

Consumer Behaviour and Its Implications for Green Marketing Strategies in India

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Abstract

With an emphasis on green product attitudes, perceptions, and buying habits, this research looks at green consumer behaviour in India and what it means for green marketing tactics. This study examines the efficacy of various green marketing strategies and the factors that impact consumers' decisions to buy environmentally friendly products. It employs a descriptive research approach and contains responses from 150 people in the Delhi-National Capital Region. In order to increase the allure of environmentally friendly products and gain consumer trust, the study stresses the importance of honest and open green marketing. Insights from this study can help companies improve their green marketing strategies, which in turn can help the market become more sustainable and meet customer expectations.

Keywords: Marketing, Product, Green strategy, Behaviour, Sustainable.

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1.1 Introduction

The term “green consumer behavior” describes the shopping habits and product selections of those who put an emphasis on making sustainable choices. This trend is particularly noticeable in India, where people are starting to pay more attention to the environmental effects of their daily purchasing habits in light of growing environmental concerns. Increasing public concern about global warming, pollution, and resource depletion is one of the main motivating elements for this trend toward eco-friendly purchasing practices. Indian consumers are increasingly concerned about the impact their spending has on the environment, and they are looking for businesses that share their commitment to sustainability and environmental friendliness.

Green marketing tactics in India stand to benefit greatly from environmentally conscious consumer behavior. Businesses in India need to change their marketing approaches to cater to the growing demand from environmentally conscious consumers. Energy efficiency, fewer emissions, and sustainable sourcing are some of the environmental benefits that green marketing emphasizes. Green marketing allows businesses to stand out in a crowded marketplace, strengthen customer loyalty to the brand, and appeal to an increasingly eco-conscious customer base.

Green marketing techniques in India should also take into account the country’s varied socioeconomic situation. Rural customers may have different objectives and constraints than their urban counterparts, who may have easier access to and more knowledge about environmentally friendly items. To make green marketing initiatives more effective, it’s important to tailor marketing messaging to different demographic groupings and address their specific environmental issues.

Companies can boost their image and customer base by incorporating green marketing into larger corporate social responsibility (CSR) programs. Companies can strengthen their commitment to green practices and customer relationships by actively contributing to social and environmental concerns. This can be done through community-based sustainability projects or educational programs on environmental conservation.

1.2 Literature of Review

Mehraj, Danish et al., (2023) The purpose of this research was to investigate the impact that demographic factors, particularly gender, age, education level, and income, have on the choices that Indian customers make about products that are environmentally friendly. The structured questionnaire with closed-ended questions was issued to millennials who were enrolled in educational institutions in the federal territory of Jammu and Kashmir. These students included graduate, postgraduate, and PhD students. A total of seven hundred students took part in this research project,

which used a stratified random sampling method. The data was analyzed using analysis of variance (ANOVA) and t-tests. The findings of the research indicate that those with higher levels of education and money have a substantial effect on the green consumer behavior of young Indian consumers, however age and gender do not have a significant effect. When it comes to developing strategies for Indian customers of varying genders, age groups, educational backgrounds, jobs, and socioeconomic levels, green marketers will find the insights included in this report to be beneficial. This piece of work might serve as a foundation for future academics and researchers to use as a starting point for further investigation into the concept of green marketing in India.

Ramlath, Fouziya. (2023). Green and environmentally friendly marketing has become more important in India as a result of the environmental challenges that our nation has been experiencing as a result of rising pollution attributable to the expansion and development of the industrial sector. Green marketing has been recognized as an effective marketing concept by corporations as a means of preventing the damage to the environment. At this point in time, customers' perceptions and attitudes have shifted from gray items to green ones. The consumers' purchasing decisions are influenced by their knowledge of environmentally friendly marketing. Because of this, businesses have begun to use environmentally friendly marketing tactics and approaches by introducing items that are more environmentally friendly. Because of the growing awareness among consumers about the environmental catastrophe, marketers were compelled to develop environmentally friendly marketing methods. The purpose of this research is to investigate the impact that customers' knowledge of green and environmentally friendly marketing has on the purchasing decisions they make about products and services. A total of one hundred individuals who use cosmetics and personal care items were surveyed for the data collection. The sample of respondents consists of fifty males and fifty females. The selection of the respondents was carried out using a method known as convenience sampling. When collecting primary data from the sample respondents, a structured questionnaire was used as the data collection tool. The results of the research suggest that the level of knowledge that customers have about environmentally friendly marketing has a substantial influence on the purchasing decisions that consumers make.

Somasundaran Chakkambath, Ranjith et al., (2023) This research analyzes the connection between environmentally conscious marketing strategies and the buying patterns of consumers in the state of Kerala, more especially in the districts of Kannur and Ernakulam. In the course of the investigation, statistical

methods such as the Chi-Square test, analysis of variance, and cluster analysis were considered. A number of important aspects, including green consumerism, the variables that influence purchasing choices, and the marketing methods that are used in green marketing, were investigated. It has been shown in previous research that customers have a limited understanding of “green” concepts, which has resulted in businesses having a reduced propensity to create environmentally friendly goods or to use green marketing techniques. This study is to shed light on green among the population, which is the objective of the research, with the goal of assisting businesses in formulating their strategies in accordance with the findings.

Agrahari, Ritika et al., (2022) The environmental movement is rapidly expanding in every region of the planet. In this sense, consumers acknowledge their responsibilities and behave in a responsible manner. The evolution of the market is being driven by the continued cultivation of consumer awareness and inspiration, notably with the introduction of items that are more ecologically friendly. The ability to identify trends and to present products, brands, and services in a manner that is supportive of client goals has traditionally been the most important factor in effective marketing. A great number of businesses have voiced their worry over environmental concerns. More environmentally friendly items are being developed by businesses in an effort to clean up the contaminated circumstances that exist on the globe. They make the decision to “go green” after coming to the realization that they can reduce environmental problems while also increasing revenues. Green marketing, often known as environmental marketing, is a marketing strategy that attempts to preserve the environment for future generations.

Barbu, Andreea et al., (2022) As the number of environmental issues continues to rise, people throughout the world are more concerned about protecting the environment. When promoting products or services, “green marketing” means to do so in a way that doesn’t hurt the environment. Green product sales in India have skyrocketed recently, thanks to a growing awareness of environmental issues. People practice green consumer behavior when they choose to purchase environmentally friendly products. The aim of this research is to examine how consumers feel and behave towards eco-friendly products. The results demonstrate that several personal, social, psychological, and economic factors impact consumers’ willingness to purchase eco-friendly items. Two hundred people participated in this study by completing the questionnaire. To put theories to the test, the study makes use of descriptive statistics as well as multiple regressions.

1.3 Methodology Adopted

Research Design: The study uses a descriptive research approach to examine green marketing techniques in relation to green customer behavior. The goal of selecting

this design is to offer a thorough examination of how consumers in the Delhi-National Capital Region feel, think, and act in relation to environmentally friendly items.

Sampling Technique: 150 participants were selected at random from the Delhi-National Capital Region (NCR) area for the study. A varied range of consumer insights can be ensured by selecting participants pragmatically based on their availability and desire to participate.

Data Collection: An online and in-person structured questionnaire is used to collect primary data. Green product knowledge, attitudes, and actions are evaluated through a combination of open-ended and Likert-scale questions in the survey. The current literature on green marketing and consumer behaviors, such as research papers, articles, and industry reports, is used as a secondary data source.

Data Analysis Tools: Statistical tools are employed for data analysis. The data is summarized using descriptive statistics, and the correlations between awareness and purchase behaviors will be explored using correlation analysis. Using t-tests and ANOVA, we compare behaviors across different demographic groups, and rank analysis helps us find critical factors impacting customer choices.

1.4 Results and Discussion

Table 1.1 Consumer Buying Behaviour

Behaviour Variable	Frequency	Percentage (%)
Frequency of Purchase of Green Products		
- Never	20	13.3%
- Occasionally	50	33.3%
- Often	60	40%
- Always	20	13.3%
Factors Influencing Purchase Decisions		
- Price	50	33.3%
- Quality	40	26.7%
- Brand	20	13.3%
- Environmental Impact	30	20%
- Certifications and Labels	10	6.7%

The table offers valuable information about how often and what factors impact consumers' choices to buy environmentally friendly products.

Forty percent of respondents buy green items often, showing that a large percentage of consumers actively seek out eco-friendly solutions, according to the statistics. Another 33.3% make occasional purchases of eco-friendly items, indicating

that, although not a regular practice, there is a clear preference for environmentally friendly options among these buyers. But there is a fragmented consumer base with different views towards green products; 13.3% of respondents say they never or usually buy green products. It may be difficult to achieve constant customer loyalty or to remove obstacles that hinder more frequent purchases if only a small fraction of people always buy green items.

With 33.3% of respondents citing price as a major influence, it stands out as the most significant element when considering the factors that impact these purchasing decisions. Although there is an interest in eco-friendly items, the price is still a major factor, highlighting how price-sensitive customers are. After price, quality is the second most important element, according to 26.7% of respondents, showing that customers care about the efficiency and longevity of eco-friendly goods. Although less important than cost and quality, environmental effect is considered by 20% of respondents, demonstrating a dedication to sustainability. Only 13% and 6.7% of people who took the survey placed a high value on brand reputation and certifications/labels, respectively. This indicates that these factors are not the main determinants of consumers' choice to buy, although they might help build trust.

The table as a whole shows a complicated terrain where quality and cost are king, with environmental effect playing a smaller but no less significant part. Marketers who want to attract eco-conscious customers should take these goals into account so they can craft strategies that target them effectively, highlighting the importance of quality and affordability while including environmental advantages in their value offers.

Table 1.2 Consumer Responses to Green Marketing Tactics

Marketing Tactic	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Green advertisements are persuasive.	30%	40%	20%	5%	5%
I am willing to pay more for green products.	25%	35%	25%	10%	5%
Green certifications influence my purchase decisions.	28%	32%	25%	10%	5%
I trust brands with green marketing claims.	22%	30%	30%	10%	8%

Green Ads' Effectiveness: 70% of people who took the survey agree that green ads are compelling, with 30% strongly agreeing and 40% agreeing. With such a high percentage of agreement, it's clear that green ads are hitting the mark when it comes to marketing environmentally conscious goods. While most people are open to green marketing, a small percentage (10%) is either neutral or disagrees, indicating that certain people may be less swayed.

Sixty percent of people who took the survey feel that environmentally friendly products are worth more money, with a quarter strongly agreeing and a third agreeing. This shows that people are generally in favour of investing in environmentally friendly solutions, but it also shows that 15% of people are highly opposed, 25% are unsure, and 25% are neutral on the matter. Despite the fact that many buyers are willing to pay a premium for environmentally friendly goods, this data shows that cost is still a major factor that could restrict how much of a premium they are willing to pay.

Certifications for Environmental Responsibility: Nearly one-third of consumers think that these certifications affect their purchasing decisions, and nearly a third of those people strongly agree. It is evident that certifications are extremely important for establishing consumer trust and proving that products are environmentally friendly. Certifications are significant, but they aren't the deciding factor for every buyer (a quarter of respondents are agnostic, and 15% disagree or strongly disagree).

With 30% agreeing and 22% strongly agreeing, the level of trust in brands that make green marketing promises is moderate. With 30% remaining neutral and 18% disagreeing or strongly disagreeing, it appears that most consumers are skeptical of green marketing, even though most are receptive to believing in it. Customers' trust isn't always easy to come by, so it's important for green marketers to prove their legitimacy.

Table 1.3 Effectiveness of Green Marketing Strategies

Green Marketing Strategy	Effectiveness Rating (1-5)	Standard Deviation
Eco-friendly Packaging	4.2	0.8
Green Certifications	4.0	0.9
Environmental Campaigns	3.8	1.0
Sustainable Sourcing	4.1	0.7
Green Product Labelling	3.9	0.9

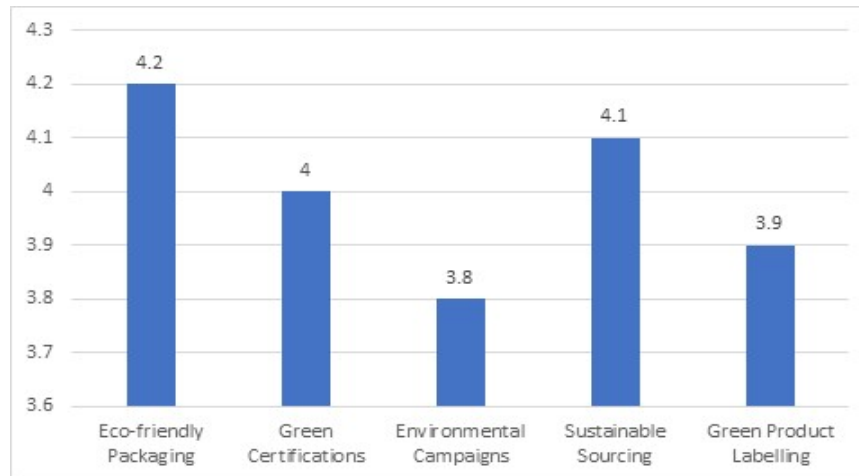


Figure 1.2 Effectiveness of Green Marketing Strategies

To help you understand how successfully different green marketing techniques connect with consumers, we've included their effectiveness ratings in the table. On a scale from 1 to 5, we score each technique, and the standard deviation shows how different people's answers are.

Eco-friendly packaging is seen as the most effective green marketing technique among the options mentioned, with a grade of 4.2 and a standard deviation of 0.8. A consensus among respondents regarding the favorable influence of eco-friendly packaging on their perceptions of a brand is suggested by the comparatively low standard deviation. This suggests that packaging that reduces its effect on the environment is highly valued by consumers.

Eco-Friendly Packaging: With a standard deviation of 0.7 and a rating of 4.1, sustainable sourcing is also quite successful, but to a lesser extent. Sustainable sourcing has a key impact on molding consumer perceptions and choices, as seen by the reduced standard deviation, which indicates a strong consensus among respondents on the relevance of the topic.

Labelling Eco-Friendly Products: This tactic has a 3.9 average grade and a 0.9 standard deviation. Compared to the top two tactics, green product labelling is seen as having a slightly less impact, but it is still successful. Some customers may view it as influential, while others may not consider it vital, as indicated by the bigger standard deviation, which implies a wider variety of opinions on its effectiveness.

Green certificates: Customers regard green certificates as effective, with a rating of 4.0 and a standard deviation of 0.9. However, the variability in replies suggests that the impact of these certifications can differ among different consumers. The exact certifications and the consumer's knowledge of them may influence the strategy's performance, but it is valued for giving verification of environmental promises.

Environmental Campaigns: As the least effective strategy on the list, environmental campaigns nonetheless manage to get a favourable rating of 3.8 with a standard deviation of 1.0. Campaign execution and consumer participation are two elements that may determine the effectiveness of environmental efforts, as indicated by the higher standard deviation, which represents a broad spectrum of perspectives on the impact of these initiatives.

Conclusion

Although single and married respondents have high awareness regarding sources of air pollution, they still don't have high awareness regarding the indication of air pollution, according to a comparison of environmental awareness regarding the indication of air pollution with environmental awareness regarding sources of air pollution. It indicates that they are ignorant of the signs of air pollution. Most of them have a basic understanding of the air pollution indicators that show how much pollution is present in our environment.

Research on eco-conscious purchasing habits in India and how it affects green marketing campaigns has provided a detailed picture of Indian consumers' perspectives on sustainability and the efficacy of different green marketing approaches. According to the results of green marketing, sustainable sourcing and environmentally friendly packaging are two of the most important aspects of green marketing because of how much consumers value them. Influencing consumer perceptions and reinforcing brand credibility have been achieved using these tactics with remarkable efficacy. Product labelling and green certifications also help with green marketing, but not quite as much as packaging and sourcing. Although environmental advertisements have good intentions, they don't seem to have the same influence on consumer involvement as other techniques. Perhaps they could be more captivating to make a bigger splash.

All things considered, the results show how critical it is to tailor eco-friendly advertising to what people really care about: affordability, quality, and openness. Brands may improve their market presence in India's changing sustainability landscape by engaging green consumers through real and transparent communication, using effective techniques like sustainable sourcing and eco-friendly packaging, and overcoming mistrust.

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