

CHAPTER 16

The Impact of Green Marketing on Consumer Purchase Intention: Promoting Sustainable Buying Behaviour

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ABSTRACT

In recent years, environmental sustainability has become an important concern for both companies and consumers. As people become more aware of issues such as pollution and climate change, many businesses are promoting products that are safer for the environment. This approach is commonly known as green marketing. It involves highlighting eco-friendly features such as recyclable packaging, reduced waste, and sustainable production methods. The purpose of this study is to examine how green marketing affects consumers' willingness to buy products. Based on findings from earlier studies, factors like environmental awareness, trust in a brand, and effective green advertisements can encourage consumers to choose environmentally friendly products. At the same time, misleading claims about sustainability may reduce consumer confidence. The study shows that honest and well-planned green marketing can strengthen customer relationships and support sustainable consumption.

Keywords: Sustainable consumption, Customer relationships, Green marketing, Recyclable packaging.

1.0 Introduction

Climate change is a problem. Pollution is another one. We are using up resources too fast. These things are making people worry about the earth. So, companies are feeling the heat to be more careful about how they do business. They need to think about the future. Sustainability is not something you do on the side anymore. It is a part of how companies make decisions. Marketing is very important. It helps shape what people think and what they buy. One-way companies are doing this by using marketing. With marketing companies tell people about the good things their products do for the environment. Climate change and pollution are still problems, but green marketing is one-way companies are trying to help. Companies are promoting products that're good for the environment.

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Today a lot of people care about how companies treat the environment. People usually like brands that use practices and really try to reduce environmental harm. The decision to buy products is not just about the environment. Things like the price of the product how good it is, how easy it is to get and whether or not people trust what the company says also affect what people buy. People think about all these things when they decide to buy products, like green products. For this reason, it is important to understand how green marketing affects purchase intention. This study focuses on the relationship between green marketing practices and consumer behavior and explains how responsible marketing can encourage more sustainable buying habits.

2.0 Objectives

1. We want to learn about marketing and how it helps with being sustainable.
2. We need to look at how green marketing strategies affect what consumers want to buy and see if it really changes their minds about making a purchase when it comes to marketing.
3. We want to figure out what makes people react to marketing that's good for the environment.
4. We need to see how marketing that is good, for the environment, which is also called marketing helps with sustainability and green marketing.

3.0 Review of Literature

Many people have looked into marketing and how it relates to sustainability. Green marketing is about promoting products that are made, packaged and sold in a way that doesn't hurt the environment. Some studies say that green marketing involves things like designing products that're good for the environment using sustainable packaging and making ads that talk about the environmental benefits of products. Green marketing is about being kind to the environment. Earlier studies have shown that green marketing includes activities such as designing eco- products using sustainable packaging and making advertisements that highlight environmental benefits of the products. Green marketing is connected to sustainability and people who do green marketing focus on sustainability.

People who study this stuff have found that green marketing is connected to development. Sustainable development is about making sure we can meet our needs today without hurting the chances of people in the future. Companies that do this kind of thing tend to do for the earth and they also look better to people. A lot of studies have shown that when people care about the environment it really affects what they think about products.

Green marketing is important because it helps companies make products that people want to buy. The Theory of Planned Behavior says that what a person thinks, what other people think and how control they have over a decision will affect what they want to buy. When companies use advertising put eco-labels on things and get sustainability certifications people are more likely to trust them and feel good about buying things that are good for the environment. But some people have found out that companies are not always honest they say their products are good for the environment when they are not this is called greenwashing. When companies do this people do not trust them anymore. It does not work to sell things in a green way. Now people are saying that when companies tell the truth and are transparent people like it. Respond well to it. So, it seems that when companies do marketing in a real way it can really help people make choices that are good for the environment and that is what The Theory of Planned Behavior and green marketing are all about they are, about helping people make good choices.

4.0 Research Methodology

4.1 Research design

This study is based on a research design. The main goal of this study is to find out how green marketing affects what people buy. To do this we will look at things that other studies have already found out about marketing and how it influences consumer purchase intention. We will examine the patterns and findings from these studies to understand how green marketing influences consumer purchase intention.

4.2 Research approach

This study is based on an idea and it breaks down information. We looked at ideas and what other people found out about being sustainable and how people buy things and what is called green marketing. We used these things to figure out what to talk about. The study looks at what people do when they buy things and how this is connected to sustainability and green marketing. We also looked at what other people found out about these things to help us understand them better. The research approach is about understanding what sustainability and green marketing mean to people and how they make choices, about what to buy.

4.3 Data collection

This study only uses information that already exists. The information was found in research papers, school journals, books and special reports, about marketing and what people buy.

4.4 Sampling method

This study uses sources but for future research a different approach could be used. Convenience sampling could help gather data from people who know about eco- products and sustainability. These people could be students, professionals or regular consumers who care about the environment. Using this method researchers could get an understanding of what these groups think about green products.

5.0 Green Marketing and Sustainability

Green marketing is about telling people how good a product or service is for the environment. This can be things like packaging that can be recycled making things in a way that uses energy getting materials from places that do it in a good way and ads that talk about being sustainable. The idea of marketing is really close to the idea of sustainable development because it helps businesses get bigger without hurting the environment too much. Green marketing also goes along with the bottom-line idea, which cares about people, the planet and making money. When companies do marketing, they are encouraging people to buy things that are better for the environment. At the time green marketing encourages companies to throw away less save natural resources and make things in a cleaner way. Green marketing is a way to get people to think about the environment when they buy things. It helps companies to be more responsible, with green marketing.

6.0 Green Marketing Strategies in Modern Business

Green marketing strategies are really important for businesses these days. They want to make money and also be kind to the earth at the time. So companies are trying to be more eco-friendly by doing things like reducing their carbon footprints and using energy. They are also designing packaging that can be recycled. This is because a lot of people care about the earth and want to buy things from companies that do too.

Companies are doing these things not just because they have to follow the rules. Because they want to show people that they really care about the earth. They want to build trust with their customers and keep them happy for a time. For example, some brands talk about how they get their supplies in a way that's good for the earth. They are also open about how they use resources. They get special certifications to prove that they are green. This helps them stand out from companies and makes people want to buy from them.

By doing all these things companies can make their brand look better and also find ways to make money in areas where people care about the earth. Green marketing strategies are a part of this. Companies use green marketing strategies to show people that they are committed to being eco-friendly. Green marketing strategies are important for businesses because they help companies make money and be kind to the earth.

At the time green marketing uses new ideas to balance what is good for the environment with what customers want. Companies use labels to show their products are good for the environment they do campaigns for good causes and they tell stories online to show people what they are doing to be sustainable. They also do things like give people rewards for recycling invest in ways to reuse products and sell products that use energy. This helps companies show that they care about the environment and want people to consume things in a way. It is important to note that green marketing is not about doing things that look good it is about making sustainability a part of what the company is and how it works. This change shows that taking care of the environment is not just the thing to do it is also good for business and helps companies be ready for the future. Green marketing is about making sure that companies are doing things that're good for the environment and good for customers at the same time.

7.0 Smart Technologies in Sustainable Marketing

Artificial Intelligence and predictive analytics are useful tools for marketers. They help marketers make ads that're just right for people who care about the environment. Artificial Intelligence and predictive analytics are great because they tell marketers what people like. Big data analytics is also very important. It shows what people are interested in and how people are behaving. Big data analytics helps companies make guesses about what will happen in the future. This means companies can cut down on waste when they make things. Artificial Intelligence and predictive analytics are helpful in ways.

Artificial Intelligence and big data analytics are really important in this situation. Then there is Blockchain technology. Blockchain technology is great because it lets people see where products come from and how they were made. The thing about Blockchain technology is that it also helps people understand the impact these products have on the environment. Blockchain technology is useful for this.

So, all these technologies like Artificial Intelligence and Blockchain technology are making marketing for products more honest and personalized. This means people can trust these products more which's good, for businesses that want to sell sustainable products.

8.0 Impact on Consumer Awareness and Buying Behavior

Green marketing really affects how people think about a brand. If they want to buy what the brand is selling. When people think that a company really cares about the environment, they start to like the brand. People who already care about the environment are more willing to support companies that do things in a way that's good for the earth. People need to trust a company so they are more likely to buy things when they believe

what the company says is true. People do not just think about the environment when they are buying things. The price of a product whether it is available if it is quality and if it is easy to get also matter. Some people might not believe what a company says about being sustainable. So, companies need to make sure that what they say about being green is honest and real. Green marketing is important for companies. They need to do it in a way that people can trust, like green marketing.

9.0 Discussion

Green marketing is a part of what companies do now. It helps them tell people about products that're good for the environment. Green marketing also helps companies build relationships with people who really care about the earth. But for green marketing to really work companies have to be honest about what they're doing. If companies say they are doing more for the environment than they really are people will stop trusting them. Companies need to be clear about what they're doing and actually try to be sustainable. This is the way they can get people to trust them for a long time. Green marketing is important. Companies need to do it in a genuine way.

10.0 Conclusion

This study shows that green marketing is a way to get people to buy products that are good for the environment. People are becoming more aware of the problems with the environment. They like brands that do things the right way. The things we looked at in this study show that green marketing works well when it is done in a way that people trust. When businesses are honest, about what they're doing to help the environment and they tell people about it they can do better in the market and also help keep the environment clean. Green marketing is important because it helps people know that a company is doing things for the environment like green marketing.

11.0 Limitations of the Study

1. This study is based on information that other people have already collected.
2. The results of the study may not show how every single consumer behaves.
3. The way a consumer behaves can be different because of the culture they come from and how money they have.
4. People in places have different ideas about taking care of the environment.
5. Consumer behaviour in the future may change because people are becoming more interested in sustainability fast.

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