

Impact of Buying Behaviour on Consumer Awareness in the context of Green Marketing in Delhi NCR

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Abstract

This research paper examines consumer behaviour toward green marketing practices in the National Capital Region (NCR) of India. The study investigates awareness, purchase intention, environmental concern, and willingness to pay for green products among consumers using a sample size of 150 respondents collected from Delhi, Noida, Gurugram, Ghaziabad, and Faridabad. Descriptive and analytical methods were applied to evaluate demographic influence and purchasing preferences. Findings indicate that environmental awareness significantly influences green product adoption, while price sensitivity remains a major barrier.

Keywords

Consumer, Green Marketing, Behaviour, Population, Environment.

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Introduction

Concerns about the environment have grown in importance over the last few decades, becoming a major obstacle to global economic growth, industrial output, and consumer lifestyles. Governments, corporations, and consumers have been compelled to reconsider conventional patterns of production and consumption due to the growing pollution levels, rapid industrialization, population increase, urbanization, and overconsumption of natural resources. To ensure that future generations can also satisfy their own needs, the idea of sustainable development has recently received a lot of attention across the world. To promote eco-friendly goods and services as well as sustainable company practices, “green marketing” has grown in prominence in this setting. The term “green marketing” describes an approach to product development, advertising, pricing, and distribution that prioritizes reducing negative impacts on the environment without sacrificing customer satisfaction. Green marketing encompasses a wide range of practices, such as using recyclable materials, promoting energy efficiency, reducing product waste, and using eco-friendly packaging. As concerns about global warming, pollution, trash, and environmental damage have grown in India, green marketing has emerged as a prominent trend. 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. Higher pricing, restricted availability, lack of faith in environmental promises, or inadequate understanding might make it such that eco-friendly items aren’t always supported by real purchasing behavior, even when many customers show care about environmental conservation. Researchers and marketers are increasingly concerned about the gap between environmentally conscious attitudes and actions. Successful green marketing tactics need organizations to 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. Thanks to measures by the government, educational campaigns, and business sustainability programs, Indian consumers are becoming more educated. There is still a significant wealth gap, regional divide, and demographic gap in India when it comes to the adoption of environmentally friendly products. 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. The National Capital Region (NCR) is a great place to study green marketing adoption because it is economically diverse, has a lot of educational opportunities, and is very competitive. The NCR comprises big cities like Delhi, Noida, Gurugram, Ghaziabad, and Faridabad. Compared to other regions of India, customers in the National Capital Region (NCR) have greater exposure to eco-friendly initiatives, digital commerce platforms, global companies, and contemporary 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. In an effort to appeal to customers who are concerned about the environment, several businesses in NCR have begun to use sustainability-focused branding. Government laws support energy efficiency, trash reduction, and sustainable urban development; large retail chains and e-commerce platforms aggressively push green options. 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. Due to their greater exposure to digital media and educational influences, younger consumers tend to be more environmentally conscious than their older counterparts, who may place a higher value on affordability and practicality. Green items may command a premium price from those with higher incomes, whereas those in the middle class often consider cost very carefully before making a purchase.

The adoption of green marketing practices is a problem for businesses, but it is also a social and environmental need, which is why this study is vital. Waste reduction, resource conservation, and environmental preservation are all positively impacted when consumers actively engage in sustainable marketplaces. Having accurate geographical data is crucial for businesses to create marketing plans that meet customer expectations. A better grasp of the behavioural obstacles preventing the widespread use of environmentally friendly goods would be useful for policymakers as well. In order to better understand how urban consumers in India react to sustainability-driven marketing campaigns, this research looks at the NCR area. Marketers in India may use the results to inform more effective green consumption behavior promotion by better product positioning, price policies, and communication tactics.

The study of human behaviour includes consumer behaviour as one of its subfields. This is the pattern of actions that people do when they shop for, buy, use,

evaluate, and eventually get rid of a thing, all in the hopes that it will meet some need they may have. The study of consumer behavior encompasses a wide range of questions, including what, why, how, when, where, and how frequently people purchase products. This is because products are either accepted or rejected based on how well they meet the requirements and wishes of the consumers.

Marketers may better gauge their entrance into and success within a market by gaining a comprehension of customer behavior and then using that knowledge to develop effective marketing tactics. Economics, sociology, psychology, anthropology, and social psychology are just a few of the fields that consumer behavior research draws upon, making it an interdisciplinary field. Gradually, it has emerged as its own academic discipline, including a plethora of consumer research.

Objectives of The Study

- To examine the buying behaviour of consumers' awareness regarding green marketing in NCR.
- 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) The goal of this article is to go over some of the theory behind green marketing and its effects on organic product uptake in India, as well as to list some of the things that might influence customers' choices to buy and how to put this strategy into practice. From a theoretical perspective, the research intends to examine many elements of the Indian market and operational environment, including customers, marketing techniques, and the market as a whole. To better understand how the green marketing idea influences the uptake of organic goods in India, it was helpful to synthesise 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. This research aims to add to the existing literature on sustainable consumer behavior and the role of marketing in promoting a sustainable consumption agenda for organic goods.

Dixit, Pravendra & Singh, Pushpendra. (2024) Since India is now dealing with environmental issues brought on by growing pollution as a result of industrial expansion and development, green and eco-friendly marketing has become more important here. Businesses have recognized "green marketing" as an effective strategy for reducing their impact on the environment. Scientists have seen a dramatic shift in consumer behavior in the last few decades, with less emphasis on size, color,

flavor, and scent and more on environmental and health considerations. Consumers now see “green” items more favorably 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. This research aims to examine how consumers’ knowledge of environmentally friendly marketing influences their choices for cosmetics and personal care items in the Indian state of Uttar Pradesh. 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. The participants in the research were 500 customers residing in the state of Uttar Pradesh. A structured questionnaire was used to gather basic information from the individuals in the sample. The study’s findings demonstrate that consumers’ knowledge of environmentally friendly marketing greatly influences their purchase habits.

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. This research used stratified random sampling to include 700 pupils. To examine the data, ANOVA and t-tests were used. According to the study’s findings, young Indian consumers’ environmentally conscious purchasing habits are more affected by their level of education and money, rather than their gender or age. As they craft campaigns to appeal to Indian customers across a wide range of demographics, including age, education, employment, and socioeconomic status, green marketers will find this research insightful. This paper might serve as a springboard for future scholars and researchers interested in green marketing in India to go further into the topic.

Deshmukh, Pooja & Tare, Harshal. (2022) In today’s interconnected world, safeguarding not just consumer and customer interests but also environmental ones is of the utmost importance. Over the last three decades, there has been a noticeable uptick in environmental consciousness throughout the world due to the mounting evidence of environmental problems. “Green” marketing, which aims to be ecologically responsible, takes into account consumer concerns about conservation and preservation. When a business launches a green marketing campaign, it highlights

its environmentally friendly products and services. Electric appliances that use less electricity (energy efficient), organic foods, paints that do not include lead, recyclable paper, and detergents that do not contain phosphates are all examples of products that are considered “green” or “environmentally friendly” by both buyers and sellers. The demand for these items is growing, which is good news for both makers and customers. The impact of environmental advertising, eco-branding, and eco-labeling on consumer choice is the focus of this research. It’s an attempt to put a number on that impact. Investigate not just the environmental impacts of industrial processes but also how customers see green production initiatives.

Consumer behaviour according to Solomon (2011), examines people and businesses through the lens of their consumption habits, including the acquisition, use, and eventual disposal of products, services, ideas, and experiences. In contrast, consumer buyer behavior describes actions taken by those who ultimately utilize the products or services purchased, such as individuals or families. Various individuals play a role in the consumer purchasing decision. These include the person who initially suggests buying the product, who may or may not be the buyer, who influences the decision through their opinions or advice, who makes the necessary purchasing decisions, who actually purchases the product, and who uses the product.

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. Consumers’ knowledge, buying habits, and propensity to embrace environmentally friendly items are the primary foci of the research.

The research used a combination of primary and secondary data. 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.

Taking accessibility and interest in participating into account, the respondents were chosen using a convenience sample approach. Questions on green marketing awareness, purchasing frequency, environmental concern, and readiness to pay a premium for green goods were included in the questionnaire.

Basic statistical methods were used for data analysis, including frequency distribution, tabulation, and percentage analysis. In order to spot big patterns in green product consumption in NCR, the results were laid out in analytical tables.

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%

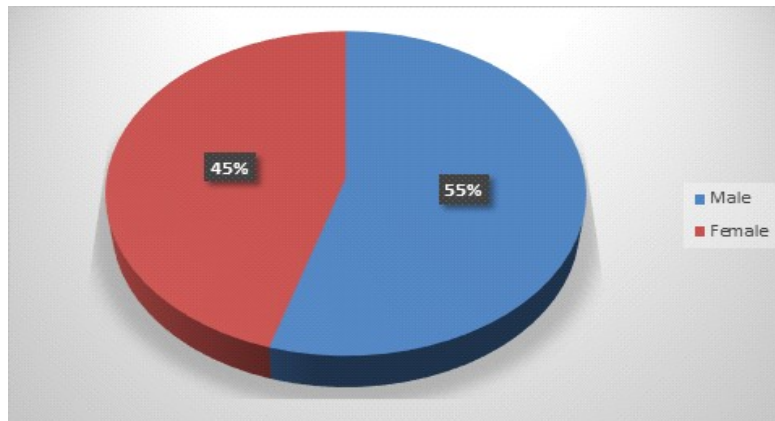


Figure 1.1: Gender of the respondents

Gender breakdown: men make up 54.7% of the sample, while females account for 45.3%. There seems to be about the same number of male and female responders, suggesting that the survey was well-balanced. Since there may be gender differences in customer behavior toward eco-friendly items, this equal distribution helps strengthen the study’s credibility. When it comes to green marketing, it’s crucial to consider both the gender gap and the fact that males may be more concerned with cost and practicality than their female counterparts when making purchases for the home.

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%

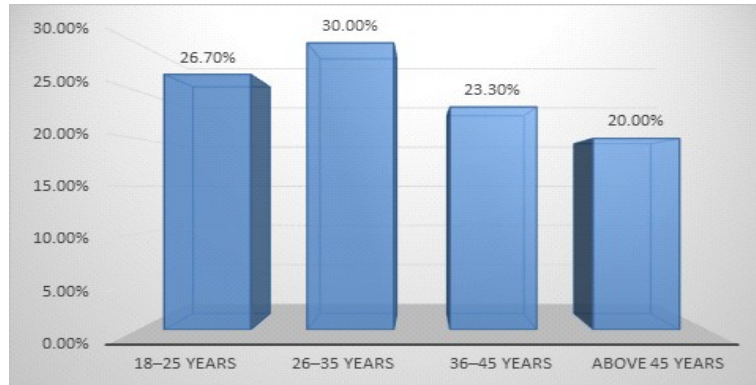


Figure 1.2: Age of the respondents

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. Younger customers, who are more likely to be aware of environmental issues and have experience with digital green marketing efforts, make up a significant portion of the respondents (26.7%). The sample includes 23.3 percent of those aged 36–45 and 20.0 percent of people aged 45 and higher. Green marketing awareness is present across all age groups, according to this data. However, when it comes to green product talks, the sample is skewed toward younger and middle-aged customers.

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

The table below shows the level of green marketing awareness among consumers of various ages. 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. The majority of NCR customers seem to have a decent grasp of green marketing principles, according to this.

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). As a result of digital media, education, and participation in sustainability initiatives,

it seems that middle-aged individuals and younger adults are increasingly exposed to knowledge on eco-friendly items.

Among those aged 36–45, 18% are very aware, suggesting a moderate level of knowledge; in contrast, the “Above 45” age bracket has the lowest percentage of very aware respondents (10%) and the highest amount of poor awareness (8 respondents). This suggests that green marketing campaigns may need to target an older demographic in order to increase adoption rates, as this demographic has less exposure to such campaigns.

In order to increase the adoption of environmentally friendly goods in NCR, it is crucial to use age-based targeted marketing tactics. The evidence indicates that younger customers are more responsive 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

Customers’ propensity to pay a premium for environmentally friendly items is seen in the table. In a survey with 150 participants, 58.7 percent are prepared to pay more for environmentally friendly goods, while 41.3 percent are unwilling to do so. This shows that there is a good attitude toward green marketing adoption among NCR customers, as over half of them value eco-friendly items to the point that they are willing to pay a premium for them. 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. There is a strong correlation between the number of times a customer buys a product and their willingness to pay a premium

for it. People who buy green products more often are also more likely to pay a premium, so it's important for marketers to advertise premium eco-friendly products to frequent buyers while also raising awareness and offering incentives to infrequent buyers so that they buy more often.

1.5 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. A variety of viewpoints on the adoption of environmentally friendly products were captured thanks to the study's substantially balanced gender representation. 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. What this shows is that the propensity to buy sustainable items is highly impacted by how often one buys and one's level of environmental concern. The survey also found that people in their later years had less knowledge, which means that there has to be an effort to raise awareness specifically among that age group in order to attract more people to buy environmentally friendly items. 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. These findings may help marketers and lawmakers craft plans that satisfy customers' wants while also doing their part to protect the environment.

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