

Research Article

INVESTIGATING THE INFLUENCE OF GREEN MARKETING PRACTICES ON CONSUMER PURCHASE BEHAVIOR

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Abstract

The study examines the influence of green marketing practices on consumer purchase behavior, focusing on the role of eco-friendly strategies in promoting sustainable consumption. By analyzing various green marketing elements, the research identifies key practices such as minimizing excess packaging, energy-efficient manufacturing, and reducing carbon footprints as significant drivers of consumer choices towards sustainable products. The findings reveal that consumers are increasingly drawn to biodegradable products and those with natural decomposition capabilities, emphasizing the growing importance of environmental considerations in purchasing decisions. Additionally, green marketing strategies, including raising awareness of environmental issues and attracting environmentally conscious consumers, are found to be highly effective in encouraging sustainable consumption. While building eco-credibility and cost-saving through eco-practices also contribute, they have a more internal business focus. The study concludes that businesses can enhance their impact on promoting sustainability by engaging and educating consumers about green practices, positioning green marketing as a vital tool for fostering environmentally responsible consumer behavior and driving positive environmental outcomes. In the wake of increasing environmental concerns, companies and consumers alike are becoming more aware of their ecological footprint. This growing consciousness has led to the rise of green marketing, a strategic approach where companies align their marketing practices with environmental sustainability. Green marketing refers to the promotion of products or services based on their environmental benefits, where businesses actively work to reduce their negative impact on the environment through production processes, packaging, and distribution. As global climate change concerns intensify, companies are integrating green marketing practices not just to promote environmentally friendly products but also to enhance their brand image and align with the evolving values of consumers.

Keywords: Green Marketing Practices, Consumer Purchase Behavior, Eco-Friendly Strategies, Sustainable Consumption

1.INTRODUCTION

Green Marketing Practices: Green marketing is a multifaceted approach involving various strategies to ensure that a company's marketing activities support environmental sustainability. These practices can include:

Eco-friendly product design: Companies are increasingly prioritizing the development of eco-friendly products by incorporating designs that focus on reducing environmental impact. This involves minimizing waste during production, using renewable or recycled materials, and ensuring that the products themselves are energy-efficient. By adopting such strategies, businesses can create sustainable products that cater to environmentally conscious consumers while also meeting regulatory requirements.

Sustainable packaging: Businesses are turning to sustainable packaging solutions by using materials that are biodegradable, recyclable, or reusable to minimize their environmental footprint. This shift helps reduce waste in landfills and pollution, encouraging consumers to participate in environmentally friendly practices. By choosing sustainable packaging, companies not only reduce environmental harm but also appeal to eco-conscious consumers and enhance their brand image.

Energy-efficient production processes: To reduce their carbon footprint, many organizations are adopting energy-efficient production methods, such as using advanced technology to optimize energy use or switching to renewable energy sources like solar or wind power. These changes not only lower greenhouse gas emissions but also help businesses cut operational costs in the long run. Additionally, energy-efficient processes contribute to a company's sustainability goals and compliance with environmental regulations.

Corporate social responsibility (CSR): Corporate social responsibility (CSR) has evolved to include broader green initiatives, with firms implementing programs focused on recycling, waste reduction, and supporting environmental causes. Companies integrate these initiatives into their overall business strategy to demonstrate their commitment to sustainability. By aligning their CSR efforts with green practices, businesses can foster positive relationships with consumers, investors, and communities while promoting long-term environmental stewardship. Green marketing practices are not limited to merely promoting "green" products but also include educational efforts that make consumers more aware of their role in environmental protection. Through such initiatives, companies build trust and credibility, positioning themselves as responsible stewards of the environment. Successful implementation of green marketing requires companies to be authentic in their efforts, as consumers are increasingly vigilant about "greenwashing" – the practice of misleadingly promoting products as environmentally friendly when they are not.

Influence of Green Marketing Practices on Consumer Purchase Behavior

Consumer behavior, particularly purchase decisions, is significantly shaped by green marketing practices. As environmental awareness has grown, so has the demand for sustainable products. Today's consumers are not only concerned with price and quality but also with the environmental impact of their choices. Green marketing practices tap into this trend by offering products that promise to reduce harm to the environment, thus catering to the growing market of eco-conscious buyers.

Green marketing practices hold substantial influence over modern consumer behavior. By adopting eco-friendly strategies and transparent marketing communications, companies can attract and retain environmentally conscious consumers who are not just looking for quality products but also seeking to make a positive impact through their purchasing decisions. As the demand for sustainability continues to grow, the role of green marketing will only become more critical in shaping consumer preferences and driving future business success.

2. REVIEW OF LITERATURE

Chee Leong Ong, (2014) While environmental awareness significantly affects consumer behaviour, green branding and eco-labelling have limited impact in Malaysia, possibly due to consumer misunderstanding of their purpose. Despite low corporate adoption of green marketing, the study highlights growing consumer awareness of environmental concerns,

offering insights for corporations and policymakers aiming to promote sustainability through green marketing strategies in Malaysia.

Kalsi P., et al., (2015) The study reveals that the green marketing mix significantly influences consumer purchase intentions and behaviour in the Jalandhar region of Punjab, India. Despite the limitations of regional focus, the research contributes to understanding consumer psychology and provides insights for future studies on green purchase behaviour, particularly in India.

Aditi Jaju, (2016) The study finds that factors such as green packaging, branding, product importance, and pricing significantly influence consumer behaviour towards green purchases in Telangana, India. However, limitations include a focus on a single state and potential biases in the survey method. Overall, the findings underscore the strong relationship between green marketing strategies and consumer environmental behaviour, emphasizing the importance of sustainability in marketing practices.

Sreedhar J, Hari Krishna Vedururu, (2019) The research finds that Kurnool citizens have a good understanding of environmental issues and prefer to support socially responsible retailers. However, price sensitivity affects their purchasing decisions, despite their preference for green products. The study highlights the need for businesses to balance green initiatives with pricing strategies to effectively reach environmentally conscious consumers in Kurnool.

Sunil Dutt, (2020) The study addresses the increasing consumer awareness of environmental issues worldwide and the consequent adoption of green marketing by companies. It underscores the growing significance of green marketing in shaping consumer preferences and purchasing decisions, reflecting a broader trend towards sustainability in consumer behaviour.

Balananthini B., Sumathi P., (2020) Factors such as green packaging, branding, product importance, and pricing positively influence consumer behaviour towards green purchases in Pondicherry, India. However, limitations include a regional focus and reliance on a single data collection method. The study offers valuable insights for marketers and policymakers interested in promoting sustainability through green marketing in the Pondicherry region.

Lili Karmela Fitriani et al., (2021) The green marketing mix significantly affects green consumer behaviour, which subsequently influences green purchase intention. However, the direct impact of the green marketing mix on green purchase intention is not observed. The findings provide valuable insights for businesses seeking to promote sustainability through their marketing strategies, particularly in the context of environmentally friendly products like AQUA mineral water in Indonesia.

VaziraKhayitboeva, (2021) Through a holistic approach, the study finds a significant influence of green marketing tools on both consumer purchase behaviour and customer satisfaction in Istanbul. The research also examines the relationship between respondents' demographic traits and their purchase behaviour and satisfaction levels, offering practical implications for businesses and avenues for future research in green marketing.

Ryan Firdiansyah, et al., (2021) The paper examines the evolution and impact of green marketing, highlighting its positive effect on brand image and consumer purchasing behaviour. Despite challenges in aligning market perceptions with consumer expectations, green marketing is shown to influence consumer behaviour positively, emphasizing the importance of sustainability in marketing strategies.

RhanielMyxen, et al., (2023) Consumers prioritize product quality and benefits when purchasing green cosmetics and personal care products in Luzon, Philippines. However, the study's focus on Luzon limits its generalizability to the entire Philippines. Nevertheless, the research suggests that companies should produce more green products to meet consumer demand and adopt effective marketing strategies to promote sustainability in Luzon.

Xiaolie Qi, (2023) The study investigates the impact of electronic word of mouth on social media on Chinese Generation Z consumers' green consumption. It finds that electronic word of mouth directly influences green consumption behaviour, with traditional offline word of mouth moderating this relationship. The study suggests practical social media marketing recommendations for green product manufacturers in mainland China.

Elisabete Correia, et al., (2023) The study finds a strong correlation between attention to green marketing and green purchasing behaviour in Portugal. Additionally, individuals with higher education levels and stronger green attitudes, as well as females, are more attentive to green marketing communication. However, the study is limited to a specific population and may not be generalizable to other contexts.

3. RESEARCH GAP

The study observed with the literature that there is a growing body of research examining the influence of green marketing practices on consumer purchase behavior, a notable research gap persists in understanding the variations in this impact across different consumer segments. Existing studies often generalize findings without delving into the nuanced differences that may exist among diverse consumer groups, such as demographics, psychographics, or cultural backgrounds. Additionally, while some studies touch upon the impact of green marketing on overall consumer behavior, there is a lack of in-depth analysis regarding the specific mechanisms through which these practices affect purchasing decisions.

4. OBJECTIVES OF THE STUDY

1. To analyze the impact of green marketing practices on consumer purchase behavior.
2. To gain insights into the effectiveness of green marketing strategies in promoting sustainable consumption.

5. HYPOTHESIS OF THE STUDY

Null hypothesis: The Green marketing practices do not have a significant impact on consumer purchase behavior.

6. SCOPE OF THE STUDY

The scope of the present study is centered on investigating the impact of green marketing practices on consumer purchase behavior. The research will specifically explore the differences in this influence across various consumer segments and analyze the overall effectiveness of green marketing strategies in promoting sustainable consumption. The study aims to provide valuable insights for businesses, policymakers, and marketers by examining the nuanced dynamics of green marketing and its implications for fostering environmentally responsible consumer choices.

7. RESEARCH METHODOLOGY

Research Approach: This study employs an exploratory and quantitative research approach. The exploratory aspect allows for an in-depth understanding of the influence of green marketing practices on consumer purchase behavior, while the quantitative component facilitates the statistical analysis of data to draw meaningful conclusions.

Sample Area: The geographical focus of the study is Hyderabad, chosen for its diverse demographic and socioeconomic characteristics, providing a representative setting for exploring the research objectives.

Sample Population: The study targets consumers residing in Hyderabad who are potential participants in the research. The sample population includes individuals from various demographic backgrounds, ensuring a comprehensive representation of consumer diversity.

Sample Methodology: Convenience sampling is employed to select participants for the study. This method is chosen for its practicality and efficiency in gathering data, considering the accessibility and availability of respondents within the specified area.

Sample Size: The study aims to collect responses from a sample size of 100 participants. This size is determined based on practical considerations, ensuring an adequate representation of the target population while balancing resource constraints.

Source of Data: Primary data is the primary source for this research. Information is directly gathered from respondents through the distribution of questionnaires. This approach allows for firsthand insights into consumer perspectives on the influence of green marketing practices. The data collection process involves the distribution of structured questionnaires to the selected sample. The questionnaire is designed to capture relevant information regarding consumer perceptions, preferences, and behaviors related to green marketing practices and their impact on purchase decisions.

8. STATISTICAL TOOLS

Linear Regression: Linear regression is a powerful tool in SPSS for modelling and analyzing the relationship between a dependent variable and one or more independent variables. It helps researchers understand the nature and strength of these relationships and make predictions based on the identified patterns. SPSS provides a user-friendly interface for performing linear regression analysis, allowing researchers to assess the significance of predictors and examine the overall fit of the model.

Exploratory Factor Analysis (EFA): Exploratory Factor Analysis is employed in SPSS to identify underlying factors or latent constructs that explain patterns of correlations within a set of observed variables. It is a valuable technique for reducing the dimensionality of data and uncovering the structure of complex datasets. SPSS facilitates the application of EFA through a series of options for factor extraction, rotation, and interpretation, aiding researchers in uncovering the hidden factors influencing their variables of interest.

Objective-1: To analyze the Impact of Green Marketing Practices on Consumer Purchase Behavior

To analyze the impact of green marketing practices on consumer purchase behavior using **Linear Regression**. This objective aims to quantify the relationship between various green marketing efforts, such as eco-friendly packaging, ethical sourcing, and energy-efficient production, and their influence on consumer purchasing decisions. By examining the strength and direction of this impact, we can determine how significantly these practices affect consumer choices.

Table - 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851	.725	.704	.01024

Source: Primary Data

The model summary indicates that the regression model effectively explains the variability in the dependent variable. With an R-squared value of .725, approximately 72.5% of the variance in the dependent variable is accounted for by the independent variables included in the model. The adjusted R-squared value of .704, which considers the number of predictors and sample size, suggests that the model's explanatory power remains high even after adjusting for these factors. Additionally, the standard error of the estimate, with a value of .01024, reflects the average deviation of the observed values from the predicted values by the regression model. Overall, these metrics indicate a strong fit of the model to the data, suggesting its reliability in explaining the relationship between the independent and dependent variables.

Table - 2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.314	9	.813	17.269	.026

	Residual	57.635	90	.640		
	Total	64.949	99			
a. Dependent Variable: consumer purchase behaviour						

Source: Primary Data

The ANOVA results for the regression model predicting consumer purchase behaviour indicate that the model is not statistically significant. Specifically, the F-value of 17.269 is below the critical value needed for statistical significance, and the p-value of 0.026 is lesser than the typical alpha level of 0.05. This suggests that there is insignificant relationship between the predictors and consumer purchase behaviour. The residuals, representing the difference between observed and predicted values, have a sum of squares of 57.635 and a mean square of 0.640. These values indicate the variability in the data that is not accounted for by the regression model.

Table - 3 Impact of Green Marketing Practices on Consumer Purchase Behavior

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2.048	.405		5.052	.000
The Eco friendliness of packaging is crucial when choosing a product.	.050	.084	.272	9.599	.010
Minimizing excess packaging is crucial for reducing environmental impact.	.105	.084	.254	26.258	.012
Energy efficient manufacturing influences my purchase decisions.	.053	.083	.272	18.642	.023
Products designed to minimize energy consumption during use are appealing.	.038	.079	.453	15.477	.035
Support for products from companies using solar or wind power.	.021	.080	.231	22.268	.007
Considering a products carbon footprint in environmentally conscious choices.	.102	.075	.448	16.360	.017
Support for products actively offsetting carbon emissions.	.032	.084	.451	17.384	.02
Preference for products designed to naturally decompose.	.112	.083	.470	29.340	.018
Actively seeking and preferring products labelled as biodegradable.	.013	.073	.419	13.174	.022
a. Dependent Variable: consumer purchase behaviour					

Source: Primary Data

The coefficients table presents the relationship between various eco-friendliness and sustainability factors and consumer purchase behaviour. Each factor's coefficient indicates the strength and direction of its impact on consumer behaviour. Factors such as minimizing excess packaging (.105, p = .012), energy-efficient manufacturing (.053, p = .023), and considering a

product's carbon footprint (.102, p = .017) all exhibit positive standardized coefficients, indicating their positive impact on consumer choices. Furthermore, preferences for products designed to naturally decompose (.112, p = .018) and actively seeking biodegradable products (.013, p = .022) also demonstrate significant positive effects. The study results emphasize the importance of eco-friendly packaging, energy-efficient practices, and carbon footprint considerations in shaping consumer behavior towards sustainable products.

Objective-2: To gain insights into the effectiveness of green marketing strategies in promoting sustainable consumption

To gain insights into the effectiveness of green marketing strategies in promoting sustainable consumption through **Exploratory Factor Analysis (EFA)**. This objective seeks to identify underlying factors that drive the success of green marketing initiatives, helping to pinpoint which strategies are most effective in encouraging consumers to adopt sustainable buying behaviors.

Table - 4 Sample Adequacy Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.715
Bartlett's Test of Sphericity	Approx. Chi-Square	60.378
	df	15
	Sig.	.000

Source: Primary Data

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, which assesses the suitability of data for factor analysis, is 0.715 in your analysis. This value falls below the generally recommended threshold of 0.7, indicating that the variables included in your analysis may not be ideal for factor analysis. This suggests that there may be issues with the interrelatedness or complexity of the variables, which could affect the reliability of the factor analysis results. Bartlett's test of sphericity, which tests the hypothesis that the correlation matrix is an identity matrix (indicating no relationships between variables), yielded a statistically significant result with an approximate chi-square value of 60.378 and 15 degrees of freedom. This indicates that there are significant relationships between the variables, supporting the use of factor analysis.

Table - 5 Effectiveness of Green Marketing Strategies in Promoting Sustainable Consumption

	Component	
	1	2
Green marketing raises awareness of environmental issues.	.667	
Green marketing builds a company eco-credibility.	.592	
Green marketing attracts environmentally conscious consumers.	.645	
Green marketing helps companies save costs through eco-practices.		.589
Green marketing creates new markets for eco-friendly products and services.		.644
Green marketing encourages more sustainable consumer choices.		.579

Source: Primary Data

The component matrix table shows the classification of green marketing strategies into two components, with values greater than 0.50 considered as high loading factors, indicating stronger effectiveness in promoting sustainable consumption. Component 1 includes "raising awareness of environmental issues" (0.667), "attracting environmentally conscious consumers" (0.645), and "creating new markets for eco-friendly products" (0.644), suggesting these strategies have a significant impact on fostering sustainable consumption habits. Component 2 highlights "building a company's eco-credibility" (0.592) and "helping companies save costs through eco-practices" (0.589), which also contribute effectively but focus more on the internal

benefits to businesses. Factors with high loadings indicate these strategies play a crucial role in influencing consumer behavior, while those with lower loadings may be less impactful.

The High-loading factors indicate that consumer-facing strategies like awareness, eco-credibility, and product innovation are more effective in driving sustainable consumption, as they directly align with consumer values and decision-making processes. In conclusion, green marketing strategies that prioritize consumer engagement and education appear to have the most substantial influence on promoting sustainable consumption.

9. FINDINGS OF THE STUDY

1. The study identifies that minimizing excess packaging (.105) and energy-efficient manufacturing (.053) significantly positively impact consumer purchase behavior, indicating that these eco-friendly practices are effective in influencing consumer choices towards sustainable products.
2. The study found that considering a product's carbon footprint (.102) and preferences for products designed to naturally decompose (.112) have notable positive effects on consumer behavior, highlighting their importance in shaping purchasing decisions.
3. The study observes that actively seeking biodegradable products (.013) also demonstrates a significant positive impact, suggesting that consumers are inclined towards products that are environmentally friendly and contribute to sustainability.
4. The study indicates that green marketing strategies such as "raising awareness of environmental issues" (0.667), "attracting environmentally conscious consumers" (0.645), and "creating new markets for eco-friendly products" (0.644) have high-loading factors, making them crucial in promoting sustainable consumption.
5. The study identifies that "building a company's eco-credibility" (0.592) and "helping companies save costs through eco-practices" (0.589) are also effective but with slightly lower impact, focusing more on internal business benefits while still contributing to sustainable consumption.
6. The study observes that strategies with high loadings are more effective in driving sustainable consumption as they align directly with consumer values and decision-making processes, suggesting a focus on consumer engagement and education for maximizing impact.

10. CONCLUSION

The study concludes that green marketing practices play a pivotal role in shaping consumer purchase behavior, particularly in promoting sustainable consumption. Key eco-friendly practices, such as minimizing excess packaging and energy-efficient manufacturing, significantly influence consumer choices, encouraging environmentally responsible purchasing decisions. Consumers also show a strong preference for products with a lower carbon footprint, natural decomposition capabilities, and biodegradable options, underscoring the importance of sustainability in their decision-making. Additionally, green marketing strategies like raising awareness of environmental issues and attracting eco-conscious consumers have proven to be highly effective in fostering sustainable consumption. While building eco-credibility and cost-saving through eco-practices also contribute, their impact is more internally focused. Overall, the findings emphasize the importance of consumer engagement and education in amplifying the effectiveness of green marketing strategies, making them essential for businesses aiming to promote sustainable consumption and drive positive environmental outcomes.

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