

## CONSUMER BEHAVIOUR AS A DETERMINANT OF GREEN MARKETING SUCCESS: A STUDY IN DELHI NCR

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### **Abstract**

*An important factor in the success of green marketing in India's National Capital Region (NCR) is consumer behaviour, which is the focus of this study. The research examines the impact of customer knowledge, perceptions, actions, contentment, and commitment on the efficacy of environmentally friendly advertising campaigns through a quantitative, cross-sectional, descriptive-explanatory methodology. A structured questionnaire was used to gather primary data from 150 adult consumers in the cities of Delhi, Gurugram, Noida, Ghaziabad, and Faridabad. Secondary sources, such as reports and academic publications, were also consulted. More than three-quarters of buyers are happy with their purchases, indicating that the majority of consumers are aware of and use environmentally friendly items. Green marketing campaigns are more likely to be successful when there is a strong correlation between customer knowledge, happiness, and loyalty, as shown by statistical tests like chi-square and regression. The study emphasizes the importance of educating consumers, ensuring quality, and creating trust in order to promote sustainable consumption and improve the results of green marketing in urban India.*

### **Keywords**

*Consumer Behaviour, Green Marketing, Awareness, Adoption, Satisfaction, Loyalty.*

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## **1.1 Introduction**

The American Marketing Association defines “green marketing” as the practice of advertising products that are less harmful to the environment. Among the many things that go under the umbrella of “green marketing” are adjustments to products, enhancements to production and packaging, and new forms of promotion. When talking about Green marketing, the terms ecological marketing and environmental marketing are also used interchangeably. Environmentally conscious advertising is a relatively recent concept. Contrarily, marketing employs an all-encompassing approach to comprehending and satisfying the wants and requirements of present and potential clients. What we call “green marketing” is actually just that: selling products and services made with eco-friendly practices.

Conservation activities are intimately linked to consumer purchasing behaviors because human consumption is a major contributor to environmental challenges. Consumers can play a role in reducing environmental damage by opting for eco-friendly products. Marketers of consumer goods are therefore affected. Academics and policymakers concerned with environmental issues will find this relevant because of its potential influence on consumer behaviour change efforts. Only products that fully satisfy the criteria for the eco-label are issued by commercial or government-supported companies. If consumers are willing to buy environmentally friendly products that will benefit them in the long run, then producers will seek for eco-label certifications even if their products don't fully satisfy the criteria. Ecolabels, like any other product, need to be tested and proven in the marketplace. Green marketing has evolved into something more complex over the years. There are three phases to the evolution of environmentally conscious advertising, according to Peattie (2001). During the first phase, which was called “Ecological” green advertising, all marketing campaigns aimed at resolving environmental problems and offering solutions were focused on this period. The next step, “Environmental” green marketing, shifted focus to clean technology and the creation of novel products that tackle pollution and waste management issues from a fresh angle. Stage three saw the introduction of sustainability considerations into green marketing. Its peak popularity occurred at the turn of the century, in the late 1990s and early 2000s. “Involved with all marketing operations that have helped create environmental issues and might serve to offer a solution for environmental concerns” was the initial 1976 definition of “green marketing” by writers Hennion and Kinnear.

The green movement is going strong all across the world. The consumers are stepping up and making the right decisions. Innovation in the marketplace is being propelled by more informed and motivated consumers, especially with the advent of environmentally friendly products. Compared to consumers in more

developed nations, Indians don't seem too worried about climate change. So, for all time, good marketing has hinged on knowing what people want and then providing them with the products or services they need at the perfect moment and at the appropriate price. Companies that sell should realize the significance of going green and communicating the green concept to their consumers since "Green" marketing has progressed from a trend to a method of doing business nowadays. In India, people are starting to link the color green with being environmentally conscious. Marketers will have a better chance of convincing customers when they learn more about product origins and environmental challenges. In the previous few decades, GPIs, which stand for "Green Product Innovations," have been increasingly prevalent in the product development process. According to consumer studies on eco-friendly items, there is a significant selection obstacle for ecologically sustainable goods.

One cannot overstate the significance of environmentally conscious marketing in today's business world. Consumers are looking for goods and services that meet their needs while also being environmentally conscious due to the rising concerns about climate change, resource depletion, and pollution. To understand the significance of green marketing, it is necessary to look at many basic factors: Fostering environmental conservation is greatly assisted by green marketing, which promotes eco-friendly products and activities. Sustainable sourcing, ecologically sensitive production methods, and energy-efficient operational practices are common among companies that invest in green marketing. Rising Environmental Consciousness: As people have become more aware of the importance of protecting our planet, their views have changed. Customers today expect more transparency and accountability from businesses, in addition to wanting eco-friendly goods. Consumers can make more informed judgments when they are informed about the environmental aspects of items using green marketing approaches. A competitive advantage exists in the marketplace for businesses that successfully use green marketing techniques. People who care about the environment and are prepared to spend more for items that reflect their values are the target market. In addition, Dandelico and Pujari (2010) found that companies with a strong commitment to sustainability had a better reputation among consumers. Green marketing can have a multiplicity of effects on a company's bottom line. Reduced operational expenses, improved market presence, and increased client loyalty are often the latter benefits of sustainability, despite the fact that the initial financial commitments may be substantial.

## **1.2 Review of Related Studies**

**Desai, Vrutika & Bhatt, Krupa. (2024).** A lot of people use the term "green products" to describe goods and services that aim to be better for the environment

in some way, whether that's through reducing the amount of resources needed in their production, their impact on pollution, or their disposal. The focus of this research is on environmentally conscious consumer practices. The familiarity with and understanding of Green Products are investigated in this research. More and more people started buying green products after they understood the direct and indirect effects of their shopping habits on ecosystems and human health. Organic food, eco-friendly apparel, eco-friendly electronics, ethical personal accessories, reusable containers, eco-friendly home goods, eco-friendly cosmetics or organic personal care, eco-friendly furniture, etc. are not typically defined in the studies that examine it. Factors influencing customer choice vary between product categories, in contrast to generic green products. This paper's overarching goal is to provide a comprehensive literature overview of the many studies that have focused on different types of products. Research on consumer behaviour related to environmental concerns aims to promote green consumption by identifying the regulations that control it and providing concrete recommendations for doing so. Every principle of sustainability ought to originate from inside.

**Muchenje, Chenjerai et al., (2023).** A paradigm shift towards ecologically friendly marketing strategies is necessary due to marketing's evolution towards sustainability. From ecological to environmental to sustainable marketing, there were three stages of paradigm shift. Even though it's part of the environmental phase, the literature review showed that green marketing is crucial for fostering sustainable marketing. In order to deconstruct the two interrelated ideas, this research makes use of literature review methods. This book chapter is designed to give readers a thorough understanding of green marketing and its principles, best practices, obstacles, and opportunities. Its goal is to encourage creative thinking about how these strategies can be applied to promote sustainability in both businesses and communities. Sustainable marketing, which should be backed by green marketing, is essential for companies to maintain profitability, according to the report. The literature review gave rise to a green-sustainable framework, which exemplifies the connection.

**Joseph, Leon et al., (2023).** For a long time, people have been talking about environmental problems. Consistent with the immoral pursuit of corporate profit, natural resources are dwindling at an alarming rate, necessitating the urgent search for substitutes. One surefire way to raise people's consciousness about environmental issues is to use green marketing tactics. This study's overarching goal is to learn how environmental advertising, eco-branding, eco-labelling, and eco-packaging affect green product purchases. Fifty questionnaires were sent out to the intended recipients via a highly implausible method.

**Deshmukh, Pooja & Tare, Harshal. (2022).** In today's interconnected world, safeguarding not only consumer and customer interests but also environmental ones is of the utmost importance. Over the last 30 years, there has been a noticeable uptick in environmental consciousness around the world due to mounting scientific evidence of environmental problems. "Green" marketing takes buyer concerns about preservation and conservation into account. A company's environmentally friendly products and services can be more easily identified through green marketing campaigns. Things that are considered "green" or "environmentally friendly" by producers and consumers alike include organic foods, organic appliances that use less power, paints that do not include lead, paper that can be recycled, and detergents that do not contain phosphates. Both buyers and sellers are showing a marked increase in interest in these items. This research examines the effects of environmental advertising, eco-branding, and eco-labelling on consumers' final purchase decisions. Aiming to put a number on that impact is what it is. Investigate not only the environmental impact of industrial processes but also how customers perceive green production initiatives.

**Niketh, Sabitha & Suresh, M. (2021).** The purpose of this conceptual research study is to examine the factors that influence green marketing and how they affect customer behavior. Everything in the environment that causes people to think, feel, and act in a certain way is considered part of consumer behavior, and green marketing encompasses all of these things and more: the promotion of environmentally friendly products; pricing; and distribution. Any decision maker would do well to familiarize themselves with consumer behavioural dynamics, since academics and marketers have confirmed the necessity of studying customer behavior to formulate marketing strategies. The purpose of this study report is to determine what factors impact environmentally conscious marketing campaigns. Searches in the scientific databases of Nimbus, Google Scholar, Springer, ResearchGate, and abacademies.org yielded peer-reviewed articles from national and international publications that were published and made available online. The factors that influence green marketing customer behavior from 2015 to 2021 were considered in the selection of the research articles. Online buying seemed to be on the rise during the global pandemic caused by the COVID-19 coronavirus, according to consumer behavior dynamics. The researchers eventually summed up the determinants by compiling all of the ones they had considered. Aside from the components of the green marketing mix, the assembled determinants show how situational, personal, psychological, social, and cultural aspects influence green purchasing behavior. Researchers and policymakers can save time and effort by using the collected factors

to zero in on the specific characteristics that predict green marketing customer behavior.

**Boztepe, Aysel. (2016).** Findings from this study should shed light on how eco-friendly advertising influences consumers' final purchases. Before we get into the specifics of green marketing and the "green consumer," we make a brief mention of the environment and the environmental issues that prompted its rise. Following the development of the hypothesis, the literature review was carried out and the research that has been completed up to this point in time was referenced. Additionally, statistical evaluations of questionnaire responses obtained from 540 Istanbul customers are presented in the concluding section. Green product features, green advertising activities, green price, and environmental knowledge all have a beneficial effect on customers' green purchase behaviors, according to the report. The model is moderately affected by demographic variables.

### **1.3 Research Methodology**

#### **1.3.1 Research Design**

This research makes use of a quantitative, cross-sectional, explanatory-descriptive methodology. It lays out the present state of green product knowledge, adoption, contentment, and loyalty among consumers, as well as how these states impact the success of green marketing campaigns.

#### **1.3.2. Study Area and Population**

The NCR of India, which includes the cities of Delhi, Gurugram, Noida, Ghaziabad, and Faridabad, is the primary area of study. This group consists of individuals who are at least 18 years old and have bought or are thinking about buying environmentally friendly products within the past year.

#### **1.3.3. Sampling Frame and Technique**

Since there isn't a single, comprehensive frame for sampling "green consumers," the research uses non-probability purposive sampling with quotas (cities and wide age groups) to cover all of NCR equally. Shops selling organic and environmentally friendly products, as well as verified online consumer organizations, are the sites of the intercepts.

#### **1.3.4. Sample Size**

A total of 150 valid responses were analyzed.

#### **1.3.5 Sources of Data**

Data from a structured questionnaire sent out to customers in the NCR area (Delhi, Gurugram, Noida, Ghaziabad, and Faridabad) provide the bulk of the study's source data. To get a feel for people's varied shopping habits, we polled them at

trendy retail locations, organic and eco-friendly shops, and through verified online consumer organizations. Questions on green product knowledge, opinions, shopping habits, happiness, and loyalty were all included of the survey. To further place the findings in perspective and ensure their validity, academic literature on green marketing and consumer behavior, government publications, industry surveys, and published reports were also studied.

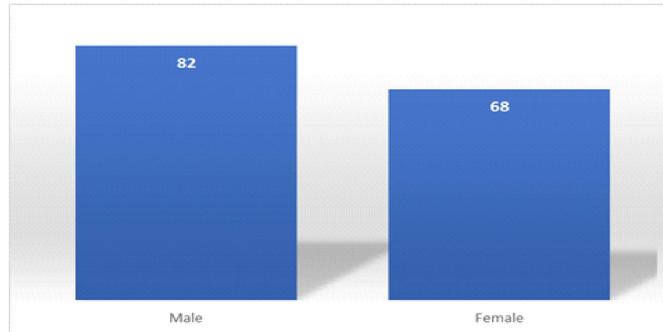
### 1.3.6 Data Analysis

For statistical analysis, the gathered replies (n=150) were coded and input into the program. In order to summarize customer profiles and behavioral trends, descriptive statistics such as percentages, means, and standard deviations were utilized. The use of cross-tabulations allowed us to look at differences between different age groups, cities, and types of products. Consumer behavior factors (awareness, attitudes, adoption, and satisfaction) and environmental marketing success indicators (buy, loyalty, and advocacy) were tested using inferential methods such chi-square testing, correlation, and regression analysis. The data were presented in a clear and interpretable way using tables and charts.

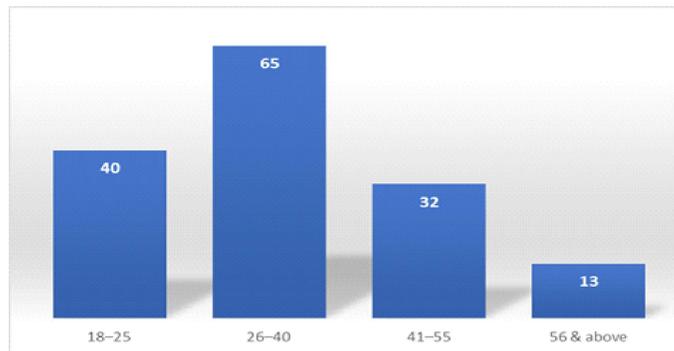
### 1.4 Results and Discussion

**Table 1.1:**  
**Demographic Profile of Respondents (N = 150)**

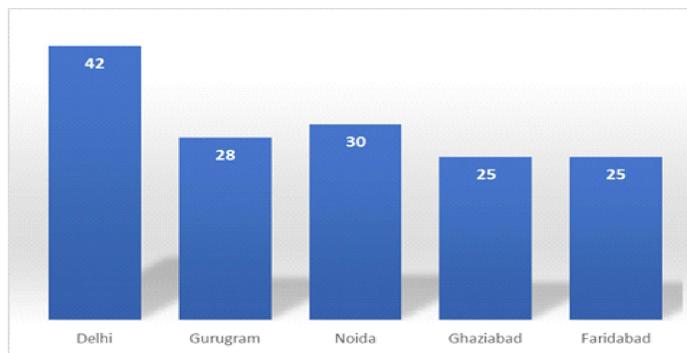
Particulars	Frequency	Percentage (%)
Gender:		
Male	82	54.7
Female	68	45.3
Age		
18–25	40	26.7
26–40	65	43.3
41–55	32	21.3
56 & above	13	8.7
Area		
Delhi	42	28.0
Gurugram	28	18.7
Noida	30	20.0
Ghaziabad	25	16.7
Faridabad	25	16.7



**Figure 1.1 Gender of the respondents**



**Figure 1.2 Age of the respondents**



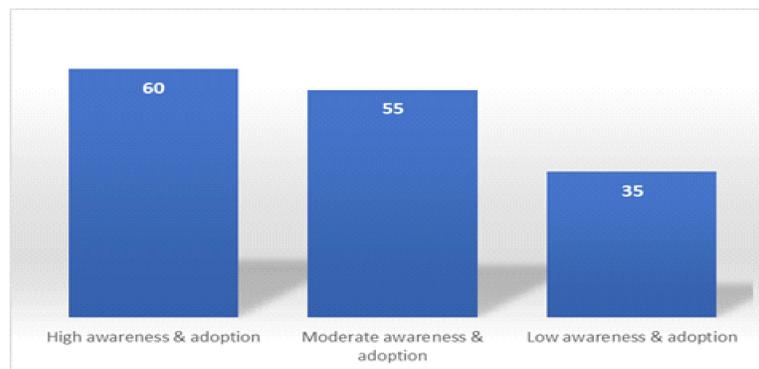
**Figure 1.3 Area of the respondents**

Table 1.1 shows the demographic profile of the 150 people who filled out the survey. In terms of gender distribution, men make up a little over half of the population, while females account for just under half. Regarding age, the largest

proportion of respondents is between the ages of 26 and 40 (43.3%), with those between the ages of 18 and 25 coming in second (26.7%). It appears that the majority of respondents are either young or middle-aged, since just a tiny percentage falls into the age bracket of 41–55 years (21.3%) and only 8.7% are 56 years of age and up. All throughout the National Capital Region (NCR), respondents are spread out in terms of where they call home. At 28%, Delhi’s contribution is the greatest; next comes Noida at 20%, Gurugram at 18.7%, and Ghaziabad and Faridabad are tied at 16.7% each. The sample is representative of the NCR as a whole in terms of gender balance, age distribution (with a heavy emphasis on the younger to middle-aged), and diversity of the city.

**Table 1.2:**  
**Consumer Awareness and Adoption of Green Products**

Awareness/Adoption Level	Frequency	Percentage (%)
High awareness & adoption	60	40.0
Moderate awareness & adoption	55	36.7
Low awareness & adoption	35	23.3
<b>Total</b>	<b>150</b>	<b>100.0</b>



**Figure 1.4: Consumer Awareness and Adoption of Green Products**

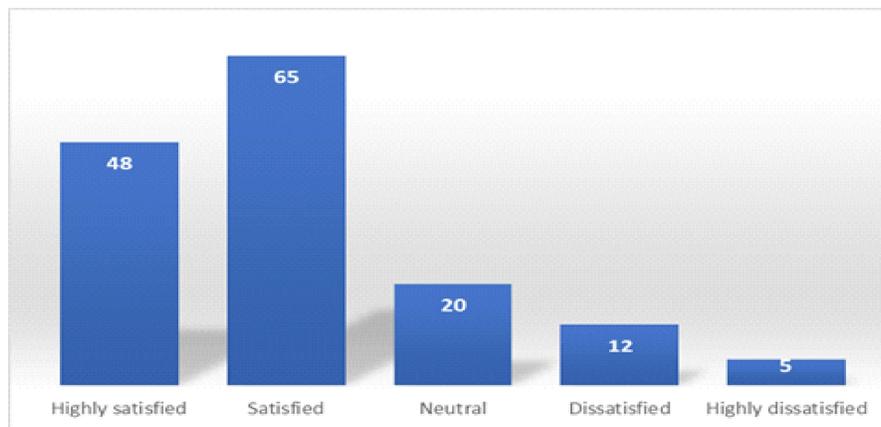
In Table 1.2, we can see how well-informed and how many green products the respondents have purchased. There is a sizable portion of the population that is concerned about the environment and makes an effort to consume sustainably; forty percent of the sample, or sixty people, expressed high levels of awareness and adoption of green items. The moderate group has another 36.7% of respondents, or 55 people, who may be somewhat knowledgeable about green products and may

occasionally use them, but may not be very consistent. In contrast, 23.3% (35 people) show low awareness and adoption, which indicates that they aren't very knowledgeable about or interested in eco-friendly items. In general, the data indicates that although a large number of customers have a good attitude toward environmentally friendly products, there is still a sizeable portion with moderate to low adoption rates. This highlights the necessity for additional initiatives to raise awareness and incentives to promote wider acceptance.

**Table 1.3:**

**Satisfaction with Green Products Purchased**

Satisfaction Level	Frequency	Percentage (%)
Highly satisfied	48	32.0
Satisfied	65	43.3
Neutral	20	13.3
Dissatisfied	12	8.0
Highly dissatisfied	5	3.4
<b>Total</b>	<b>150</b>	<b>100.0</b>



**Figure 1.5: Satisfaction with Green Products Purchased**

Table 1.3 shows how satisfied people are with eco-friendly things they've bought. With a satisfaction rate of 43.3% (65 respondents) and a high satisfaction rate of 32% (48 respondents), the majority of respondents reported favorable experiences. Out of all the responders, just 20 (13.3%) were indifferent, meaning they weren't really happy or unhappy. However, just 8% (12 respondents) were unhappy overall, and 3.4% (5 respondents) were extremely unhappy with their purchases of eco-friendly products. Over three-quarters of respondents reported being

satisfied or very satisfied with green products, while comparatively low levels of discontent were found. This suggests that consumer satisfaction is generally high. This shows that people have a positive impression of eco-friendly items, which can lead to their increased use.

**Table 1.4:****Relationship Between Consumer Awareness and Loyalty (Chi-Square Test)**

Awareness Level	High Loyalty	Moderate Loyalty	Low Loyalty	Total
High Awareness	40	15	5	60
Moderate Awareness	18	30	7	55
Low Awareness	5	10	20	35
<b>Total</b>	63	55	32	150

*Chi-Square ( $\chi^2$ ) = 28.74, df = 4, p < 0.01*

Through the use of a cross-tabulation, Table 1.4 shows the connection between customer knowledge and loyalty towards environmentally friendly products. There were 60 people who scored very high on the awareness scale; 40 of them were very loyal, 15 were moderately loyal, and 5 were very unloyal. The level of devotion is more evenly spread among the 55 respondents in the moderate awareness group, with 18 displaying high loyalty, 30 demonstrating moderate loyalty, and 7 displaying low loyalty. The low-awareness group, which consisted of 35 respondents, had relatively weak loyalty, with 20 showing low loyalty, 5 showing high loyalty, and 10 showing moderate loyalty.

In general, the data shows a distinct trend: customer loyalty is positively correlated with awareness levels, and it is generally lower when awareness levels are lower. This shows that raising customer knowledge may be essential in ensuring their continued support for environmentally friendly goods.

**Table 1.5:****Regression Analysis of Consumer Behaviour Factors on Green Marketing Success**

Independent Variables (Consumer Behaviour)	Beta ( $\beta$ )	t-value	Sig. (p)
Awareness	0.42	4.85	0.000
Adoption	0.35	3.92	0.000
Satisfaction	0.28	3.10	0.002
Attitude	0.19	2.25	0.026
<b>R<sup>2</sup> = 0.62, F = 31.47, p &lt; 0.001</b>			

A regression analysis was conducted to determine the elements influencing customer behavior and how they relate to the effectiveness of green marketing. The results are presented in Table 1.5. With a  $R^2$  value of 0.62, the model demonstrates good explanatory power, suggesting that the chosen consumer behavior variables account for 62% of the variance in the success of green marketing.  $F = 31.47$ ,  $p < 0.001$  indicates that the model as a whole is statistically significant.

Out of all the independent factors, awareness stands out as the strong predictor ( $\hat{\alpha} = 0.42$ ,  $t = 4.85$ ,  $p = 0.000$ ), with adoption and satisfaction following closely behind ( $\hat{\alpha} = 0.35$ ,  $t = 3.92$ ,  $p = 0.000$  and  $\hat{\alpha} = 0.28$ ,  $t = 3.10$ ,  $p = 0.002$ , respectively). There is a favorable effect of attitude as well, but it is lesser in magnitude ( $\hat{\alpha} = 0.19$ ,  $t = 2.25$ ,  $p = 0.026$ ). The p-values for all of the variables are less than 0.05, indicating that they are statistically significant.

### **1.5 Conclusion**

The purpose of this research was to examine green marketing campaigns in India's National Capital Region (NCR) and how customer behavior affected their success. A key component of successful green marketing campaigns is raising consumer awareness, encouraging adoption, ensuring customer happiness, and fostering loyalty. Increasing adoption patterns across many demographic groups were seen, and the majority of respondents showed moderate to high awareness of eco-friendly items. Also encouraging was the fact that the majority of customers had a good experience with eco-friendly items, which encouraged them to be loyal and spread the word.

The chi-square and regression analyses' results validate the significance of awareness and satisfaction as drivers of green marketing success by confirming their strong and statistically significant influence on consumer loyalty. These findings highlight the importance of constant value delivery, transparency, and customer trust in green marketing, which cannot succeed just based on environmental positioning.

In order to increase trust and loyalty among NCR's urban customers, businesses and governments should launch awareness campaigns, work to improve product quality, and use sustainable branding strategies. Businesses can accomplish both financial success and significant environmental sustainability by coordinating customer actions with green marketing strategies.

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