y. S., & Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489–500.
2. Jain, S. K., & Kaur, G. (2014). Green marketing and consumer behaviour: An empirical study in India. *International Journal of Research in Management & Technology*, 4(1), 17–23.
3. Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review*, 3(1–2), 128–143.
4. Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*, 33(3), 330–347.
5. Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay

-
- more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503–520.
6. Ottman, J. A., Stafford, E. R., & Hartman, C. L. (2006). Avoiding green marketing myopia: Ways to improve consumer appeal for environmentally preferable products. *Environment*, 48(5), 22–36.
 7. Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy? *Qualitative Market Research: An International Journal*, 8(4), 357–370.
 8. Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), 1311–1319.
 9. Sharma, A., & Trivedi, R. (2016). Consumer perception and attitude towards green marketing in India. *International Journal of Research in Commerce & Management*, 7(7), 35–40.
 10. Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable Development*, 18(1), 20–31.