

Analyzing the Impact of Green Marketing on Consumer Perception and Purchasing Intention: A Cross-Sectional Study

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Abstract

Green marketing has developed as a potent instrument that not only promotes environmentally friendly products and practices but also considerably influences the perception and intention of consumers to make purchases. This is all down to green marketing's ability to significantly influence customer perception. As customers become more conscious of how their choices affect the environment, green marketing serves as a catalyst for changing their attitudes and behaviours. In marketing efforts, placing an emphasis on sustainability, eco-friendliness, and social responsibility has the potential to improve consumer perception by establishing a favourable relationship between a company and its dedication to the environment. This can be accomplished by generating a positive association between the two. When customers believe that a company cares about the environment, that instils a sense of trust and credibility in their minds. Green marketing initiatives including the use of materials that have been recycled, lowering carbon footprints, and supporting environmental causes are well received by customers who are environmentally conscious and prioritise sustainability. In addition, green marketing is a significant factor in determining whether or not customers are going to make a purchase.

Keywords: *Green Marketing, Consumer Perception, Purchasing Intention, Environmentally Friendly, Eco-conscious, Brand Loyalty, Brand Advocacy*

Introduction

The method in which firms approach their marketing tactics has been revolutionised by green marketing, which has had a big influence on the way customers view products and the products they intend to buy. Customers are growing more aware of how their shopping choices affect the environment as environmental issues continue to receive more attention in society. In response, "green marketing" has arisen as a potent instrument that promotes ecologically friendly products and practises while simultaneously altering the attitudes and behaviours of consumers. This is a direct result of the increased awareness of environmental issues. Businesses are able to build good associations between their brand and their dedication to the environment by emphasising sustainability, eco-friendliness, and social responsibility in their marketing initiatives.

Green marketing has a considerable influence on consumers' intentions to make purchases, in addition to moulding their perceptions. By highlighting the favourable effects their products have on the environment, businesses have the chance to gain a competitive edge in the market and satisfy the increasing requirement for environmentally friendly solutions. For instance, a clothing brand that makes its products with organic cotton and colours that do not include hazardous chemicals is more likely to appeal to customers who place an emphasis on making ethical fashion choices. The marketing efforts of the company that emphasise its commitment to sustainability appeal to conscientious customers who want to make a good impact through the products that they buy because of the efforts that the business takes to advertise itself in an environmentally friendly manner.

Additionally, the impact of green marketing extends beyond the choices that one consumer makes when making purchases; rather, it also contributes to the achievement of broader societal and environmental objectives. Businesses have the potential to catalyse a cultural shift towards a more environmentally conscious society by advocating for ecologically responsible practices and goods. Consumers might be motivated to take action and support sustainable solutions through green marketing efforts that increase awareness about important environmental challenges, such as climate change or deforestation. In

addition, the power of green marketing extends beyond direct encounters with consumers, as it is also able to shape the policies of corporations and the standards of many industries. Customers are demanding more sustainable solutions, thus businesses are being compelled to adopt environmentally friendly practises in order to stay competitive. As a result, green marketing serves as a catalyst for generating good change at both the individual and systemic levels, which ultimately results in a more sustainable future.

Literature Review

Research gives a brief overview of environmental challenges and examines consumer green values, awareness of environmental issues, and green practices and products. A survey with 106 participants indicated that the participants had a high degree of knowledge about green marketing strategies and products. The results showed that consumer preference for sustainable products over conventional products was positively and significantly influenced by overall green values, knowledge of green practices and products, and perceptions of the seriousness of marketing organisations towards green marketing. (Bhatia & Jain, 2014). Another article looks at how green advertising affects consumers' intentions to buy green products. (Ankit & Mayur, 2013).

A paper aims to look into how green marketing affects consumers' plans to buy dairy products. In four separate areas of Babol, Iran, 154 people were chosen at random and given questionnaires. Green marketing has been shown to positively affect consumers' propensity to buy using structural equation modelling. (Fallah & Ebrahimi, 2014). Another piece of research looked at how consumer perceptions of green items affected consumers' intentions to buy green. The biggest factors impacting green purchasing intention were ecolabel and green product value, while green packaging and green promotion had no discernible influence. (Kong et. al., 2014).

Research looks at how customer perceptions of green advertising affect their intent to make green purchases. The findings demonstrated that while scepticism about green promises and trustworthiness had negligible impact, company image, environmental knowledge, ethical impact, and better product features had considerable positive influences on green purchase intention. The findings revealed elements of green advertising that marketers might incorporate when creating advertising campaigns. (Patel & Chugan, 2015). Another research found a strong positive relationship between green purchase intention and trust, attitude, and perceived value. Additionally, there is a significant beneficial influence from perceived behaviour control, perceived consumer efficacy, and subjective norms. Collective action has a beneficial influence, whereas the perception of environmental risk has a negative one. The findings serve as a resource for businesses spreading green products and for organisations in charge of environmental protection. (Zhuang et. al., 2021).

An article examined how green marketing affected consumers' purchase intentions by looking at corporate image as a middleman in the retail-sale context. As elements of corporate image, three variables related to social responsibility, product image, and company reputation were researched. The population in the province of Isfahan consisted of residents above the age of 20, and the information was gathered from 284 respondents. Amos and SPSS 19 were used for the data analysis. The findings showed that while the influence of green marketing on business reputation is not considerable, it has a major impact on social responsibility and product image. (Haery, 2013). Another paper looks into how customers' understanding of green products influences their propensity to make green purchases. This study offers a fresh perspective on how to encourage green purchase intent and product understanding. (Wang et. al., 2019).

Research looked into how perceived quality, trust, and value in green products affect customers' acceptance of them. The findings showed that perceived quality and perceived value have a direct impact on green buying intention. (Cheung et. al., 2015). By utilising the signalling theory approach to green marketing, another piece of research seeks to combine the theoretical foundations of green purchasing. An analysis of 319 customers in Cambodia who had purchased green products for at least a year found a strong and favourable impact of green customer value on attitudes towards green products. Green marketing and psychological advantages moderate the relationships between customer value, attitude towards the green product, and green purchase intention. The findings may help managers and marketers

create appropriate green marketing strategies, and they may help academics validate the theoretical underpinnings of green purchasing. (Liao et. al., 2020).

Research investigates the relationship between consumption patterns and consumers' views of green products, as well as how these factors affect the gap between green attitudes and conduct. The survey revealed three major themes: "it is too difficult to be green," "green stigma," and "green reservations." The paper makes recommendations for further research and contends that customer views of sustainability may affect their decision to buy environmentally friendly goods. (Johnstone & Tan, 2015). Another paper attempts to examine how customer attitudes towards green products affect consumers' intentions to buy. The issue is that consumers are not aware of the value of using green products for environmental and health reasons. The goal of the study is to use partial least squares (PLS) to examine the impact of consumer attitudes towards green products on purchase intentions. The findings indicate that customer attitudes towards green products have a considerable impact on purchase intentions. (Handayani, 2017).

Objective of the Study

To measure the impact of green marketing on consumer perception and purchasing intention

Methodology

This study utilized a structured questionnaire as a survey tool to collect data from 237 participants. Various statistical techniques, including mean calculation and t-test, were employed to analyze the gathered data. Convenience sampling was adopted as the sampling technique, wherein participants were selected based on their ease of access and voluntary participation.

Table 1 Analyzing the Impact of Green Marketing on Consumer Perception and Purchasing Intention

Serial No.	Statement of Survey	Mean Value	t-value	p-value
1	Green marketing initiatives have contributed to an increased awareness among consumers about environmental issues and the need for sustainable products and practices.	3.88	4.886	0.000
2	Green marketing can enhance a company's brand image by positioning it as environmentally responsible and committed to sustainable practices.	4.41	11.018	0.000
3	Companies that engage in green marketing strategies build trust and credibility with consumers.	4.27	9.083	0.000
4	Green marketing allows companies to differentiate themselves from competitors by offering environmentally-friendly products and services.	4.46	9.669	0.000
5	Green marketing often taps into consumers' emotions by highlighting the positive impact their purchasing decisions can have on the environment.	3.75	2.645	0.004
6	As consumer awareness about environmental issues grows, there is an increased demand for eco-friendly products and services.	3.97	5.571	0.000
7	Green marketing initiatives often generate positive word-of-mouth, as consumers tend to share their experiences with sustainable products and brands.	4.18	8.377	0.000
8	Green marketing is often driven by government regulations and policies aimed at promoting sustainability.	3.87	5.049	0.000
9	Consumers recognize the potential cost savings	3.96	5.945	0.000

	associated with these products over time, which can positively influence their purchasing intention and perception.			
10	Green marketing campaigns that focus on long-term sustainability demonstrate a company's commitment to preserving the environment for future generations.	3.77	3.490	0.000

Table 1 presents the mean scores for each statement in the study examining the “analyzing the impact of green marketing on consumer perception and purchasing intention The statement with the highest mean score of 4.46 states that “Green marketing allows companies to differentiate themselves from competitors by offering environmentally-friendly products and services”. Following closely behind is the statement with a mean score of 4.41, suggesting that “Green marketing can enhance a company's brand image by positioning it as environmentally responsible and committed to sustainable practices”. With a mean score of 4.27, another statement highlights “Companies that engage in green marketing strategies build trust and credibility with consumers”. Additionally, the statement expressing that “Green marketing initiatives often generate positive word-of-mouth, as consumers tend to share their experiences with sustainable products and brands” receives a mean score of 4.18. “As consumer awareness about environmental issues grows, there is an increased demand for eco-friendly products and services” is emphasized by a mean score of 3.97. Furthermore, the statement suggesting that “Consumers recognize the potential cost savings associated with these products over time, which can positively influence their purchasing intention and perception” receives a mean score of 3.96, closely followed by the statement indicating that “Green marketing initiatives have contributed to an increased awareness among consumers about environmental issues and the need for sustainable products and practices”, with a mean score of 3.88. On the lower end, the statement highlighting “Green marketing is often driven by government regulations and policies aimed at promoting sustainability” receives a mean score of 3.87. Finally, the last two statements fall into the lowest category, “Green marketing campaigns that focus on long-term sustainability demonstrate a company's commitment to preserving the environment for future generations” and “Green marketing often taps into consumers' emotions by highlighting the positive impact their purchasing decisions can have on the environment”, with mean scores of 3.77 and 3.75, respectively. The significance of the t-values for each statement analyzing the impact of green marketing on consumer perception and purchasing intention as the t-values were positive and their significance value was less than 0.05.

Conclusion

In conclusion, environmentally friendly advertising has a substantial impact on the views and intentions of consumers regarding their future purchases. This is because consumers are increasingly concerned about the environment. Businesses have the capacity to create consumer trust, foster brand loyalty, and boost sales by placing an emphasis on social responsibility and environmental sustainability. In addition, green marketing helps achieve broader environmental goals by motivating collective action and having an impact on industrial practices. Organisations may effectively engage with their target audience and satisfy the growing demand for sustainable products and practises by utilising green marketing as a potent instrument in their marketing arsenal. This is due to the fact that consumers are placing a higher importance on environmentally responsible choices, which makes green marketing a beneficial tactic. Not only can businesses improve their brand image through the possibilities of green marketing, but they can also contribute to the development of a society that is more environmentally conscious and sustainable.

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