

A Regional Study on Consumer Behaviour and Green Marketing Adoption in the Context of Delhi National Capital Region

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Abstract

Consumers' attitudes and actions toward environmentally conscious advertising in India's National Capital Region (NCR) are the focus of this study. A total of 150 customers from the Indian cities of Delhi, Noida, Gurugram, Ghaziabad, and Faridabad were surveyed to learn more about their environmental consciousness, product intention to buy, and willingness to pay more for environmentally friendly options. In order to assess the impact of demographics and consumer preferences, descriptive and analytical methodologies were used. Environmental consciousness has a substantial impact on the uptake of eco-friendly products, according to the results, but cost consciousness is still a big hurdle.

Keywords

Consumer, Green Marketing, Behaviour, Population, Environment.

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Introduction

One of the most pressing worldwide issues impacting industrial output, consumer lifestyles, and economic growth in the last few decades has been environmental protection. Authorities, corporations, and individuals alike have been compelled to reconsider conventional modes of production and consumption due to the escalating pollution levels, rapid industrialization, population increase, urbanization, and over-depletion of natural resources. As a result, the idea of sustainable development has become more popular across the world. This approach stresses the need to provide for current needs without jeopardizing future generations' capacity to do the same. Companies are increasingly turning to "green marketing" to spread the word about their eco-friendly wares and methods of operation in this day and age. To meet customer demands while reducing negative impacts on the environment is the goal of "green marketing," which encompasses product development, advertising, pricing, and distribution. Green marketing encompasses a wide range of practices, such as using recyclable materials, promoting energy efficiency, reducing product waste, and using eco-friendly packaging. Rising consciousness about global warming, pollution, trash, and environmental damage has led to green marketing's steady ascent to prominence in India. Since the success of any marketing plan is dependent on the acceptance and purchase intention of consumers, consumer behavior is a key factor in deciding the effectiveness of green marketing endeavors. Consumer behavior is the study of people's actions in relation to the acquisition, consumption, and eventual disposal of goods and services. Consumers' actions are more nuanced when it comes to green marketing since factors such as environmental values, social awareness, education, ethics, and convenience are added to the traditional factors of price, quality, and convenience. Despite the fact that many shoppers say they care about the environment, they may not always back eco-friendly items at the store owing to factors including price, availability, mistrust of environmental claims, or general lack of knowledge. Researchers and marketers are increasingly concerned about the gap between environmentally conscious attitudes and actions. If companies want to create effective green marketing strategies, they must understand this gap.

Rising urbanization, disposable income, digital awareness, and exposure to global sustainability trends make India a unique and quickly expanding market for green goods. As a result of measures by the government, educational campaigns, and business sustainability programs, Indian consumers are gaining greater knowledge. Nonetheless, there is still a significant wealth gap, demographic gap, and regional disparity in the rate of green product uptake in India. People in urban

areas are more likely to be concerned about the environment and more likely to buy eco-friendly items than those in semi-urban or rural areas. With its diverse economy, high levels of education, and fierce market competitiveness, the National Capital Region (NCR)—which encompasses important cities like Delhi, Noida, Gurugram, Ghaziabad, and Faridabad—provides an ideal environment to study the adoption of green marketing strategies. Consumers in the National Capital Region (NCR) have more exposure than those in other regions of India to eco-friendly initiatives, digital commerce platforms, global brands, and sophisticated retail systems. Organic food, energy-efficient home goods, electric appliances, reusable packaging, biodegradable products, and electric cars are just a few examples of the eco-friendly product categories that have grown substantially in the NCR area. Branding efforts focused on sustainability have grown in popularity with NCR businesses in an effort to appeal to customers who are concerned about the environment. Energy efficiency, waste reduction, and sustainable urban development are all encouraged by government legislation, in addition to the aggressive promotion of green options by large retail chains and e-commerce platforms. Age, income, education, employment, price sensitivity, and faith in environmental claims made by businesses are some of the socioeconomic elements that continue to impact consumer acceptance, notwithstanding these improvements. Older customers may be more concerned with cost and practicality, whereas younger consumers, influenced by digital media and education, tend to be more environmentally conscious. In a similar vein, those with more disposable income may be more prepared to pay a premium for environmentally friendly goods, whereas those with a middling income tend to be more price sensitive. Environmental communication is playing an increasingly essential part in green marketing in India. More and more, companies are trying to sway customer opinion by using sustainability slogans, green package colors, eco-labels, recyclable symbols, and promises of reduced carbon emissions. The success of these tactics, therefore, is contingent upon customers having faith in and comprehension of such assertions. Customers have become sceptical due to greenwashing, in which businesses boast about their environmental advantages without really implementing sustainable measures. Consequently, trust is becoming an important factor in environmentally conscious purchasing decisions. Rather of relying on imprecise advertising promises, consumers are more likely to purchase items that have explicit certifications, government-approved labelling, and visible sustainable practices. The need of credibility and transparency cannot be overstated when it comes to green marketing; awareness alone is not enough. Propensity to pay a premium for environmentally friendly items is another critical aspect of green customer behavior. Due to the use

of sustainable raw materials, cleaner technology, and ecologically safe packaging, the manufacturing costs of green goods tend to be higher. Premium pricing is a common way that businesses pass these extra expenses on to customers. One of the most influential factors for consumers in emerging markets like India is the pricing. If there are readily accessible and less expensive conventional alternatives, even environmentally conscious buyers may be hesitant to pay much higher costs. Researching consumers' propensity to pay may so reveal the realistic constraints on expanding green markets. Additionally, it helps companies in NCR and other highly competitive metropolitan areas in finding a sustainable, affordable solution.

This empirical research employs a sample size of 150 respondents to zero in on consumer behavior and the adoption of green marketing in NCR. This research aims to provide light on the factors that impact the adoption of green products, including levels of knowledge, purchasing frequency, environmental views, willingness to pay, and demographic influence. The selection of NCR was based on the fact that it exemplifies one of the most vibrant and diversified metropolitan areas in India, where people are constantly exposed to cutting-edge marketing strategies and sustainability themes. To provide a more comprehensive picture of regional consumer behavior, the sample includes respondents from a range of ages, professions, and metropolitan areas. Direct examination of present customer sentiments and market reactions is made possible by primary data acquired via organized surveys.

Green marketing adoption is a social and environmental imperative as well as an economic concern, which is why this study is vital. Reducing waste, conserving resources, and protecting the environment are all directly impacted by consumer engagement in sustainable markets. Having accurate geographical data is crucial for businesses to create marketing plans that meet customer expectations. Understanding the behavioral constraints that restrict the uptake of eco-friendly goods is also beneficial for policymakers. This research adds to our knowledge of the responses of urban Indian consumers to sustainability-driven marketing by focusing on the NCR area. The results can be useful for marketers in India looking to strengthen green consumption behavior via better communication, pricing policies, and product positioning.

Objectives of the Study

- To examine consumer awareness regarding green marketing in NCR.
- To analyze purchase behaviour toward green products.
- To identify factors influencing the adoption of green marketing.
- To study willingness to pay premium prices for eco-friendly products

Review of Literature

Madduri, Chenna & Niveditha, Gergi. (2025) This paper's goals are to (1) examine the literature on green marketing's potential effects on organic product uptake in India, (2) determine what variables may influence customers' choices to buy, and (3) provide strategies for putting these theories into practice. Using a theoretical framework, the research intends to examine many facets of the Indian market and operational environment, as well as customers and marketing techniques. A robust framework that provides a clear approach to how the green marketing idea affects the uptake of organic goods in India was established via the synthesis of several theoretical frameworks. According to the study's main conclusions, green marketing may gain traction if information is shared via websites and social media forums and if customers are reached out to through engaging and innovative content. The current body of knowledge on sustainable consumer behavior and the potential role of marketing in promoting a sustainable consumption agenda for organic goods is anticipated to be enhanced by the results of this research.

Dixit, Pravendra & Singh, Pushendra. (2024) In light of the growing pollution issues in India as a result of our country's rapid industrialization, the significance of environmentally conscious advertising has grown. Businesses have recognized "green marketing" as an effective strategy for reducing their impact on the environment. Consumers now place a far higher value on environmental and health considerations when making purchases, shifting their focus away from purely aesthetic factors like size, color, taste, and scent. These days, people are more interested in "green" items than "gray" ones. Their purchase behavior is impacted by their knowledge of environmentally conscious marketing. Consequently, businesses have started to adopt eco-friendly marketing tactics by releasing greener goods. A green marketing approach has been used by marketers in response to the growing consumer awareness of the environmental situation. In Uttar Pradesh, this research aims to examine how consumers' knowledge of environmentally friendly marketing influences their choices for beauty and personal care items. Because it serves consumers of all ages, from infants to young adults, this research aims to learn more about the cosmetics industry's green marketing possibilities. Numerous items guaranteeing youth and attractiveness are manufactured by this sector of the economy. A random sample of 500 Uttar Pradesh residents was used in the research. The sample respondents were asked to fill out a standardized questionnaire that asked for basic information. Green marketing knowledge significantly affects customer buying behavior, according to the study's conclusions.

Mehraj, Danish et al., (2023) The study's overarching goal was to learn how various demographic variables—such as age, gender, education level, and income—impact environmentally conscious purchasing choices made by Indian customers. Millennials enrolled in educational institutions in the UT of Jammu and Kashmir (including graduate, post-graduate, and doctoral students) were given the structured, closed-ended questionnaire. Stratified random selection was used to enroll 700 students in this research. The data was analyzed using ANOVA and t-tests. Among young Indian consumers, the research found that wealth and education had a substantial impact on their green purchasing behavior, while gender and age had no discernible effect. Green marketers may use the study's findings to better target Indian customers across a wide range of demographics, including age, education, employment, and socioeconomic status. Researchers and scholars in the future may use this study as a springboard to go more into the concept of eco-friendly advertising in India.

Deshmukh, Pooja & Tare, Harshal. (2022) Keeping the environment and consumer interests safe is of the utmost importance in today's globalized society. A greater awareness of environmental difficulties has been felt on a worldwide scale in the last 30 years due to the mounting evidence of these problems. Environmentally responsible or "green" marketing takes into account consumer concerns about conservation and preservation of the environment. A company's environmentally friendly products and services may be more easily identified via green marketing campaigns. Products that are considered "green" or "environmentally friendly" by both buyers and sellers include organic foods, organic appliances that use less electricity, paints that do not include lead, paper that can be recycled, and detergents that do not contain phosphates. Both buyers and sellers of these goods are showing signs of increased interest. The impact of environmental advertising, eco-branding, and eco-labeling on consumer choice is the focus of this research. It's a try to put a number on that impact. Investigate not just the environmental impact of industrial processes but also how customers see green production initiatives.

Research Methodology

The current investigation of green marketing and customer behavior in India's National Capital Region (NCR) is based on a descriptive-analytical research strategy. Awareness, buying behavior, and readiness to embrace eco-friendly items are the main areas of attention for the research.

The research made use of both original and secondary sources of information. One hundred fifty people from various parts of the National Capital Region (NCR), including Delhi, Noida, Gurugram, Ghaziabad, and Faridabad, were asked to fill out a structured questionnaire in order to gather primary data. Books, journals, studies,

and government documents concerning eco-friendly advertising and customer habits made up the bulk of the secondary data set.

The convenience sample approach was used to pick the respondents, taking into account their accessibility and willingness to participate. How often do you buy green goods? How concerned are you about the environment, and are you prepared to pay more for them? These are some of the topics covered in the survey. Basic statistical methods were used for data analysis, including frequency distribution, tabulation, and percentage analysis. Using analytical tables, we were able to spot several noteworthy tendencies in NCR consumers' attitudes and actions regarding eco-friendly goods.

I. Data Analysis and Interpretation

Demographic Profile of the Respondents

Table 1.1: Gender of the respondents

Gender	Number of Respondents	Percentage
Male	82	54.7%
Female	68	45.3%
Total	150	100%

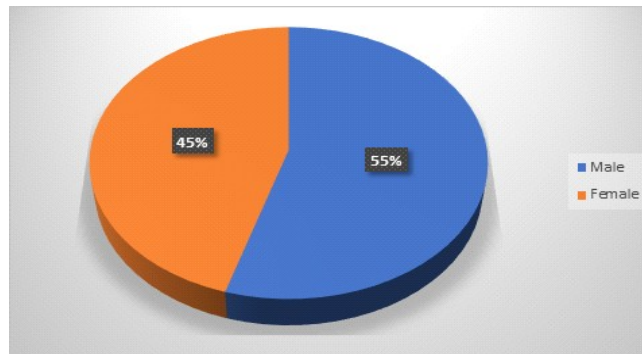


Figure 1.1: Gender of the respondents

There are more men than women among the responders (54.7 percent vs. 45.3%). There seems to be about the same number of male and female responders, suggesting that the survey was well-balanced. Because gender differences in customer behavior toward eco-friendly items may exist, a more evenly distributed sample is preferable for drawing firm conclusions from the research. It is crucial for green marketing analyses to incorporate both the pricing and utility views of male and female customers, since the former may be more concerned with environmentally friendly home goods.

Table 1.2: Age of the respondents

Age Group	Number of Respondents	Percentage
18–25 Years	40	26.7%
26–35 Years	45	30.0%
36–45 Years	35	23.3%
Above 45 Years	30	20.0%
Total	150	100%

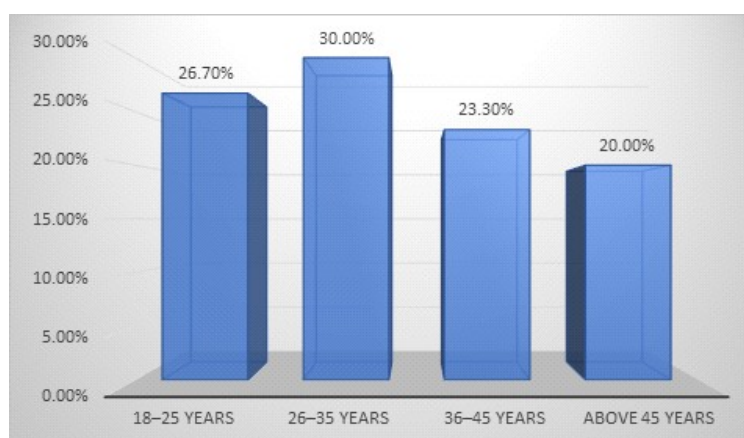


Figure 1.2: Age of the respondents

According to the data in the table, the age range of 26–35 years accounts for 30% of the total respondents, suggesting that young people make up the study’s primary customer sector. The fact that 26.7% of respondents are between the ages of 18 and 25 shows that there is a sizable representation of the younger demographic, which is more likely to be environmentally conscious and to have seen digital green marketing initiatives. Of the whole sample, twenty-three percent are in the age bracket of 36–45, while twenty percent are older than 45. This shows that people of all ages are aware of green marketing, but that the sample is skewed toward younger and middle-aged buyers who are also more likely to engage in conversations about eco-friendly products.

Table 1.3: Consumer Awareness of Green Marketing by Age Group

Age Group	Highly Aware	Moderately Aware	Low Awareness	Total
18–25	20	15	5	40
26–35	28	12	5	45
36–45	18	12	5	35
Above 45	10	12	8	30
Total	76	51	23	150

Various age groups' levels of green marketing awareness are shown in the table. Among the 150 people who took the survey, 50.7% are very knowledgeable about green marketing, 34% are somewhat knowledgeable, and 15.3% are not at all aware of the topic. This suggests that most NCR customers have a decent grasp of eco-friendly marketing principles.

When broken down by age group, the group with the most awareness is that of 26–35-year-olds (28 respondents), followed by 18–25-year-olds (20 respondents). This shows that, because of digital media, education, and participation in sustainability initiatives, knowledge on eco-friendly items is more widely available to middle-aged and younger individuals.

The 36–45 age group has 18 very knowledgeable respondents, suggesting a reasonable level of awareness, while the “Above 45” age group has the fewest extremely aware respondents (10), and the highest amount of low awareness (8 respondents). This suggests that green marketing operations may need to target older consumers with extra awareness campaigns to boost acceptance among this demographic.

Targeted marketing techniques based on age demographics are crucial for improving the adoption of eco-friendly goods in NCR. The evidence indicates that younger customers are more open to green marketing than older consumers.

Table 1.4: Purchase Frequency of Green Products and Willingness to Pay Premium Price

Purchase Frequency	Willing to Pay Premium	Not Willing	Total
Frequently	32	8	40
Occasionally	38	22	60
Rarely	15	20	35
Never	3	12	15
Total	88	62	150

The table shows how customers' propensity to pay a premium for environmentally friendly items is correlated with how often they buy such things. Of the 150 people who took the survey, 88 (or 58.7%) would pay more for environmentally friendly goods, while 62 (or 41.3% of the total) would rather not. Considering that over 50% of NCR customers place a high value on eco-friendly items, it's clear that there is a favourable attitude toward the deployment of green marketing strategies. When we look at how often people buy green items, we see that 32 of the 40 people who buy them regularly are prepared to pay extra for them, suggesting that regular customers are more likely to spend money on eco-friendly products. Out of 60 respondents who only buy once in a while, 38 are prepared to

spend more, but 22 aren't. This suggests that pricing is a big consideration for these customers. Fifteen out of thirty-five respondents who make occasional purchases are prepared to pay a premium, while twenty-one are not; this indicates that infrequent purchasers are either less concerned about the environment or more price-sensitive. At the lowest level of participation and willingness, 3 out of 15 respondents who never buy environmentally friendly items are prepared to pay more, while 12 are not. Data shows a clear correlation between purchase frequency and willingness to pay a premium. People who buy green products more often are also more likely to pay extra, so marketers should target those people with premium eco-friendly products. They should also raise awareness and offer incentives to people who buy green products occasionally or rarely so that they can increase adoption.

Conclusion

This research is a great resource for anybody interested in green marketing and customer behavior in India's National Capital Region (NCR). According to the results, most consumers are familiar with green marketing principles; nevertheless, respondents in the younger and middle-aged demographics had the highest levels of awareness and comprehension. The research benefited from a balanced gender representation, which allowed for the capture of varied opinions on the uptake of eco-friendly products. People who buy environmentally friendly items on a regular basis are more prepared to pay a premium for them, compared to those who buy them seldom or rarely. This demonstrates how buying habits and concern for the environment significantly impact the propensity to spend on eco-friendly goods. Targeted awareness initiatives are necessary to promote broader acceptance of environmentally friendly goods across all age groups, since the research found that older age groups had comparatively less awareness. Efforts to raise awareness, establish credibility for environmentally friendly promises, and broaden access to sustainable goods are necessary, according to the study's findings, although green marketing is already seeing success among NCR's urban customers. By using these data, marketers and politicians may craft strategies that effectively balance consumer demands with environmental responsibility.

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