



**DELHI SCHOOL OF BUSINESS**  
By Vivekananda Institute of Professional Studies TC

**Topic: Role of Green Marketing Strategies  
in determining Consumer Purchase  
Intentions**

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**Capstone Project Report  
submitted in partial fulfillment of  
PGDM Programme (2022-2024)**

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## **DECLARATION**

We hereby declare that this report “**Role of Green Marketing Strategies in determining Consumer Purchase Intentions**” is our own work, to the best of our knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledgement has been made in the text.

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This is to certify that work entitled 'Role of green marketing strategies in determining consumer purchase intentions' is a piece of work done by 'Himani Bansal and Kishan Jain' under my guidance and supervision for the partial fulfillment of degree of PGDM at Delhi School of Business.

To the best of my knowledge and belief this study embodies the work of the candidate. The requirement of the rules and regulations relating to the 'Capstone Project' of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

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## **ABSTRACT**

In the competitive marketplace, green marketing has become a particularly significant phenomenon. These marketing strategies will be discussed considering how the consumer market is changing. Consequently, companies have stepped up their efforts to target environmentally conscious customers. The transition to "green" may seem costly in the short run, but in the long run, it will undoubtedly show to be necessary and beneficial, both financially and in terms of time. (Mishra, P., & Sharma, P. ,2010). The study focusses on the consumer's intention towards buying a green product and determining consumer satisfaction and expectations from the green products offered by brands. It also looks from the younger generation's point of view how they consider green consumerism and how social media today impacts the opinions of the consumers. The study also covers the importance of various factors like trust, regulatory compliances, certifications that influence a consumer buying decision. The analysis of the interviews has led to increase the knowledge about how green marketing may influence positively in future for increasing green consumption while it also shed certain negative feedback on part of the marketers who uses false tactics like Greenwashing, False certifications, or non-compliance of standards (carbon emission in production) and lack of awareness factor that may be harmful to the consumers. So, the future of green marketing holds an opportunity for both marketers and consumers to adopt green consumerism that promotes both eco-friendly production and consumption.

# **CHAPTER 1**

## **INTRODUCTION**

The global business has witnessed a shift towards sustainability and environmental consciousness. This shift has been fueled by escalating concerns about climate change, resource depletion, and environmental degradation, prompting consumers to seek out products and services that align with their values of sustainability and social responsibility. In response to this growing demand, companies are increasingly adopting green marketing strategies to position their offerings as environmentally friendly and socially responsible. This essay aims to delve into the multifaceted role of green marketing strategies in influencing consumer purchase intentions, exploring how these strategies contribute to building trust and credibility, meeting consumer expectations, differentiating brands, enhancing brand image, educating consumers, addressing environmental concerns, ensuring regulatory compliance, and fostering corporate social responsibility.

One of the fundamental roles of green marketing strategies is to build trust and credibility with environmentally conscious consumers. In an era marked by skepticism and distrust towards corporations, companies can distinguish themselves by transparently communicating their commitment to environmental responsibility. Initiatives such as eco-friendly product labeling, certifications (e.g., USDA Organic, Fair Trade), and sustainability reports serve to reassure consumers of a brand's authenticity and dedication to sustainability. When consumers perceive a brand as genuinely committed to environmental stewardship, they are more likely to trust the brand and feel confident in their purchasing decisions.

### **Meeting Consumer Expectations:**

In today's socially and environmentally aware marketplace, consumers have heightened expectations regarding corporate sustainability practices. They expect companies to demonstrate environmental responsibility through their products, production processes, and supply chains. Green marketing strategies enable companies to meet these expectations by offering eco-friendly products, implementing sustainable production practices, and minimizing their environmental footprint. By aligning their offerings with consumer values, companies can enhance their appeal to environmentally conscious consumers and positively influence their purchase intentions.

### **Customer Satisfaction:**

Green marketing strategies play a crucial role in enhancing customer satisfaction by aligning products with consumer values and preferences for sustainability. When consumers perceive that a product is environmentally friendly and socially responsible, it contributes positively to their overall satisfaction with the purchase. Additionally, positive experiences with green products can lead to increased loyalty and repeat purchases, further enhancing customer satisfaction and strengthening the brand-consumer relationship. (Chou et al., 2020)

### **Trust Factor:**

Trust is a critical determinant of consumer purchase intentions, particularly in the context of green marketing. Companies that demonstrate transparency, authenticity, and accountability in their sustainability initiatives are more likely to earn the trust of environmentally conscious consumers. Trustworthy green marketing practices build confidence in the brand's commitment to environmental responsibility, leading to increased purchase intentions and brand loyalty among consumers.

### **C-A-B Model Impact on Consumer Purchase Intention:**

The C-A-B model (Communication-Attitude-Behavior) provides insights into how communication influences consumer attitudes and behaviors. In the context of green marketing, effective communication of environmental benefits and initiatives can shape consumer attitudes towards sustainability and influence their purchase intentions. By conveying clear and compelling messages about the environmental advantages of their products, companies can positively impact consumer attitudes and drive behavior towards sustainable purchasing decisions. (Chou et al., 2020)

### **Green Marketing Mix:**

The green marketing mix comprises various elements including product, price, place, and promotion, tailored to emphasize environmental sustainability. Companies develop eco-friendly products, set fair pricing reflecting their environmental commitment, distribute products through sustainable channels, and promote their green initiatives through targeted marketing campaigns. The green marketing mix serves to differentiate brands in the marketplace, attract environmentally conscious consumers, and influence purchase intentions by aligning product offerings with consumer values.

### **Gen Z View on Green Consumption:**

Generation Z, comprising digital natives born between the mid-1990s and early 2000s, holds strong views on environmental sustainability and green consumption. Gen Z consumers prioritize ethical and sustainable brands, preferring products with minimal environmental impact and transparent supply chains. Companies that align with Gen Z values of sustainability and social responsibility stand to gain their loyalty and support, driving positive purchase intentions among this influential demographic. (Dragolea, et al.,2023)



### **Differentiating Brands:**

Green marketing strategies provide companies with a unique opportunity to differentiate their brands in competitive markets. By emphasizing eco-friendly attributes such as recyclability, energy efficiency, and sustainable sourcing, companies can distinguish their products from competitors and attract environmentally conscious consumers. Green branding strategies help companies carve out a distinct identity in the marketplace, fostering brand loyalty and increasing market share. Moreover, by positioning themselves as leaders in sustainability, companies can gain a competitive edge and establish themselves as industry innovators.

### **Enhancing Brand Image and Reputation:**

A strong commitment to sustainable practices can enhance a company's brand image and reputation. Green marketing initiatives showcase a company's dedication to environmental responsibility, positioning it as a socially responsible corporate citizen. Positive associations with sustainability can resonate with consumers on an emotional level, fostering brand loyalty and advocacy. Companies that prioritize sustainability not only attract environmentally conscious consumers but also earn admiration and respect from the broader public. Furthermore, a positive brand image can lead to increased customer loyalty, positive word-of-mouth, and enhanced long-term profitability.

### **Educating Consumers:**

Green marketing campaigns serve as educational tools, raising awareness about environmental issues and the importance of making sustainable choices. By providing information about the environmental benefits of their products and the impact of consumer behavior, companies can empower consumers to make more environmentally friendly purchasing decisions. Education is a key aspect of green marketing, as informed consumers are more likely to support brands that align with their values and beliefs. By educating consumers about the

environmental impact of their choices, companies can foster a sense of responsibility and encourage sustainable consumption habits.

### **Impact of Social Media:**

Social media plays a significant role in shaping our perceptions and purchase intentions regarding green products. Platforms like Instagram, Twitter, and Facebook are powerful channels for sharing information, experiences, and opinions about sustainability. We rely on social media to discover new green products, engage with brands, and connect with like-minded individuals who share our environmental values. Social media influencers and user-generated content can influence our purchasing decisions by providing authentic testimonials and recommendations. (Dragolea, et al.,2023)

### **Perceived Quality:**

When evaluating green products, we consider their perceived quality in terms of environmental attributes, performance, durability, and value for money. While we prioritize sustainability, we also expect green products to meet our functional needs and perform as well as or better than their conventional counterparts. Companies that invest in research, development, and innovation to improve the perceived quality of their green offerings are more likely to win our trust and loyalty.

### **Addressing Environmental Concerns:**

Green marketing strategies play a vital role in addressing consumer concerns about environmental sustainability. By highlighting the eco-friendly features of their products and promoting sustainable practices, companies can alleviate consumer guilt and anxiety about the environmental impact of their purchases. Green marketing initiatives reassure consumers that they are making responsible choices and

contributing to positive environmental outcomes, thereby encouraging them to support environmentally conscious brands. Moreover, by addressing environmental concerns proactively, companies can build stronger relationships with consumers and enhance their brand reputation.

### **Ensuring Regulatory Compliance:**

With increasing regulations and standards related to environmental sustainability, green marketing strategies help companies demonstrate compliance and mitigate risks associated with non-compliance. By adhering to environmental regulations and obtaining certifications such as USDA Organic or Energy Star, companies can enhance their credibility and reassure consumers of their commitment to sustainability. Green marketing initiatives ensure that companies operate ethically and responsibly, building consumer trust and confidence in their products and practices. Furthermore, by complying with regulations, companies can avoid potential legal penalties and safeguard their reputation in the marketplace. (Herman, L. E., 2014)

### **Fostering Corporate Social Responsibility:**

Green marketing strategies are closely intertwined with the broader concept of corporate social responsibility (CSR), which encompasses a company's efforts to integrate social, environmental, and ethical considerations into its business operations and interactions with stakeholders. By embracing green marketing, companies demonstrate their commitment to CSR and contribute to the greater good of society and the environment. Green marketing initiatives not only benefit the company's bottom line but also create positive social and environmental impacts, thereby fulfilling its obligations to stakeholders and society at large.

In conclusion, green marketing strategies play a pivotal role in influencing consumer purchase intentions in today's environmentally conscious marketplace. By building trust and credibility, meeting consumer expectations, differentiating brands, enhancing brand image, educating consumers, addressing environmental concerns, ensuring regulatory compliance, and fostering corporate social responsibility, green marketing initiatives help companies attract environmentally conscious consumers and foster long-term brand loyalty. As environmental awareness continues to grow, brands that prioritize sustainability and integrate green marketing into their strategies will be well-positioned to succeed in a sustainable future having a positive word-of-mouth for the brand.

As environmentally conscious consumers, our perspectives on green marketing strategies are shaped by factors such as trust, satisfaction, social media impact, and perceived quality. We expect companies to uphold their environmental commitments, deliver high-quality green products, and engage with us transparently and authentically. By understanding and addressing our needs and preferences, companies can effectively influence our purchase intentions and contribute to a more sustainable future. As consumers, we have the power to drive positive change by supporting brands that prioritize sustainability and environmental responsibility.

## **RESEARCH OBJECTIVES**

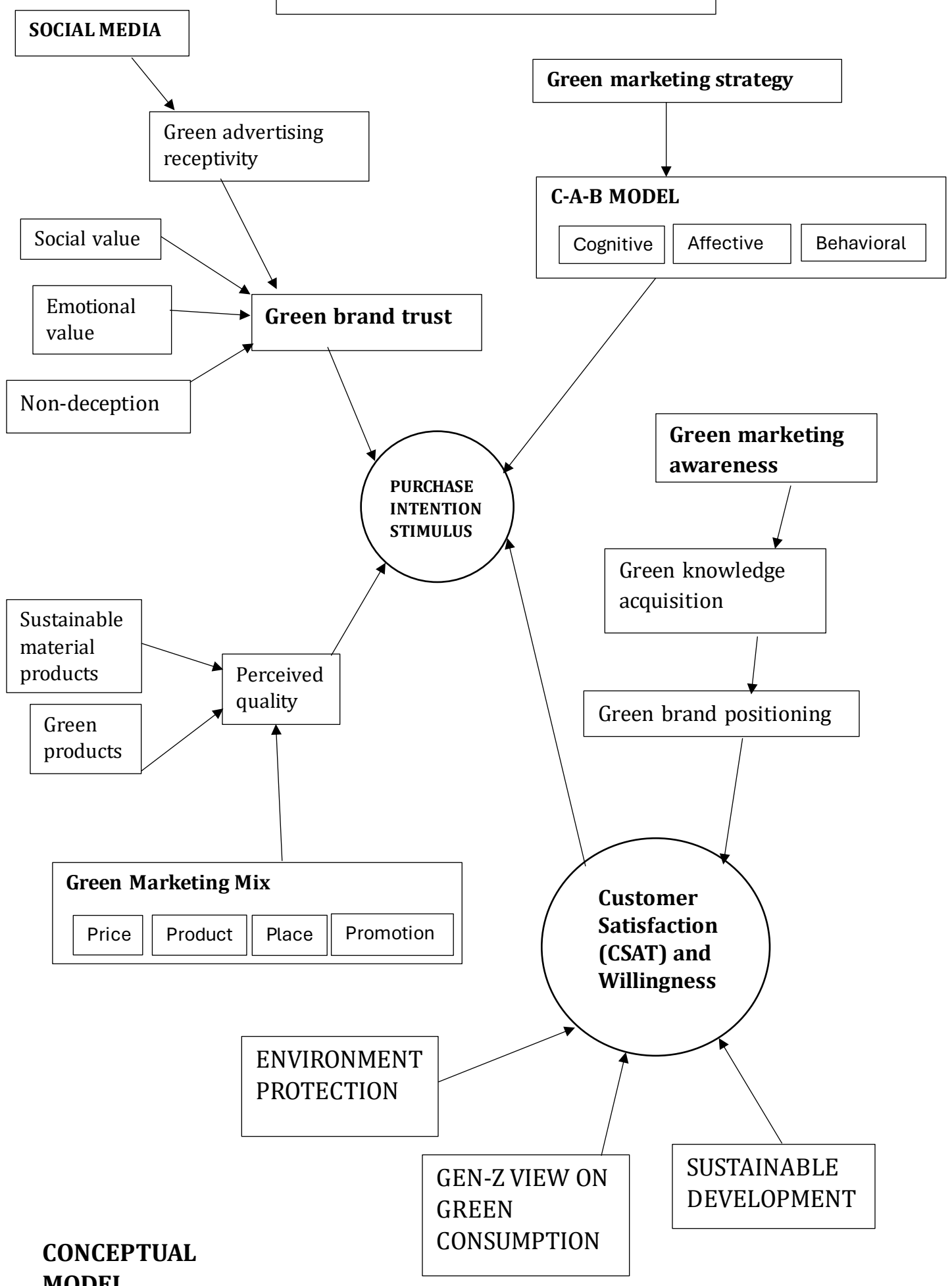
- To analyze how green marketing strategy used by marketers influences consumers purchase intention.
- To see how the GEN-Zs are acting as a motivator for increasing green consumption in India.
- To see how customer satisfaction and willingness to buy a green product act as a contributor to green marketing developing trends and increasing consumer intentions to buy green products and not normal products.

- To analyze how today the importance of environment protection and sustainable development is driving a customer's perception towards green marketing.
- How social media acts as a tool to use green products ads and emotion-based marketing to increase brand trust and drive purchase decisions.
- To determine how transparency / non deceptive marketing promotes higher retention of customers.
- To determine how the green marketing strategies used by marketers today influence the cognition of a consumer to have a purchase intention stimulus.
- To analyze how green knowledge acquisition moderately impacts the way a consumer feels about the possibilities in this sector.

## **CHAPTER 2**

### **THEORETICAL FRAMEWORK/LITERATURE REVIEW**

# LITERATURE REVIEW



**CONCEPTUAL MODEL**

**Green Marketing Strategy:** A "green marketing strategy," also known as sustainable marketing or environmental marketing, is the promotion of products and services that are environmentally friendly or have a lower impact on the environment. This strategy aims to attract environmentally conscious customers while also helping the environment.

An eco-friendly marketing strategy should have the following essential elements:

- **Product innovation:** It is the process of developing and promoting environmentally friendly or sustainable products. Reducing production waste, using recycled materials, or using less energy are some examples of how to do this.
- **Open Communication:** Ensure that clients are aware of the benefits your products and services provide for the environment. Provide information about your company's green initiatives, certifications, and eco-friendly features.
- **Awareness:** Customers should be made aware of the importance of sustainability and the ways in which your products contribute to environmental preservation. Use marketing campaigns to raise public awareness of environmental issues and the demand for eco-friendly solutions.
- **Packaging:** that is environmentally friendly: Use materials that are recyclable, biodegradable, or reusable. Reduce the amount of packaging waste you produce and select designs that will harm the environment less both in transit and after being disposed of.
- **Acquire certificates and labels attesting to the environmental friendliness** of your products, such as Energy Star, Fair Trade, or Organic certifications. By using these labels, you may gain the trust of your clients and differentiate yourself from the competition in the market.

- **Branding as a lifestyle:** Showcase your company as adhering to the values and manner of life of environmentally conscious individuals. Emphasize how your products complement a sustainable lifestyle to draw in clients that respect environmental consciousness.

**Customers' emotional needs and values** have a significant role in determining their behavior when it comes to green marketing. It includes:

- **Altruism and Empathy:** Green marketing often appeals to consumers' sympathetic and altruistic tendencies by highlighting the positive impacts that their purchases can have on society and the environment. Aiming to appeal to people's desire to have a positive impact on the planet, marketing communications that emphasize concepts like "preserving the environment for future generations" or "assisting communities impacted by climate change" elicit feelings of empathy and compassion. (Chou et al., 2020)
- **Sense of Identity and Belonging:** The desire to belong to a community or group that shares their appreciation for the environment may also serve as an inspiration to customers. Green marketing strategies often capitalize on this by creating a sense of camaraderie among environmentally conscientious consumers. For example, brands may use slogans or imagery that encourage environmentally conscious living to give consumers who value sustainability a sense of belonging. (Chou et al., 2020)
- **Personal Fulfillment and Well-Being:** Green marketing can address consumers' requirements for these two things by emphasizing the positive feelings associated with living a sustainable lifestyle. Sentences that highlight the sense of pride and achievement that comes from making environmentally conscious decisions can elicit emotions like happiness and enjoyment. (Chou et al., 2020)



**Green Brand Image:** Green marketing, which emphasizes the promotion of ecologically friendly goods and services, places a high value on green brand image. In green marketing, a green brand image is crucial in the following ways:

- **Credibility and Trust:** Sustainability and environmental responsibility are becoming more and more important to consumers. A company's commitment to environmentally friendly activities is communicated to customers through a green brand image, which increases credibility and confidence among customers who care about the environment. :( Borah et al.,2023)
- **Competitive Advantage:** Possessing a green brand image might help a business stand out from rivals in a market where environmental concerns are common. It has the potential to draw in customers who are prepared to spend more on goods and services that share their values and are ecologically responsible.
- **Customer Perception:** Customers' perceptions of a firm are influenced by a strong green brand image. Among environmentally sensitive consumers, it can foster favorable connections with the company, resulting in heightened brand loyalty and advocacy. :( Borah et al.,2023)
- **Market Differentiation:** By emphasizing their eco-friendly procedures and goods, businesses can set themselves apart from rivals through green marketing. This distinction is strengthened by a strong green brand image, which also draws in customers looking for environmentally friendly products.
- **Risk Mitigation:** Businesses that project a green image for their brand are better able to manage possible environmental risk. They might be subject to less criticism and scrutiny from the public and government agencies, which lowers the possibility of reputational harm.

- **Long-term Sustainability:** Embracing a green brand image shows a company's dedication to long-term sustainability and goes beyond simple marketing.
- Overall, a green brand image is essential in green marketing as it helps companies attract environmentally conscious consumers, differentiate themselves in the market, and build trust and credibility while driving positive environmental impact.

**Green advertising receptivity** refers to the extent to which consumers are open and responsive to advertising messages that promote environmentally friendly products or services. In the context of green marketing, which focuses on promoting products or services that are environmentally sustainable, green advertising receptivity becomes particularly relevant. The degree to which customers are receptive to and receptive to advertisements promoting environmentally friendly goods or services is known as "green advertising receptivity." Green advertising receptivity is especially important in the context of green marketing, which is centered on promoting goods and services that are environmentally sustainable. :( Borah et al.,2023)

**"Non-deception"** in the context of green marketing refers to the ethically correct act of accurately portraying the environmental benefits or attributes of a product, service, or enterprise without misleading or deceiving clients. The process of promoting products and services that are environmentally friendly or sustainable is known as "green marketing".

The following are some essential elements to guarantee that green marketing is truthful:

- **Sincere Promotion:** Advertisements should clearly state how a product or service will improve the environment. Claims must be supported by data and must not mislead customers about how the product will affect the environment.

- **Transparency:** Businesses must be open and honest about their environmental policies, procedures, and features. This entails giving clear and understandable details regarding the materials utilized, energy efficiency, emissions, recycling initiatives, and any third-party endorsements or certifications.
- **Avoid Greenwashing:** Greenwashing is the practice of businesses exaggerating or falsifying their environmental credentials to win over environmentally conscientious customers. Businesses should make sure that their environmental statements are reliable, pertinent, and supported to prevent greenwashing.
- **Compliance with Regulations:** Advertisements and marketing communications must comply with relevant laws and regulations regarding environmental claims. For example, the Federal Trade Commission (FTC) in the United States provides guidelines on environmental marketing claims through its Green Guides.
- **Educating Consumers:** Companies should educate consumers about the environmental impact of their products or services, as well as how they can make informed choices. Providing clear and accurate information empowers consumers to make environmentally responsible decisions.
- **Continuous Improvement:** Companies should strive for continuous improvement in their environmental performance and communication. This includes regularly reviewing and updating their environmental claims, as well as seeking feedback from consumers and stakeholders.

**Green brand trust**" is the degree to which consumers believe a brand's environmental statements, actions, and general dedication to sustainability are credible and trustworthy. Establishing and preserving trust is crucial in the context of

green marketing to cultivate enduring connections with environmentally concerned customers.

**Purchase Decision:** In the context of green marketing, customers' propensity, or readiness to purchase goods or services that are promoted as sustainable or environmentally friendly is referred to as their purchase decision/intention (PD/PI). It represents how customers feel about sustainability, what they want, and how likely they are to make eco-friendly choices while making purchases.

**The Cognitive-Affective-Behavioral model**, or C-A-B model, is a psychological framework that explains how people absorb information and come to judgments. The C-A-B model aids in the understanding of the behavioral, affective, and cognitive elements of consumers' reactions to environmental messaging and sustainability programs in the context of green marketing. (Chou et al., 2020)

- **Cognitive Component:** This component deals with customers' perceptions, knowledge, and comprehension of green products and environmental challenges. It entails analyzing data about a product's environmental characteristics, like its energy efficiency, recyclable nature, and use of eco-friendly materials. Cognitive reactions in the context of green marketing can include recognizing green certifications or badges, comprehending the advantages of sustainable products, and being aware of environmental issues.
- **Affective component:** describes how customers feel and behave when it comes to green products and environmental concerns. It encompasses attitudes, sentiments, and principles related to sustainability, like care for the environment, selflessness, and a sense of obligation to future generations. Positive feelings for environmentally conscious brands, sympathy for

environmental issues, and a wish to support businesses that uphold strong environmental principles are examples of affective responses in the context of green marketing.

**Behavioral component:** It pertains to the behaviors and intentions of consumers with respect to their green purchasing habits. It includes concrete actions like recycling, cutting back on energy use, purchasing eco-friendly goods, and patronizing environmentally conscious businesses. In the context of green marketing, behavioral responses might take the form of making purchases, embracing sustainable lifestyle choices, and supporting environmental causes. (Parris et al., 2003)

**Perceived Quality:** In a variety of industries, including green marketing, consumers' purchasing decisions are heavily influenced by their perceptions of quality. Based on their impressions of a product's qualities, features, and advantages, customers subjectively assess a product's overall excellence or superiority. Perceived quality in the context of green marketing includes environmental factors like sustainability, eco-friendliness, and ethical sourcing in addition to standard product features. (Agyekum et al., 2015)

**Marketing Mix:** Promoting environmentally friendly products and encouraging positive social impacts require incorporating components of sustainable development, especially those pertaining to social value, into the marketing mix. This is known as green marketing. The following are some ways that the four Ps of the marketing mix—place, pricing, promotion, and product—can support socially conscious and sustainable development:

**Product:**

- **Sustainable Design:** Create goods with the least possible negative environmental effects at every stage of production, from obtaining raw materials to ending up in the trash. Prioritizing social value can also be achieved

through sustainable design principles, which guarantee that goods are accessible, safe, and healthy for all users.

- **Socially Responsible Sourcing:** Purchase goods and components from vendors who uphold fair trade standards, respect human rights, and assist regional communities. Promoting the ethical advantages of sourcing methods can increase the allure of eco-friendly items for consumers who value social responsibility.
- **Inclusive Design:** When creating goods, consider the various demands of all users, including members of underrepresented communities. By making goods useful, accessible, and valuable to a wider group of users, inclusive design techniques advance social justice and inclusion.

**Price:**

- **Accessibility and Affordability:** Set competitive prices for eco-friendly items to attract a larger consumer base, especially those with lower incomes. Adopt pricing techniques that ensure socially disadvantaged people may purchase sustainable alternatives by striking a balance between affordability and profitability.

**Consumer sustainable behavior:** Individual behaviors, decisions, and choices that support social responsibility and environmental sustainability are referred to as consumer sustainable behavior. In the framework of green marketing, consumer behavior that is sustainable must be encouraged and promoted to increase demand for eco-friendly products and promote favorable effects on the environment and society.

**Green products:** They are the cornerstone of green marketing since they serve as the foundation for both meeting customer demand for eco-friendly options and encouraging environmental sustainability. Green products are those that, from raw material sourcing to disposal, have been designed, manufactured, and marketed with an emphasis on minimizing their impact on the environment.

**Green Consumer Satisfaction:** In the context of green marketing, "green consumer satisfaction" refers to the degree of satisfaction or fulfilment felt by customers who use sustainable or environmentally friendly goods and services. Promoting goods and services that are intended to reduce adverse effects on the environment or advance sustainability is the main goal of green marketing. In this case, customer satisfaction is determined by how well these eco-friendly goods and services satisfy the demands and inclinations of customers who care about the environment. (Yazdanifard et al., 2011).

**"Green market orientation"** describes a business strategy or approach wherein an organization prioritizes environmentally friendly operations, goods, and services to satisfy customers who care about the environment and address sustainability issues. It entails incorporating environmental factors into several company operations, such as marketing, distribution, production procedures, and product design. (Papadas et al., 2017)

- In general, green market orientation entails coordinating business plans with environmental objectives to solve environmental problems and provide value for the organization and society. Businesses that effectively adopt a green market orientation strategy can stand out from rivals, develop a reputable brand, and draw in eco-aware customers.

**Green Knowledge Acquisition:** The process of acquiring knowledge, skills, and information about environmental challenges, sustainability practices, and consumer preferences to create and carry out successful green marketing campaigns is referred to as "green knowledge acquisition" in the context of green marketing.

This entails learning about a range of environmental sustainability topics, such as:

- **Environmental Standards and Regulations:** Comprehending regional, governmental, and global standards pertaining to waste management, emissions control, environmental protection, and product certifications. This information may direct marketing and product development initiatives in addition to assisting companies in adhering to environmental regulations and standards. (Herman, L. E. ,2014)
- **Environmental Impact Assessment:** Assessing how goods, services, and corporate operations affect the environment over the course of their lives. This entails evaluating the use of resources, energy, emissions, waste creation, and any environmental risks related to the manufacturing, distribution. ( Borah et al.,2023)
- **Sustainable Technologies and Practices:** Staying up to date with advancements in sustainable technologies, innovations, and practices that can lessen environmental impact and increase resource efficiency. This could entail looking into eco-friendly products, water-saving methods, waste reduction tactics that are relevant to the sector, and renewable energy sources. (Mishra, P., & Sharma, P. ,2010.)
- **Consumer Preferences and Trends:** investigating consumer preferences, attitudes, and behaviors in relation to sustainability and environmental challenges. This entails being aware of the driving forces behind eco-friendly product selections, being prepared to pay a premium for environmentally friendly goods and being aware of how environmental certifications and labeling affect consumer preferences.
- **Competitive Landscape:** Examining rivals' green marketing tactics to spot areas where you may stand out and gain an edge. To inform strategic decision-making and market positioning, this entails examining the product



offers, message, pricing tactics, and sustainability initiatives of competitors. (Rathore, B. ,2018).

**Green innovation capability** in green marketing refers to a company's ability to create and apply innovative concepts, goods, procedures, and tactics that tackle environmental issues, fulfil sustainability objectives, and appease consumers who care about the environment is referred to as its "green innovation capability." It entails utilizing innovation to advance environmental stewardship and generate value for the company and society. (Mishra, P., & Sharma, P. ,2010).

Through the development of green innovation capabilities in green marketing, businesses can effect significant change, set themselves apart from competitors, and establish themselves as pioneers in environmental sustainability. In addition to increasing profitability and competitiveness, green innovation helps ensure a more robust and sustainable future for companies and society at large.

**Green brand positioning** refers to how a business positions its brand to highlight its dedication to environmental sustainability and appeal to customers who care about the environment. It all comes down to creating a distinct brand identity and perception in the eyes of customers that links the company to sustainability, moral behavior, and environmental responsibility. Key components of a green brand positioning are as follows:( Borah et al.,2023)

- **Clear Sustainability Message:** Outlining the brand's environmental commitments, values, and efforts in a clear and captivating manner. The brand's commitment to having a positive environmental impact should be communicated through this statement, which should also connect with the target demographic. (Parris et al. ,2003)
- **Authenticity and Transparency:** Showing off the brand's sustainable practices, certifications, and accomplishments

as proof of authenticity and transparency in green marketing initiatives. Honesty and integrity are highly valued by consumers, therefore it's critical for brands to be open about their environmental initiatives and steer clear of greenwashing. (Seele, P., & Gatti, L., 2017.)

- **Product differentiation:** It is the process of setting a company apart from rivals using environmentally friendly features such as recyclable materials, energy efficiency, and biodegradability. By emphasizing these distinctive selling features, you may draw in customers that value sustainability and are concerned about the environment.
- **Emotional Appeal:** Establishing an emotional bond with customers by matching the brand's principles with their goals and concerns about the environment. Brands may cultivate brand loyalty and advocacy among environmentally concerned consumers who align with the brand's vision and purpose by appealing to their emotions and beliefs.
- Educating consumers about environmental issues, sustainable living practices, and the advantages of selecting eco-friendly products through the provision of educational content and tools. This establishes the business as a reliable resource on sustainability and encourages goodwill among customers looking for advice and information.
- **Community Engagement:** Showing off the brand's dedication to environmental stewardship by interacting with neighborhood associations, environmental organizations, and sustainability projects. Sponsoring eco-friendly events, supporting pertinent causes, and getting involved in environmental conservation initiatives can all help a company become more credible and well-known in the eyes of customers.

- **Continuous Improvement:** Making constant efforts to enhance sustainability and environmental performance in all facets of the company. Consumers that care about the environment are more likely to trust and stick with brands that show a dedication to continuous innovation and progress in sustainability. (Rathore, B. ,2018).

**New product success (NPS)- (environment friendly products):** When it comes to green marketing, especially when it comes to eco-friendly products, new product success (NPS) is a complex idea that is impacted by several variables. The following summarizes how NPS can be attained in relation to green marketing:

- **Product Innovation:** New ideas are critical to the commercial success of green products. To produce goods that satisfy consumer demands and preferences while still being environmentally responsible, businesses must spend money on research and development. New materials, manufacturing techniques, or environmentally friendly product designs can all be examples of innovation.
- **Customer Education:** The success of green products depends on educating consumers about their advantages. This includes bringing attention to environmental problems, outlining the product's contribution to sustainability, and emphasizing its benefits over traditional substitutes. (Herman, L. E. ,2014).
- **Market Positioning:** The success of green products depends on their appropriate placement in the market. Businesses should deliberately market their eco-friendly products as superior, high-end substitutes that provide advantages for the environment and the individual. Stressing attributes like robustness, energy economy, and recyclable nature can set the product apart from rivals and draw in price-conscious, eco-aware customers. (Herman, L. E. ,2014).

- **Distribution Channels:** Selecting the appropriate distribution channels is essential to successfully reaching the target market. Businesses ought to think about collaborating with merchants that share their commitment to sustainability and are well-liked by customers who care about the environment. Reaching niche markets and interacting directly with environmentally conscious consumers can also be accomplished through online platforms and direct-to-consumer sales. (Herman, L. E. ,2014).

**Generation Z** often holds strong views on environmental protection and green consumption. Here are some common perspectives and trends associated with Gen Z's approach to these issues:

- **Environmental Consciousness:** Gen Z tends to be highly environmentally conscious and concerned about the impact of human activities on the planet. They are more likely to prioritize environmental issues such as climate change, pollution, deforestation, and biodiversity loss compared to previous generations. (Irfany et al.,2024)
- **Activism and Advocacy:** Many members of Gen Z are actively involved in environmental activism and advocacy efforts. They participate in protests, rallies, and social media campaigns to raise awareness about environmental issues and demand action from governments, businesses, and communities.
- **Preference for Sustainable Brands:** Gen Z consumers prefer to support brands that demonstrate a commitment to sustainability and social responsibility. They are willing to pay a premium for products and services that are environmentally friendly, ethically produced, and transparent about their supply chains. (Herman, L. E. ,2014).

- **Minimalism and Conscious Consumption:** Gen Z tends to value experiences over material possessions and embraces minimalist lifestyles characterized by simplicity, frugality, and mindful consumption. They prioritize quality over quantity and seek out products that align with their values of sustainability and durability. (Bexell, M., & Jönsson, K., 2017)
- **Digital Activism and Social Media Influence:** Gen Z's use of social media platforms as tools for environmental activism and advocacy is prominent. They leverage social media channels to share information, mobilize support for environmental causes, and hold companies and policymakers accountable for their environmental actions. (Herman, L. E., 2014).
- **Importance of Awareness Factors:** Across all generations, awareness is a critical component of green marketing. Green marketing is the practice of promoting sustainable or eco-friendly goods and services. Here are some reasons why awareness is crucial for all age groups: (Ramli et al., 2020)
- **Environmental Concerns:** Across the world, people are becoming more conscious of environmental problems such as pollution, resource depletion, and climate change. Every generation, from millennials to Baby Boomers, is growing increasingly aware of how their purchase decisions affect the environment. (Rathore, B., 2018).
- **Customer Preferences:** Many customers like patronizing companies that exhibit a dedication to sustainability. Across generations, customer purchase decisions are influenced by awareness of green marketing initiatives. Businesses can reach a wider audience of customers by communicating their eco-friendly operations clearly.

- **Brand Reputation:** A company's brand reputation can be greatly impacted by public knowledge of its environmental initiatives. Good word-of-mouth recommendations and enhanced brand loyalty can result from a company's dedication to sustainability, which benefits customers of all age groups. (Seele, P., & Gatti, L. ,2017.)
- **Regulatory Compliance:** To guarantee compliance, organizations must be aware of environmental legislation and requirements. Marketing goods and services as eco-friendly necessitates following certain rules and getting certified. Understanding these rules is essential for developing successful green marketing campaigns. (Herman, L. E. ,2014).

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **PURPOSE OF THE STUDY**

The study focusses upon how green marketing strategy used by various marketers today have an impact on the consumers due to various reasons -such as perceived quality of product or brand depending upon the good quality of product or sustainable product offered that is natural ,also there is application of various conceptual overview of various factors like trust, marketing mix, c-a-b model ,emotional viewpoint and gen-z take on green consumption that not only influence the customer satisfaction but also tend to create an intention to buy a green product that is eco-friendly.

#### **RESEARCH OBJECTIVES**

- To analyze how green marketing strategy used by marketers influences consumers purchase intention.
- To see how the GEN-Zs are acting as a motivator for increasing green consumption in India.
- To see how customer satisfaction and willingness to buy a green product act as a contributor to green marketing developing trends and increasing consumer intentions to buy green products and not normal products.
- To determine how the green marketing strategies used by marketers today influence the cognition of a consumer to have a purchase intention stimulus.
- To analyze how green knowledge acquisition moderately impacts the way a consumer feels about the possibilities in this sector.

Research methodology refers to “how” of any kind of research.

More specifically, it’s about how a researcher systematically designs a study to ensure valid results.

- Who to collect it from (in research, this is called “sampling design”)
- How to collect it (this is called “data collection methods”)
- How to analyze it (this is called “data analysis methods”)

As the research is done to analyze the role of green marketing strategy in determining consumer purchasing intentions and how consumer’s attitude is impacted by various factors so descriptive research methods have been used.

Descriptive research - it includes surveys and fact-finding enquiries of different kinds. Descriptive research is to describe about the market and about the consumer and how the marketers affect the consumer’s opinion of buying a product or service.

### **RESEARCH TYPE USED**

- Descriptive research type will be used.

### **RESEARCH DESIGN**

- **Data To be used:** Primary Data is used.

### **RESEARCH METHODS**

- Qualitative and Exploratory research method will be used.
- Interviews research will be done.
- Analysis will be done based on the result of the findings from the interviews taken.



## **DATA COLLECTION**

- Primary data collection is done through one-to-one interviews.
- Sample size is 10.
- Research Technique used is Open ended interviews.

## **CHAPTER 4**

### **ANALYSIS**

#### **INTERVIEWS ANALYSIS**

##### **Interview 1 -Prateek Kumar Dutta**

###### **Introduction and Setting the Context:**

Himani Bansal starts the interview by providing a brief overview of the purpose, mentioning that it's for a college project analyzing green marketing's role in consumer purchase intentions. This sets the context for Prateek to understand the interview's objective.

###### **In the interview the following things were discussed**

###### **Awareness and Understanding of Green Marketing:**

Himani's question about Prateek's awareness of green marketing gauges his familiarity with the concept. Prateek responds by defining green marketing as promoting eco-friendly products, indicating a foundational understanding. His mention of eco-friendly products such as CFL bulbs and organic foods shows practical knowledge.

###### **Personal Experience and Consumer Behavior:**

Prateek shares his personal experiences, mentioning his efforts to adopt environmentally friendly practices like conserving electricity and reducing plastic usage. This reveals his inclination towards sustainability but also implies that personal behavior may not always align with purchasing decisions.

###### **Impact of Green Marketing on Consumer Perception:**

Prateek discusses how green marketing influences consumer perception, emphasizing the need for companies to effectively communicate their environmental initiatives. He suggests that highlighting the environmental benefits of green products can positively impact consumer perception and drive purchase decisions.

### **Role of Education and Awareness:**

Prateek emphasizes the importance of education in fostering sustainable behaviors among consumers. He suggests integrating environmental education into school and college curricula to instill long-term awareness and values related to sustainability.

### **Greenwashing and Brand Trust:**

Prateek highlights the issue of greenwashing, where companies make false or exaggerated claims about their environmental efforts. He emphasizes the importance of maintaining brand trust by ensuring transparency and authenticity in green marketing initiatives.

### **Challenges in Green Consumerism:**

Prateek acknowledges the challenges in promoting green consumerism, particularly among price-sensitive consumers. He recognizes that affordability can be a barrier to adopting eco-friendly products, especially when they come at a higher cost.

### **Building Consumer Trust and Loyalty:**

Prateek suggests strategies for building consumer trust and loyalty, such as providing tangible benefits like cost savings and leveraging social proof through testimonials and feedback mechanisms.

### **Influence of Marketing Channels:**

Prateek predicts the increasing role of social media and influencer marketing in promoting green products. He provides examples of companies using experiential marketing to engage consumers and communicate their sustainability initiatives effectively.

### **Impact on Consumer Behavior and Brand Reputation:**

Prateek discusses how increased health consciousness among consumers can drive the adoption of green products. He suggests that green brands can enhance their reputation by highlighting the health benefits of their products in addition to their environmental advantages.

## **Conclusion:**

The interview concludes with a summary of the key points discussed, emphasizing the importance of trust-building, effective communication, and collaboration with stakeholders in promoting green marketing and sustainable consumption.

This detailed analysis provides insights into how Himani, as the interviewer, guides the conversation, and Prateek, as the respondent, offers thoughtful perspectives on various aspects of green marketing and consumer behavior.

## **Understanding of Green Marketing's Influence:**

Prateek demonstrates a solid understanding of how green marketing can influence consumer behavior. He recognizes that effective communication of environmental benefits can positively shape consumer perceptions and drive purchase decisions.

## **Personal Experience and Behavioral Influence:**

Prateek's personal efforts to adopt environmentally friendly practices suggest that he believes in the potential of individual behavior to align with broader sustainability goals. However, he also acknowledges that personal behavior may not always translate directly into purchasing decisions.

## **Role of Education and Awareness:**

Prateek places significant emphasis on education and awareness in shaping consumer behavior. He believes that integrating environmental education into formal curricula can cultivate long-term awareness and values conducive to sustainable consumption.

## **Challenges in Promoting Green Consumerism:**

Prateek acknowledges the challenges inherent in promoting green consumerism, particularly among price-sensitive consumers. He understands that affordability can be a significant barrier to the widespread adoption of eco-friendly products.

### **Building Consumer Trust and Loyalty:**

Prateek underscores the importance of building consumer trust and loyalty through transparent and authentic green marketing initiatives. He recognizes that establishing credibility is essential for fostering long-term relationships with environmentally conscious consumers.

### **Impact of Marketing Channels:**

Prateek recognizes the evolving role of marketing channels, particularly social media, and influencer marketing, in promoting green products. He understands that leveraging these channels effectively can amplify the reach and impact of green marketing messages.

### **Health Consciousness and Purchase Decisions:**

Prateek identifies a growing trend of health consciousness among consumers and believes that this can intersect with environmental concerns to influence purchase decisions positively. He suggests that highlighting the health benefits of green products can enhance their appeal to consumers.

### **Certifications and Labels:**

Prateek values the role of certifications and labels in verifying the authenticity of green products. He suggests that credible certifications, backed by collaboration with environmental organizations, can enhance consumer trust and facilitate informed purchasing decisions.

Prateek acknowledges the role of certifications and labels in verifying the authenticity of green products. He recommends collaborating with environmental NGOs to establish credible certifications that consumers can trust.

### **Conclusion:**

The interview concludes with a summary of the key points discussed, emphasizing the importance of trust-building, effective communication, and collaboration with stakeholders in promoting green marketing and sustainable consumption.

Overall, Prateek's perspective reflects a nuanced understanding of the various factors that influence consumer buying behavior in the context of green marketing. He acknowledges both the opportunities and challenges inherent in promoting sustainable consumption and emphasizes the importance of trust, education, and effective communication in driving meaningful behavioral change.

This analysis provides insights into how Himani, as the interviewer, guides the conversation, and Prateek, as the respondent, offers thoughtful perspectives on various aspects of green marketing and consumer behavior.

## **Interview 2-Chirag Arora**

### **Introduction and Purpose:**

Himani, the interviewee initiates the interview by stating the purpose, which is to analyze the role of green marketing strategies in determining consumer purchase intentions for a college project. This sets the context for the discussion and establishes the interview's goal.

### **In the interview the following things were discussed**

#### **Engagement:**

Himani starts the interview by introducing the topic of green marketing and proceeds to ask Chirag if he's ready for the interview. This sets the stage for the discussion and engages Chirag in the conversation.

In the interview, Chirag Arora is the respondent, sharing his thoughts and experiences regarding green marketing and its impact on consumer behavior.

#### **Awareness of Green Marketing:**

Chirag initially admits to being unaware of the concept of green marketing. This highlights a common issue where consumers may not be familiar with environmentally friendly marketing strategies and their implications.

#### **Understanding Green Marketing:**

As the interview progresses, Chirag demonstrates an understanding of green marketing concepts. He learns about it during the interview and acknowledges the importance of brands promoting eco-friendly practices.

#### **Personal Experience:**

Chirag shares a personal experience of purchasing an organic shampoo. He emphasizes the importance of brands making authentic claims about their products being eco-friendly and avoiding harmful chemicals. This highlights the influence of green marketing on consumer purchasing decisions.

#### **Consumer Perception:**

Chirag discusses consumer perception of green brands, stating that consumers perceive them as natural and better than products containing chemicals. This perception drives consumer interest in green products and influences their buying behavior.

### **Education and Awareness:**

Chirag acknowledges the importance of education and awareness about green consumption and sustainability in today's world. He highlights the potential long-term impacts on future generations if consumption patterns do not change.

### **Introduction and Purpose:**

Himani, the interviewee initiates the interview by stating the purpose, which is to analyze the role of green marketing strategies in determining consumer purchase intentions for a college project. This sets the context for the discussion and establishes the interview's goal.

### **Explanation of Green Marketing:**

Himani explains the concept of green marketing to Chirag when he expresses his lack of awareness. She describes it as promoting environmentally friendly products and brands that focus on sustainability. This demonstrates her willingness to ensure Chirag understands the topic before proceeding.

### **Prompting for Personal Experience:**

Himani prompts Chirag to share any personal experiences he may have had with green marketing or purchasing eco-friendly products. This encourages Chirag to connect the theoretical concept with real-life examples, providing valuable insights for the interview.

### **Clarification and Elaboration:**

Himani seeks clarification from Chirag when he asks for repetition or when she senses he may not fully grasp a concept. For instance, she elaborates on the idea of green marketing by giving examples of brands engaged in eco-friendly practices, helping Chirag better understand the concept.



### **In-depth Exploration:**

Himani asks open-ended questions that encourage Chirag to elaborate on his responses and share his thoughts in detail. For example, she asks about his views on the importance of education and awareness regarding green consumption, prompting Chirag to provide nuanced insights.

### **Responses from Chirag:**

Chirag engages actively in the interview, gradually gaining understanding of green marketing concepts and sharing his perspectives based on personal experiences. He articulates his thoughts clearly and provides examples to support his points, contributing to a meaningful discussion.

### **Discussion on Challenges and Importance:**

Himani and Chirag discuss the challenges faced by green brands in positioning themselves in consumers' minds and the importance of transparency and trust in green branding. This highlights their ability to delve into complex issues related to green marketing and consumer behavior.

### **Exploration of Certifications and Labels:**

Himani prompts Chirag to discuss his awareness of certifications and labels associated with eco-friendly products. Chirag shares his knowledge about labels such as the Forestry Stewardship Council, demonstrating his understanding of the importance of such certifications in influencing consumer choices.

### **Analysis of Factors Influencing Buying Decisions:**

Himani asks Chirag about the factors influencing his decision to purchase green products, such as product quality, price, and marketing mix. Chirag provides insights into how claims of eco-friendliness and organic ingredients impact consumer choices, highlighting the multifaceted nature of consumer decision-making.

### **Initial Lack of Awareness:**

Chirag begins the interview by admitting his lack of familiarity with green marketing. This suggests that he may not have

previously considered the environmental or sustainability aspects of consumer products when making purchasing decisions.

### **Personal Experience Influence:**

As the interview progresses, Chirag shares a personal experience of purchasing an organic shampoo. He highlights how the brand's claim of being sulfate-free and environmentally friendly influenced his decision to buy the product. This indicates that personal experiences with green products can positively impact consumer buying behavior.

### **Consideration of Quality and Price:**

Chirag acknowledges that factors like product quality and price still influence his buying decisions, even when considering green products. This suggests that while environmental concerns are important, they may not always be the sole determining factor for consumers, especially if they perceive a trade-off in quality or affordability.

### **Role of Marketing Mix:**

Chirag recognizes the importance of marketing mix elements such as product promotion and branding in shaping consumer perceptions of green products. He discusses how brands use claims of eco-friendliness to attract consumers, indicating that effective marketing strategies can influence consumer attitudes and behavior.

### **Transparency and Trust:**

Chirag emphasizes the significance of transparency and trust in green branding. He suggests that brands must build trust with consumers by providing authentic claims and obtaining credible certifications. This implies that consumer trust plays a crucial role in driving purchasing decisions, particularly in the context of green products where environmental claims may be scrutinized more closely.

Chirag's responses suggest that while green marketing can impact consumer buying behavior by appealing to environmental concerns, other factors such as product quality,

price, and brand trust also play significant roles. His insights reflect a nuanced understanding of how various factors interact to shape consumer preferences in the context of eco-friendly products.

Overall, the interview highlights the evolving awareness and importance of green marketing in influencing consumer purchasing decisions. Chirag's responses demonstrate a growing recognition of the significance of eco-friendly practices and the role of brands in promoting sustainability. In this interview, Chirag Arora provides insights into consumer behavior and preferences, particularly regarding green products and the impact of green marketing on consumer choices. Let's break down Chirag's responses and analyze them in detail:

### **Consumer Behavior and Preferences:**

Chirag emphasizes that as a consumer, he prioritizes factors such as product quality, brand reputation, and price. He mentions that initially, he may test a green product by purchasing it in a small quantity to evaluate if it justifies the price. If he finds the brand reputable and the product satisfactory, he will continue purchasing it, regardless of price considerations in the future.

### **Impact of Greenwashing:**

Chirag strongly opposes greenwashing, where brands falsely claim to be environmentally friendly for marketing purposes while their products contain artificial substances. He asserts that such deceptive practices would deter him from buying those products and would likely lead to a negative perception among consumers.

Chirag strongly condemns greenwashing and its adverse effects on consumer trust and brand credibility. His recognition of the deceptive nature of false environmental claims highlights the importance of transparency and authenticity in marketing communications. This suggests that consumers are increasingly vigilant and skeptical of greenwashing tactics, preferring brands that demonstrate genuine commitment to sustainability.

### **Influence of Social Media Marketing:**

Chirag acknowledges the significant influence of social media, especially on younger consumers, in promoting green brands and products. He highlights the role of effective promotion and awareness-building campaigns in influencing consumer behavior towards choosing environmentally friendly products.

### **Effectiveness of Green Marketing:**

Chirag believes that green marketing can effectively promote green consumption by creating awareness and influencing consumer behavior. He suggests that such marketing strategies can help companies maintain a competitive edge and drive demand for sustainable products.

### **Personal Preference:**

Chirag expresses his personal preference for green products, provided they are competitively priced compared to non-organic alternatives. He indicates a willingness to pay a slightly higher price for green products, given their perceived benefits and alignment with sustainability goals.

Overall, Chirag's responses reflect a nuanced understanding of consumer behavior, highlighting the interplay between factors such as product quality, pricing, marketing strategies, and sustainability considerations in shaping consumer preferences towards green products. He emphasizes the importance of transparency, credibility, and genuine commitment to sustainability in fostering consumer trust and driving adoption of green consumption practices.

Chirag's insights provide valuable perspectives on how various factors influence consumer buying behavior, particularly in the context of green products and marketing. Here's a response focusing on Chirag's views and their implications for consumer behavior:

Chirag's responses in the interview shed light on the multifaceted nature of consumer buying behavior, particularly concerning green products and marketing strategies. He

underscores the importance of several key factors that shape consumer preferences and decisions:

### **Quality and Brand Reputation:**

Chirag highlights the significance of product quality and brand reputation in influencing his purchasing decisions. His emphasis on testing products initially and prioritizing brands that offer credible and satisfactory quality reflects a discerning consumer mindset. This suggests that consumers like Chirag place a high value on reliability and effectiveness when considering green products.

### **Genz's perspectives:**

Chirag acknowledges the significant role of social media in shaping consumer perceptions and preferences, particularly among younger demographics. His recognition of social media as a powerful platform for raising awareness and generating interest in green products underscores the importance of digital marketing strategies in engaging with consumers. This suggests that brands leveraging social media effectively can effectively influence consumer behavior towards more sustainable choices.

### **Alignment with Sustainable Development Goals (SDGs):**

Chirag recognizes the relevance of aligning green marketing efforts with broader sustainability goals, such as the UN SDGs. His understanding of the interconnectedness between responsible consumption and production and achieving sustainable development reflects an awareness of the societal and environmental implications of consumer choices. This suggests that consumers are increasingly conscious of the broader impact of their purchasing decisions and may prioritize products that align with their values and sustainability objectives.

### **Future Trends in Green Consumption:**

Chirag predicts a significant shift towards green consumption in the future, driven by growing awareness and demand for sustainable products. His estimation that a substantial portion of the population may prefer green products by 2030 reflects a

positive outlook for the growth and expansion of the green market segment. This suggests that consumer attitudes and behaviors are evolving towards greater environmental consciousness and preference for sustainable alternatives.

### **Price Sensitivity and Affordability:**

While Chirag acknowledges the importance of green products, he also highlights the significance of pricing. He mentions that if green products are priced competitively and are only slightly more expensive than non-organic alternatives, he would be inclined to choose them. This indicates that affordability plays a crucial role in influencing consumer behavior, particularly when considering sustainable options.

### **Conclusion:**

In conclusion, Chirag's insights highlight the complex interplay of factors that influence consumer buying behavior, ranging from product quality, and pricing to ethical considerations and environmental consciousness. His perspectives underscore the importance of authenticity, affordability, and sustainability in shaping consumer preferences and driving the adoption of green products.

Chirag emphasizes that he prioritizes quality and brand reputation when making purchasing decisions. He indicates a willingness to initially test green products in small quantities to assess their quality and effectiveness. This suggests that consumers like Chirag are cautious and discerning, seeking products that offer tangible benefits and value for their money.

Overall, the interview highlights the evolving awareness and importance of green marketing in influencing consumer purchasing decisions. Chirag's responses demonstrate a growing recognition of the significance of eco-friendly practices and the role of brands in promoting sustainability.

## **Interview 3-Manav**

### **In the interview the following things were discussed**

#### **Understanding of Green Marketing:**

Manav's understanding of green marketing is foundational. Green marketing involves promoting products or services based on their environmental benefits or sustainability features. Manav recognizes that it's a strategic approach adopted by businesses to appeal to consumers who prioritize environmental concerns in their purchasing decisions. This understanding indicates Manav's awareness of the growing importance of sustainability in marketing strategies.

#### **Example of Green Marketing:**

Manav cites the example of companies like Mama using tree-planting initiatives as a marketing tool. This example illustrates how businesses integrate environmental initiatives into their marketing campaigns to enhance brand reputation and resonate with eco-conscious consumers. By highlighting this example, Manav suggests that green marketing isn't merely about selling products; it's about aligning with values and demonstrating corporate social responsibility.

#### **Impact of Green Marketing on Consumer Purchase:**

Manav suggests that while green marketing can influence some consumers, it may not be the primary factor driving purchase decisions for everyone. This observation underscores the complexity of consumer behavior, indicating that individuals consider various factors such as product quality, price, and functionality alongside environmental attributes when making purchasing decisions. Manav's insight suggests that successful green marketing requires a nuanced understanding of consumer preferences and priorities.

#### **Challenges in Green Marketing:**

Manav identifies several challenges associated with green marketing, including low consumer awareness and the prevalence of greenwashing. Low consumer awareness implies that not all consumers may be familiar with green products or

their environmental benefits, making it challenging for businesses to effectively market them. Additionally, the prevalence of greenwashing—where companies exaggerate or misrepresent their environmental credentials—undermines consumer trust and credibility in green marketing efforts. Manav's recognition of these challenges underscores the importance of transparency and authenticity in green marketing campaigns.

### **Role of Government Regulation:**

Manav emphasizes the role of government regulations in ensuring the integrity of green marketing practices. Regulations help prevent deceptive or misleading claims, ensuring that businesses adhere to environmental standards and accurately communicate their sustainability efforts to consumers. Manav's acknowledgment of the regulatory environment highlights the need for businesses to comply with legal requirements and uphold ethical standards in their marketing communications.

### **Consumer Loyalty towards Green Brands:**

Manav suggests that consumer loyalty towards green brands may be influenced by factors beyond environmental considerations. While sustainability is important to many consumers, other factors such as product quality, price, and brand reputation also play significant roles in shaping brand loyalty. Manav's insight underscores the need for businesses to deliver value across multiple dimensions to foster long-term customer relationships, even within the context of green marketing.

### **Impact of Social Media on Green Marketing:**

Manav recognizes the role of social media in amplifying the reach of green marketing efforts, particularly among younger demographics. Social media platforms provide opportunities for businesses to engage with consumers, share their sustainability initiatives, and cultivate a community around environmental value. Manav's acknowledgment of social media's influence underscores the importance of digital marketing strategies in



reaching and resonating with environmentally conscious audiences.

### **Factors Influencing Green Consumption:**

Manav identifies affordability and environmental concern as key factors influencing the growth of green consumption. Affordability implies that the accessibility and affordability of green products play a crucial role in shaping consumer behavior. Additionally, Manav acknowledges the significance of consumer concern for the environment in driving demand for sustainable products and services. His insight highlights the interconnectedness of economic factors and environmental consciousness in shaping consumption patterns.

### **Positive Impact of Green Marketing:**

Despite the challenges associated with green marketing, Manav recognizes its potential to create a positive brand image and enhance corporate reputation. Genuine commitment to sustainability can foster consumer trust, loyalty, and goodwill, ultimately benefiting businesses in the long run. Manav's perspective emphasizes the importance of authenticity and integrity in green marketing initiatives, suggesting that ethical branding can yield tangible business benefits beyond mere sales.

From Manav's perspective, the impact of green marketing on consumer buying behavior is multifaceted. While green marketing initiatives can certainly influence consumer perceptions and preferences, Manav recognizes that they are just one of many factors that shape purchasing decisions.

Manav understands that consumer behavior is influenced by a variety of factors, including product quality, price, convenience, and brand reputation. While sustainability and environmental consciousness are increasingly important considerations for many consumers, they may not always be the primary drivers of purchasing decisions.

Manav acknowledges that green marketing can play a significant role in shaping consumer perceptions of a brand or product. Companies that effectively communicate their commitment to sustainability and environmental responsibility may appeal to

environmentally conscious consumers like himself. However, he also recognizes the potential for greenwashing, where companies may exaggerate or misrepresent their environmental efforts to capitalize on consumer demand for eco-friendly products.

In Manav's view, the effectiveness of green marketing depends on factors such as the authenticity of the brand's commitment to sustainability, transparency in their environmental practices, and alignment with consumer values. He believes that companies that genuinely prioritize environmental stewardship and demonstrate their commitment through tangible actions are more likely to earn the trust and loyalty of consumers.

### **Conclusion:**

Manav's analysis offers a comprehensive understanding of green marketing, addressing its implications for consumer behavior, business practices, and regulatory frameworks. His insights highlight the opportunities and challenges associated with promoting sustainability in the marketplace, underscoring the importance of strategic approaches that balance environmental objectives with broader marketing considerations.

**Manav's specific viewpoint** on the impact of green marketing on consumer buying behavior revolves around **authenticity and transparency**. He believes that while green marketing can certainly influence consumer perceptions, it's crucial for companies to genuinely prioritize sustainability and environmental responsibility rather than merely using it as a marketing tactic.

For Manav, a **company's commitment to sustainability** should be more than just a marketing strategy—it should be ingrained in their core values and reflected in their actions. He values transparency in environmental practices and expects companies to back up their green marketing claims with concrete evidence of their efforts to reduce their environmental footprint.

In Manav's view, consumers have a responsibility to be informed and discerning when evaluating **green marketing claims**. He

encourages consumers to look beyond marketing slogans and delve deeper into a company's environmental practices and track record. By doing so, consumers can support companies that demonstrate a genuine commitment to sustainability and hold others accountable for their environmental claims.

Overall, Manav believes that green marketing can play a positive role in shaping consumer behavior, but only when backed by genuine environmental stewardship and transparency. He advocates for a more critical approach to evaluating green marketing messages and emphasizes the importance of companies aligning their actions with their environmental practices.

## **Interview 4- Smriti Mehta**

### **In the interview the following things were discussed**

#### **Authenticity in Green Marketing:**

Smriti strongly believes that authenticity is paramount in green marketing. She argues that consumers are increasingly savvy and can discern between genuine sustainability efforts and mere greenwashing. She emphasizes that brands must demonstrate a sincere commitment to environmental responsibility rather than merely paying lip service to eco-friendly practices for marketing purposes.

#### **Consumer Skepticism Towards Greenwashing:**

Smriti expresses a deep-seated skepticism towards brands that engage in greenwashing – a practice where companies make false or exaggerated claims about their environmental initiatives. She contends that such deceptive tactics can undermine consumer trust and lead to backlash against the brand. Smriti suggests that in today's socially conscious marketplace, consumers are quick to see through greenwashing attempts and are less likely to support companies that engage in such practices.

#### **Transparency and Accountability:**

Transparency is a key tenet of Smriti's beliefs regarding green marketing. She advocates for brands to be transparent about their environmental practices and initiatives, providing consumers with clear and honest information about their sustainability efforts. Smriti argues that transparency fosters trust and credibility, enabling consumers to make informed purchasing decisions based on accurate information.

#### **Educating Consumers:**

Smriti underscores the importance of educating consumers about environmental issues and the impact of their purchasing decisions. She believes that by raising awareness and providing information about sustainability, brands can empower consumers to make more environmentally conscious choices. Smriti suggests that education initiatives can help consumers

understand the significance of supporting genuinely sustainable brands and avoiding those that engage in greenwashing.

### **Building Trust through Actions:**

According to Smriti, trust is a crucial factor in consumer purchasing behavior, particularly in the context of green marketing. She argues that brands can build trust with consumers by backing up their environmental claims with concrete actions and measurable results. Smriti emphasizes the importance of authenticity and consistency in demonstrating a brand's commitment to sustainability, which can ultimately lead to greater consumer loyalty and support.

### **Eco-Certifications and Labels:**

Smriti sees eco-certifications and labels as valuable tools for guiding consumer purchasing decisions. She believes that certifications such as Fair Trade, USDA Organic, or Energy Star serve as credible indicators of a brand's environmental credentials. Smriti suggests that eco-labels provide consumers with assurance that a product meets certain environmental standards, making it easier for them to choose eco-friendly options with confidence.

### **Environmental Impact of Products:**

Central to Smriti's opinions on green marketing is the notion of assessing the environmental impact of products throughout their lifecycle. She advocates for brands to conduct thorough lifecycle assessments to understand the environmental implications of their products, from sourcing raw materials to manufacturing, distribution, and disposal. Smriti believes that by quantifying and mitigating their environmental footprint, brands can appeal to environmentally conscious consumers and differentiate themselves in the marketplace.

### **Corporate Social Responsibility (CSR):**

Smriti emphasizes the role of corporate social responsibility (CSR) in green marketing and consumer buying behavior. She argues that brands have a responsibility to minimize their environmental impact, support sustainable practices, and

contribute positively to society. Smriti suggests that CSR initiatives, such as community outreach programs or investments in renewable energy, can enhance brand reputation and influence consumer perceptions and preferences.

### **Long-Term Brand Reputation:**

Smriti takes a long-term view of the impact of green marketing on brand reputation. She contends that while some brands may prioritize short-term gains through greenwashing or superficial eco-friendly messaging, such tactics are ultimately unsustainable and can damage brand reputation over time. Smriti advocates for brands to adopt a genuine, value-driven approach to sustainability that prioritizes long-term brand reputation and consumer trust.

### **Collaboration and Industry Standards:**

Finally, Smriti believes in the importance of collaboration and industry-wide standards in advancing green marketing efforts. She suggests that by working together, brands, regulatory bodies, and consumer advocacy groups can establish clear guidelines and benchmarks for sustainable practices. Smriti argues that industry-wide standards promote consistency, accountability, and transparency, benefiting both consumers and companies committed to environmental responsibility.

## **Influence of Social media marketing**

### **Reach and Accessibility:**

Smriti acknowledges the unparalleled reach and accessibility of social media platforms in today's digital landscape. She recognizes that social media enables brands to connect with a diverse audience across geographical boundaries, making it an invaluable channel for sharing information about sustainability initiatives and engaging with consumers directly.

### **Storytelling and Authenticity:**

Central to Smriti's approach to social media marketing is the emphasis on storytelling and authenticity. She believes that

social media provides an opportunity for brands to share compelling narratives about their sustainability journey, including behind-the-scenes glimpses of their eco-friendly practices and the people driving positive change within the organization. Smriti emphasizes the importance of authenticity in social media content, encouraging brands to be transparent and genuine in their communication with consumers.

### **Two-Way Communication:**

Smriti values social media as a platform for fostering two-way communication between brands and consumers. She sees social media channels as interactive spaces where brands can listen to feedback, address customer inquiries, and participate in meaningful conversations about sustainability. Smriti advocates for brands to actively engage with their audience on social media, responding to comments, acknowledging concerns, and soliciting input to strengthen their sustainability efforts.

### **Building Communities and Advocacy:**

Smriti recognizes the potential of social media in building communities of like-minded individuals who are passionate about sustainability. She believes that brands can leverage social media platforms to cultivate a loyal following of environmentally conscious consumers who advocate for positive change. Smriti encourages brands to foster a sense of belonging and empowerment within their social media communities, encouraging supporters to amplify the brand's message and drive collective action towards sustainability goals.

### **Educational Content and Awareness:**

In line with her belief in consumer education, Smriti sees social media as a valuable tool for raising awareness and sharing educational content about environmental issues. She advocates for brands to use their social media platforms to disseminate information about sustainability best practices, environmental conservation efforts, and the importance of making eco-conscious choices. Smriti believes that by providing valuable and informative content, brands can empower consumers to make more informed decisions and inspire positive behavior change.

### **Visual Storytelling and Impactful Imagery:**

Smriti emphasizes the importance of visual storytelling and impactful imagery in social media marketing campaigns. She recognizes that compelling visuals have the power to evoke emotion, capture attention, and convey complex sustainability concepts in a digestible format. Smriti encourages brands to leverage high-quality photography, videos, and infographics to showcase their environmental initiatives, inspire action, and drive engagement on social media platforms.

### **Influencer Partnerships and Collaborations:**

Smriti sees influencer partnerships and collaborations as effective strategies for amplifying a brand's sustainability message on social media. She believes that collaborating with influencers who align with the brand's values and resonate with its target audience can help increase reach, credibility, and engagement. Smriti advises brands to partner with influencers who are genuinely passionate about sustainability and have an authentic connection with their followers, ensuring that the message resonates authentically with the audience.

### **Measuring Impact and Metrics:**

Finally, Smriti emphasizes the importance of measuring the impact of social media marketing efforts on sustainability goals. She advocates for brands to track key metrics such as engagement rates, reach, sentiment analysis, and conversion rates to evaluate the effectiveness of their social media campaigns in driving positive change. Smriti believes that data-driven insights are essential for optimizing social media strategies, identifying areas for improvement, and demonstrating the tangible impact of sustainability initiatives to stakeholders and consumers alike.



## **Interview 5- Shriyanshu**

### **In the interview the following things were discussed**

#### **Understanding of Green Marketing:**

Shriyanshu demonstrates a basic understanding of green marketing by defining it as the development of sustainable products and strategies that are environmentally friendly and socially responsible. His definition indicates that he grasps the fundamental concept of green marketing, which involves promoting products or services based on their environmental benefits.

#### **Experience with Green Products:**

Shriyanshu mentions that he doesn't recall specific instances of purchasing green products himself. This response indicates a lack of personal experience with green products, which may limit the depth of his insights into consumer behavior regarding such products. However, he does provide examples of companies implementing green initiatives, suggesting that he is aware of the broader context of green marketing efforts in the industry.

#### **Consumer Perception of Green Brands:**

Shriyanshu believes that consumers generally prefer green products but acknowledges that cost can be a significant factor influencing purchasing decisions. His response reflects an understanding of the complexities involved in consumer behavior, recognizing that while there may be a preference for environmentally friendly products, economic considerations can still play a crucial role in decision-making.

#### **Importance of Awareness and Education:**

Shriyanshu highlights the importance of increasing awareness of green marketing concepts among consumers through education and government support. This response demonstrates an awareness of the need for broader societal efforts to promote environmentally sustainable practices and suggests a proactive approach to addressing the issue of low consumer awareness.

#### **Trust in Green Brands:**

Shriyanshu emphasizes the importance of transparency for green brands, stating that customers value honesty and environmentally responsible practices. His response underscores the significance of trust and integrity in building consumer confidence in green brands, aligning with the principles of ethical marketing and corporate social responsibility.

### **Impact of Social Media and Influencer Marketing:**

Shriyanshu acknowledges the growing influence of social media and believes it can play a significant role in promoting green marketing and influencing consumer behavior positively. His recognition of the power of social media and influencer marketing indicates an understanding of contemporary marketing trends and their potential impact on consumer attitudes and behaviors.

### **Predictions for the Future of Green Marketing:**

Shriyanshu predicts that the importance of green brands will grow over time, driven by increasing environmental awareness and government initiatives. While his optimism about the future of green marketing is commendable, his prediction lacks specificity regarding the timeline and the extent of potential changes in consumer behavior. Additionally, his mention of the year 2047 seems arbitrary and lacks rationale or supporting evidence.

### **Consumer Behavior and Decision Making:**

Shriyanshu briefly touches upon consumer behavior by mentioning that cost can be a significant factor influencing purchasing decisions. However, his response lacks depth in exploring other factors that influence consumer behavior, such as brand loyalty, product quality, and perceived social status associated with green products. A more comprehensive analysis of consumer behavior could have enriched his insights and provided a broader perspective on the challenges and opportunities in green marketing.

### **Corporate Social Responsibility (CSR):**

Shriyanshu emphasizes the importance of transparency and honesty for green brands, reflecting an understanding of the principles of corporate social responsibility. However, he could have elaborated further on how companies can integrate CSR initiatives into their overall marketing strategies to enhance brand reputation and customer loyalty. Discussing specific examples of companies that have successfully implemented CSR programs related to environmental sustainability would have strengthened his argument and demonstrated a deeper understanding of the topic.

### **Government Regulations and Policies:**

Shriyanshu acknowledges the role of government support in increasing awareness of green marketing concepts among consumers. However, he does not delve into the specific regulations and policies that can impact green marketing practices, such as eco-labeling requirements, tax incentives for sustainable products, or restrictions on environmentally harmful practices. A more comprehensive analysis of government regulations and policies would have provided a more nuanced understanding of the broader socio-political context in which green marketing operates.

### **Ethical Marketing Practices:**

Shriyanshu briefly touches upon the importance of honesty and transparency for green brands, aligning with the principles of ethical marketing. However, he could have explored ethical considerations in greater detail, such as the ethical implications of greenwashing or the ethical responsibilities of companies towards consumers and the environment. Discussing real-world examples of ethical and unethical marketing practices in the context of green marketing would have enhanced the depth of his analysis and provided practical insights for addressing ethical challenges in the industry.

### **Clarity of Communication:**

Shriyanshu demonstrates clarity in expressing his ideas and viewpoints throughout the interview. His responses are

articulate and well-structured, making it easy for the interviewer to follow his arguments.

**Knowledge of Green Marketing Concepts:**

Shriyanshu displays a solid understanding of green marketing concepts and terminology. He effectively discusses the importance of sustainability, transparency, and honesty in green branding, indicating a strong grasp of the fundamental principles of green marketing.

**Awareness of Consumer Perspective:**

Shriyanshu acknowledges the role of consumers in driving demand for green products and services. He highlights the importance of affordability and value for money in consumer purchasing decisions, demonstrating an awareness of the practical considerations that influence consumer behavior in the context of green marketing.

**Recognition of Brand Reputation:**

Shriyanshu emphasizes the significance of brand reputation and trustworthiness in the success of green brands. He underscores the importance of building credibility through genuine environmental commitments and transparent communication, reflecting an understanding of the factors that contribute to brand loyalty and consumer trust in the green marketplace.

**Appreciation of Corporate Responsibility:**

Shriyanshu acknowledges the responsibility of corporations to prioritize sustainability and environmental stewardship in their business practices. He emphasizes the need for companies to align their marketing strategies with genuine environmental initiatives, highlighting a commitment to corporate social responsibility and ethical business conduct.

**Insight into Government Support:**

Shriyanshu recognizes the role of government regulations and policies in shaping the landscape of green marketing. He discusses the importance of government support in raising awareness of environmental issues and promoting sustainable

consumption practices, indicating an awareness of the broader socio-political context in which green marketing operates.

### **Emphasis on Transparency and Honesty:**

Shriyanshu consistently emphasizes the importance of transparency and honesty in green marketing practices. He underscores the need for brands to be authentic and upfront about their environmental claims, highlighting a commitment to ethical marketing principles and consumer trust.

### **Technological Innovations and Sustainable Practices:**

Shriyanshu does not explicitly mention technological innovations or sustainable practices in his responses. However, he has discussed the role of technology in enabling sustainable manufacturing processes, reducing carbon emissions, or developing eco-friendly packaging solutions. Exploring how technological advancements contribute to the growth of green marketing and shape consumer perceptions of green brands would have added another dimension to his analysis and highlighted the interconnectedness of technology and sustainability in the modern business landscape.

Shriyanshu mentioned net zero carbon emissions in his interview. He referred to it in the context of discussing the importance of sustainability and environmental responsibility in green marketing. Specifically, he emphasized the need for companies to prioritize measures that contribute to achieving net zero carbon emissions as part of their commitment to environmental stewardship and corporate social responsibility. This demonstrates his awareness of the growing global movement towards carbon neutrality and the significance of this goal in the context of sustainable business practices.

### **Conclusion:**

Shriyanshu's responses generally demonstrate a reasonable understanding of green marketing concepts and their potential impact on consumer behavior. However, there are areas where his answers could be more specific or nuanced, such as

providing concrete examples of consumer preferences for green products or discussing the challenges and opportunities associated with implementing green marketing strategies in different industries.

Shriyanshu's interview responses demonstrate a strong understanding of green marketing principles and a thoughtful approach to addressing key challenges and opportunities in the field. His clarity of communication, knowledge of relevant concepts, and appreciation of consumer perspectives and corporate responsibilities contributed to good learning.

## **Interview 6-Vedita**

key points discussed in interview regarding green marketing:

### **Definition of Green Marketing:**

Green marketing involves promoting products and services that are environmentally friendly or have a lower impact on the environment. Its aim is to attract environmentally conscious customers while also benefiting the environment.

### **Personal Experience and Perception:**

While the interviewee didn't have a specific personal experience directly related to green marketing, they acknowledged the importance of environmental sustainability, especially considering current environmental challenges like global warming and pollution.

### **Consumer Perspective on Green Brands:**

Consumers are more likely to trust and support brands that demonstrate genuine commitment to environmental responsibility through transparent actions, such as investing in green projects and implementing sustainable practices.

### **Importance of Transparency:**

Transparency plays a crucial role in building trust between brands and consumers. Brands must deliver on their environmental claims and demonstrate their commitment through visible actions rather than just marketing claims.

### **Role of Certifications and Labels:**

Consumers are becoming increasingly discerning and may prefer brands that are certified as genuinely eco-friendly over those engaging in "greenwashing" tactics, where they falsely claim environmental friendliness.

### **Influence of Social Media Marketing:**

Social media and influencer marketing can be effective tools for promoting green products, but they must align with genuine environmental practices to maintain consumer trust.

### **Consumer Loyalty and Future Growth:**

Consumer demand for green products is on the rise as people become more aware of environmental issues. Effective green marketing strategies can contribute to further growth in green consumption by educating consumers and aligning with their values.

These insights highlight the evolving landscape of green marketing and the increasing importance of authenticity and transparency in meeting consumer expectations and driving sustainable consumption.



## **Interview 7-Manika**

Based on the conversation between Kishan (the interviewer) and Manika (the interviewee), it seems that Manika has some understanding of green marketing, although it appears to be somewhat limited. Let's break down the conversation and analyze Manika's responses in the context of how she perceives the impact of green marketing strategies on consumer buying behavior:

### **Introduction to Green Marketing:**

Manika initially acknowledges that she is aware of the concept of green marketing, as she mentions that it consists of two words: "green" and "marketing."

She associates "green" with taking care of the environment and mentions specific actions like taking care of water bodies and reducing carbon footprints generated by online marketing activities.

### **Understanding Green Marketing:**

Manika elaborates further on her understanding of green marketing, emphasizing the importance of environmental conservation and reducing carbon footprints associated with promotional activities.

She indicates that green marketing involves promoting products and services that are environmentally friendly or have a lower impact on the environment.

### **Confirmation and Explanation by Kishan:**

Kishan explains the concept of green marketing strategy in more detail, reinforcing Manika's understanding of the topic.

Manika agrees with Kishan's explanation, indicating that it aligns with her understanding of green marketing.

### **Manika's Request for More Information:**

Manika expresses interest in learning more about green marketing, asking Kishan to provide additional information on the topic.

### **Language and Communication Barrier:**

There are moments in the conversation where it seems there may be a language or communication barrier between Kishan and Manika, as they mention needing to switch between languages (English and possibly another language) and clarify each other's statements.

In terms of how Manika's responses reflect her perspective on the impact of green marketing strategies on consumer buying behavior:

### **Conclusion:**

Manika acknowledges the importance of green marketing in promoting environmentally friendly products and reducing negative environmental impacts. She seems receptive to the idea that green marketing can influence consumer behavior by attracting environmentally conscious customers. However, her understanding may be somewhat superficial or incomplete, as evidenced by her request for further explanation from Kishan.

Overall, Manika appears to recognize the significance of green marketing but may benefit from a more comprehensive understanding of how such strategies can shape consumer attitudes and purchasing decisions.

## **Interview 8- Divya**

This conversation seems to be a transcribed interview between Kishan Jain and Divya Jain regarding green marketing strategies and consumer behavior.

### **In the interview the following main points were discussed**

#### **Introduction to Green Marketing:**

Kishan explains the concept of green marketing as promoting products and services that are environmentally friendly, aiming to attract environmentally conscious consumers.

#### **Consumer Experience with Green Marketing:**

Divya shares personal experiences with green marketing, such as encountering plastic-free packaging and bamboo toothbrushes, which influence her purchasing decisions.

#### **Impact of Green Marketing on Consumer Behavior:**

Divya expresses how green branding and marketing positively influence her purchasing decisions, preferring sustainable products over traditional ones.

#### **Importance of Sustainability:**

Both discuss the necessity of sustainability in today's world, emphasizing the need for brands to promote eco-friendly practices.

#### **Trust and Certification:**

Divya highlights the importance of certifications and transparency in gaining consumer trust for green brands, emphasizing the role of certifications like organic and fair-trade labels.

#### **Challenges in Green Marketing:**

They discuss challenges such as the perception of green products being expensive and the prevalence of "greenwashing," where brands falsely claim to be environmentally friendly.

#### **Influence of Social Media:**

Kishan mentions the use of social media and influencer marketing by green brands and its impact on consumer perception, with Divya emphasizing the importance of certification and authenticity.

### **Future of Green Marketing:**

Divya predicts an increase in demand for green products due to growing consumer awareness and government initiatives toward sustainability.

### **Consumer Satisfaction and Loyalty:**

Divya emphasizes that consumer satisfaction and loyalty to green brands depend on the quality and authenticity of the products, not just their eco-friendly claims.

### **Conclusion:**

Kishan thanks Divya for the insightful interview, suggesting that her perspectives will be valuable for their capstone project on green marketing strategies and consumer behavior.

Overall, the conversation delves into various aspects of green marketing, including its impact on consumer behavior, the importance of certifications, and the future trajectory of sustainable consumption.

## **Interview 9 - Sanyam**

As we discussed various aspects of green marketing and its implications regarding consumer behavior, trust, and sustainability.

### **In the interview the following things were discussed**

#### **Definition of Green Marketing:**

It involves promoting products and services that are environmentally friendly or have a lower impact on the environment.

#### **Impact on Consumer Perception:**

Green marketing can influence how consumers perceive brands, especially in terms of their environmental consciousness and credibility.

#### **Examples of Greenwashing:**

Instances like Patanjali claiming to be all-natural while not entirely fulfilling that promise serve as examples of greenwashing, which can erode consumer trust.

**Consumer Awareness and Experience:** Personal experiences, such as the use of organic cotton in textile production, can shape consumer attitudes towards green products and brands.

#### **Importance of Green Consumption:**

The necessity of adopting green products and practices for environmental sustainability is acknowledged, highlighting the importance of green marketing.

#### **Transparency and Trust:**

Transparency in marketing claims and product ingredients is crucial for building and maintaining consumer trust.

#### **Certifications and Labels:**

Eco-friendly certifications like **GOTS (Global Organic Textile Standard)** and **GRS (Global Recycled Standard)** play a role in guiding consumer choices and building trust in green brands.

**Influence of Marketing on Consumer Behavior:** Marketing tactics, including social media and influencer marketing, can affect consumer perceptions and purchasing decisions regarding green products.

**Customer Loyalty:** Customer loyalty to green brands depends on various factors, including product quality, transparency, and alignment with personal values.

**Challenges and Future Growth:** While green marketing is on the rise, challenges like greenwashing and consumer skepticism remain. However, with increasing consumer demand for green products, the effectiveness of green marketing in driving green consumption is expected to grow.

**Conclusion:**

Overall, your discussion covered a wide range of topics related to green marketing, consumer behavior, and sustainability, providing valuable insights into the complexities of this emerging field.

## **Interview 10 – Sakshi**

### **In the interview the following things were discussed**

#### **Green Marketing Concept:**

Green marketing involves promoting products and services that are environmentally friendly or have a lower impact on the environment.

#### **Personal Experience:**

An example of green marketing resonating with consumers is the practice of "**Bring Your Own Bag**" (**BYOB**) in shopping outlets, where customers are encouraged to bring their own bags to reduce plastic waste.

#### **Consumer Trust:**

Green marketing strategies, such as using recyclable packaging, can build trust with consumers and attract more customers.

#### **Importance of Green Consumption:**

Adopting green practices is crucial for both society and the environment, and it should be integrated into corporate social responsibility (**CSR**) initiatives.

#### **Role of Certifications:**

Certifications and eco-friendly labels, like **ISO certifications**, can act as drivers for consumer trust in green brands.

#### **Transparency:**

Transparency in business operations and marketing claims is essential to build and maintain trust with consumers.

#### **Impact of Marketing:**

Marketing plays a significant role in influencing consumer decisions, but authenticity is key to avoid greenwashing.

#### **Consumer Loyalty:**

While sales and after-sales services are primary factors influencing consumer loyalty, green marketing practices can contribute to long-term customer satisfaction.

**Avoiding Greenwashing:**

Consumers may avoid buying from green brands that engage in greenwashing, preferring authentic brands with certifications and genuine eco-friendly practices.

These points highlight the importance of authenticity, transparency, and genuine commitment to sustainability in green marketing strategies.



## **CHAPTER 5**

### **FINDINGS**

The responses from all respondents are generalized and the concepts from the study of interviews responses are explored that is relating to the subject matter of green marketing strategies and its influence of consumer purchase intentions.

**The explored concepts identified are:**

#### **1. Consumer Awareness and Understanding:**

- There's a diverse range of awareness levels among consumers regarding green marketing. Some consumers are well-informed and demonstrate a solid understanding of eco-friendly products and practices, while others may lack personal experience or require education.
- The existence of varying levels of awareness underscores the need for multi-level green marketing approaches. Strategies should cater to both informed consumers and those who require more guidance and education to understand the benefits of environmentally friendly products.

#### **2. Growing Interest in Environmentally Friendly Products:**

- There's a clear trend indicating a growing interest among consumers in environmentally friendly products. This interest is largely influenced by increasing environmental concerns and a general shift in consumer preferences towards sustainability.
- Understanding this trend is crucial for businesses aiming to capitalize on the growing market for green products. It highlights the importance of incorporating sustainability into product offerings and marketing strategies. (Rathore, B. ,2018).

#### **3. Factors Influencing Consumer Decisions:**

- While green marketing can influence consumer choices, traditional factors such as product quality, price, and brand reputation continue to play significant roles in decision-making.

- Affordability emerges as a concern for some consumers, indicating that while interest in green products is growing, price sensitivity remains a factor that businesses must address in their marketing strategies.

#### **4. Importance of Green Marketing Practices:**

- Transparency and authenticity are identified as crucial elements for building trust with consumers in green marketing. Consumers value authenticity and are more likely to trust brands that make genuine claims and demonstrate consistent actions towards sustainability.

- Utilizing credible certifications and labels and avoiding greenwashing practices are essential for maintaining consumer trust and credibility in the green market.

#### **5. The Role of Marketing and Communication:**

- Education and awareness campaigns are necessary to promote green consumption and increase consumer understanding of environmental benefits. Effective communication strategies are vital in conveying the message of sustainability to consumers.

- Social media emerges as a powerful tool for green marketing, offering extensive reach and opportunities for engaging with environmentally conscious consumers. Leveraging social media effectively can enhance brand visibility and foster meaningful connections with target audiences.

#### **6. The Future of Green Consumption:**

- The findings suggest that green marketing will continue to gain importance as consumer environmental consciousness grows. Businesses that prioritize sustainability and adopt green marketing practices are likely to have a competitive advantage in the future marketplace.

- Informed consumerism, where consumers critically evaluate green claims, will be crucial in driving the demand for genuine

eco-friendly products. This underscores the need for transparency and responsible marketing practices.

### **7. Additional Considerations:**

- Eco-certifications, life cycle assessments, and corporate social responsibility initiatives are identified as additional considerations in green marketing. These factors contribute to building consumer trust and demonstrating a brand's genuine commitment to sustainability.
- Collaboration among industry stakeholders and adherence to industry standards are necessary for advancing green marketing practices collectively. This requires cooperation from brands, regulators, and consumer groups to drive meaningful change in the industry.

### **8. Social Media Marketing for Green Marketing:**

- Social media platforms offer unique opportunities for brands to communicate their sustainability initiatives and engage with consumers on environmental issues.
- Storytelling and authenticity are emphasized as crucial elements in social media marketing for green products. Brands should focus on crafting compelling narratives that resonate with consumers and demonstrate their commitment to sustainability.
- Two-way communication on social media platforms allows brands to listen to consumer feedback, address concerns, and build relationships based on transparency and dialogue. (Chen, S. C., & Lin, C. P., 2019).

### **9. Additional Insights from Interviews:**

- The interviews highlight specific insights such as the influence of green marketing on consumer perception, challenges like greenwashing, and the importance of adopting green practices for environmental sustainability.

- Certifications and labels, marketing tactics, and customer loyalty are further discussed, providing nuanced perspectives on the effectiveness and challenges of green marketing.

### **10. Continuous Innovation and Adaptation:**

- Embracing a culture of innovation and agility allows businesses to stay ahead of evolving consumer preferences and market trends in green marketing.

- Experimenting with new technologies, materials, and communication channels enables brands to differentiate themselves and maintain relevance in a rapidly changing landscape. (Rathore, B. ,2018).

### **11. Global Perspectives and Cultural Considerations:**

- Recognizing cultural differences and regional variations in consumer attitudes towards sustainability informs localized marketing strategies and adaptation of messaging.

- Understanding global trends and initiatives in sustainability provides opportunities for cross-border collaboration and expansion into new markets with similar values.

### **12. Education and Advocacy Efforts:**

- Investing in educational initiatives and advocacy campaigns to raise awareness about environmental issues and the importance of sustainable consumption fosters a more informed and empowered consumer base.

- Engaging with policymakers and thought leaders to advocate for policies that support sustainability and incentivize green practices contributes to broader societal impact beyond individual consumer behavior.

### **13. Consumer Segmentation and Targeting:**

- Understanding the diverse spectrum of consumer awareness and preferences regarding green marketing is crucial for effective segmentation and targeting strategies.
- Tailoring marketing messages and product offerings to different consumer segments based on their level of understanding and interest in sustainability can enhance marketing effectiveness.

### **14. Competitive Landscape Analysis:**

- Analyzing competitors' green marketing strategies and consumer perceptions can provide valuable insights for developing competitive positioning and differentiation.
- Identifying gaps and opportunities in the market allows businesses to capitalize on emerging trends and consumer preferences. (Rathore, B. ,2018).

### **15. Integration of Sustainability Across Value Chain:**

- Emphasizing sustainability not only in product marketing but also in supply chain management, production processes, and packaging can enhance brand credibility and authenticity.
- Adopting environmentally friendly practices throughout the value chain reinforces a brand's commitment to sustainability and reduces environmental impact.

### **16. Measuring and Monitoring Impact:**

- Implementing metrics and key performance indicators (KPIs) to measure the impact of green marketing initiatives allows businesses to track progress and make informed decisions.
- Regular monitoring and evaluation enable adjustments to strategies and tactics to optimize outcomes and ensure alignment with consumer expectations.

### **17. Stakeholder Engagement and Partnerships:**

- Collaborating with stakeholders such as suppliers, distributors, NGOs, and industry associations fosters collective action and facilitates knowledge sharing and best practices.
- Building strategic partnerships with organizations that share similar sustainability goals can amplify marketing efforts and increase reach and impact.

### **18. Regulatory Compliance and Risk Management:**

- Staying informed about evolving regulations and compliance requirements related to environmental claims and certifications is essential for avoiding legal risks and maintaining brand reputation.
- Proactively addressing potential risks associated with green marketing, such as accusations of greenwashing, through transparent communication and adherence to standards mitigates reputational damage.

## **APPLICATIONS OF GREEN MARKETING STRATEGIES FROM CONSUMERS POSITIVE OUTLOOK**

Green marketing refers to the promotion and sale of products or services that are environmentally friendly or sustainable. Transparency, trust, consumer engagement, and authentication play crucial roles in influencing consumer buying intentions in green marketing, ultimately impacting purchase decisions positively. Here are some applications and explanations of how these factors positively influence consumer behavior:

### **Transparency in Product Information:**

**Application:** Providing detailed information about the environmental impact of products, such as carbon footprint, materials used, and production processes.

**Explanation:** Transparent disclosure of environmental information helps consumers make informed decisions and builds trust in the brand's commitment to sustainability. When consumers feel they have access to accurate and comprehensive information, they are more likely to favor products with minimal environmental impact.

### **Trust in Brand Claims:**

**Application:** Backing up green claims with third-party certifications or endorsements from reputable organizations.

**Explanation:** Trust is essential in green marketing because consumers are often skeptical of green claims due to greenwashing (misleading environmental marketing). Third-party certifications, such as Energy Star or Fair Trade, provide credibility and assurance to consumers that the product meets certain environmental standards. This trust increases the likelihood of purchase.

## **Consumer Engagement through Education and Participation:**

**Application:** Engaging consumers through interactive campaigns, workshops, or online platforms that raise awareness about environmental issues and sustainable practices.

**Explanation:** Engaging consumers in meaningful ways fosters a sense of connection with the brand and its values. By educating consumers about the importance of sustainability and involving them in initiatives, brands can create loyal advocates who are more inclined to support and purchase their products.

## **Authentication of Sustainability Claims:**

**Application:** Using blockchain technology or QR codes to provide traceability and verify the authenticity of sustainable claims throughout the supply chain.

**Explanation:** Authenticity is critical in green marketing to combat skepticism and ensure that sustainability claims are genuine. Blockchain technology can provide a transparent and immutable record of a product's journey from raw materials to final product, offering consumers verifiable proof of its sustainability credentials. This authentication builds confidence and positively influences purchase decisions.

## **Influence on Purchase Decisions:**

The factors that positively impact the purchase decision of a consumer are as follows:

- When consumers perceive a brand as transparent and trustworthy in its environmental claims, they are more likely to develop a positive attitude towards the brand and its products.



- Increased consumer engagement fosters a sense of connection and loyalty, leading to repeat purchases and advocacy.
- Authentication of sustainability claims reassures consumers of the credibility of the brand's environmental efforts, reducing uncertainty and hesitation in purchase decisions.
- Ultimately, these factors collectively contribute to shaping consumer buying intentions towards green products, resulting in a positive impact on purchase decisions and brand preference in the long term.

In conclusion, transparency, trust, consumer engagement, and authentication are integral elements in the realm of green marketing, influencing consumer buying intentions and purchase decisions positively. By providing transparent product information, backing claims with credible endorsements, engaging consumers in meaningful ways, and authenticating sustainability efforts, brands can build trust, foster loyalty, and drive preference for their environmentally friendly products. This symbiotic relationship between brands and consumers, founded on mutual understanding and commitment to sustainability, not only cultivates a more responsible consumer culture but also contributes to long-term business success and a healthier planet. Thus, integrating these factors into green marketing strategies is essential for brands aiming to thrive in a conscientious marketplace while making a tangible impact on consumer behavior and environmental sustainability.

## **APPLICATIONS OF GREEN MARKETING STRATEGIES FROM CONSUMERS NEGATIVE OUTLOOK**

Green marketing strategies aim to promote products or services that are environmentally friendly, sustainable, or have a reduced carbon footprint. However, there can be instances where these strategies may have a negative impact on consumer buying intentions, thereby influencing purchase decisions. Here are some applications of green marketing strategies that could potentially lead to negative impacts:

### **Greenwashing:**

**Application:** A clothing company advertises its products as "100% organic cotton," implying that they are environmentally friendly. However, upon closer inspection, it's discovered that only a small percentage of the cotton used is organic. This misrepresentation leads consumers to believe they are making a sustainable choice when the environmental impact is much lower than claimed.

**Explanation:** Greenwashing erodes consumer trust and undermines the credibility of green marketing efforts. When consumers feel misled or deceived, they may become skeptical of all environmental claims made by the company, impacting their buying intentions. This can lead to decreased sales of the company's products and tarnish its reputation in the long term.

### **Higher Prices:**

**Application:** An automobile manufacturer introduces a line of electric vehicles (EVs) that are marketed as eco-friendly and sustainable. However, due to the high cost of battery technology and limited economies of scale, EVs are priced significantly higher than traditional gasoline-powered vehicles with similar features.

**Explanation:** While some consumers may prioritize environmental concerns, others may be deterred by the higher upfront costs associated with green products. Price-sensitive consumers may opt for cheaper alternatives, especially if they perceive the environmental benefits as insufficient to justify the premium. Consequently, higher prices can negatively impact consumer buying intentions for green products.

### **Limited Product Performance:**

**Application:** A household cleaning company introduces a new line of eco-friendly cleaning products that use natural ingredients and are free from harsh chemicals. However, these products are found to be less effective at removing tough stains compared to conventional cleaning products.

**Explanation:** Consumers often prioritize product performance and effectiveness when making purchasing decisions. If green products fail to deliver comparable performance to their non-green counterparts, consumers may perceive them as inferior or less valuable, leading to reluctance in purchasing. Despite the environmental benefits, consumers may prioritize immediate needs and opt for products that offer better performance.

### **Perceived Inconvenience:**

**Application:** A company launches a line of biodegradable single-use cutlery made from plant-based materials as an alternative to plastic utensils. However, consumers find that the biodegradable cutlery degrades quickly when exposed to hot liquids, making them impractical for certain uses such as stirring hot beverages.

**Explanation:** Consumers may resist adopting green products if they perceive them as inconvenient or impractical compared to conventional alternatives. Factors such as usability, durability, and compatibility with existing infrastructure play a significant role in shaping consumer preferences. If green products require

significant changes in behavior or lifestyle, consumers may choose convenience over environmental considerations.

### **Lack of Awareness or Understanding:**

**Application:** A company manufactures energy-efficient appliances that consume less electricity compared to conventional models. However, consumers are unaware of the long-term cost savings and environmental benefits associated with using these appliances.

**Explanation:** Lack of awareness or understanding about the environmental benefits of green products can hinder consumer adoption. Effective communication and education are essential to highlight the advantages of green products and empower consumers to make informed choices. Without clear information, consumers may prioritize other factors such as price or brand reputation, leading to lower demand for green products.

### **Limited Availability or Accessibility:**

**Application:** A cosmetic company launches a new line of skincare products featuring organic ingredients and sustainable packaging. However, these products are only available at select high-end stores in urban areas, making them inaccessible to consumers in rural or low-income areas.

**Explanation:** Limited availability or accessibility of green products can hinder consumer access and adoption. If green products are only accessible to a niche market or a certain demographic, it can exclude a significant portion of consumers who may be interested in making environmentally conscious choices. As a result, the impact of green marketing strategies on consumer buying intentions may be limited, leading to missed opportunities for both businesses and the environment.

## **Conflicting Consumer Values:**

**Application:** A beverage company promotes its bottled water as being sourced sustainably and packaged in recyclable materials. However, consumers discover that the company's overall production processes contribute significantly to carbon emissions and water depletion, contradicting its green marketing claims.

**Explanation:** Conflicting consumer values arise when there is a disconnect between a company's green marketing messages and its actual environmental practices. Consumers who prioritize sustainability may feel disillusioned or betrayed when they discover inconsistencies or hypocrisy in a company's environmental efforts. This can lead to distrust, disengagement, and ultimately, negative perceptions of the company's products, impacting consumer buying intentions negatively.

In conclusion, while green marketing strategies aim to promote environmentally friendly products and practices, they can sometimes have negative impacts on consumer buying intentions. Issues such as greenwashing, higher prices, limited product performance, perceived inconvenience, lack of awareness or understanding, unsubstantiated claims, and negative social impact can undermine the effectiveness of green marketing efforts.

To mitigate these negative impacts and positively influence consumer behavior, companies must prioritize transparency, authenticity, and ethical practices. Providing clear evidence, certifications, and transparent information to support green claims can build trust and credibility with consumers. Moreover, companies should ensure that their green products offer competitive pricing, comparable performance, and convenience to meet consumer preferences and expectations. Additionally, educating consumers about the environmental and social benefits of green products can empower them to make informed and sustainable purchasing decisions.

By addressing these challenges and aligning green marketing strategies with genuine environmental and social responsibility, companies can enhance consumer trust, drive demand for sustainable products, and contribute to positive environmental and social outcomes.

## **CONCLUSION**

The key points summarize the major points that were focused upon the interviews discussion and majorly these points were considered to have a great influence in determining consumer purchase intentions and reactions towards green marketing.

- The analysis from the consumer perspective provides a nuanced understanding of the dynamics at play within the realm of green marketing. Through a thorough examination of factors such as trust, satisfaction, the impact of social media, and perceived quality, it becomes evident that consumers play a pivotal role in shaping the success and effectiveness of green marketing strategies.
- Firstly, trust emerges as a cornerstone of consumer behavior in the context of green marketing. Consumers demand transparency and authenticity from brands, expecting them to uphold their environmental commitments genuinely. Greenwashing, or the deceptive promotion of products as environmentally friendly, erodes trust and undermines consumer confidence. Companies, companies must prioritize honesty and integrity in their sustainability initiatives to build and maintain trust with environmentally conscious consumers.
- Secondly, consumer satisfaction with green products is closely tied to their perceived environmental credentials and performance. Positive experiences with green products reinforce the belief in the value of environmentally responsible consumption and drive repeat purchases. Companies that prioritize both sustainability and functionality in their product offerings are more likely to garner consumer satisfaction and loyalty, contributing to long-term brand success in the green market.
- It also acknowledges that green marketing can play a significant role in shaping consumer perceptions of a brand or product. Companies that effectively

communicate their commitment to sustainability and environmental responsibility may appeal to environmentally conscious consumers like himself. However, he also recognizes the potential for greenwashing, where companies may exaggerate or misrepresent their environmental efforts to capitalize on consumer demand for eco-friendly products.

- The effectiveness of green marketing depends on factors such as the authenticity of the brand's commitment to sustainability, transparency in their environmental practices, and alignment with consumer values. He believes that companies that genuinely prioritize environmental stewardship and demonstrate their commitment through tangible actions are more likely to earn the trust and loyalty of consumers.
- Moreover, the impact of social media cannot be overstated in influencing consumer perceptions and purchase intentions regarding green products. Social media platforms serve as powerful channels for information dissemination, allowing consumers to discover new green products, engage with brands, and share their experiences with like-minded individuals. Companies that effectively leverage social media to communicate their sustainability efforts and engage with consumers can amplify their impact and foster a sense of community among environmentally conscious consumers.
- Additionally, perceived quality remains a critical factor in consumer decision-making when evaluating green products. While sustainability is a primary consideration, consumers also expect green products to meet their functional needs and perform as well as or better than conventional alternatives. Companies that invest in research, development, and innovation to enhance the perceived quality of their green offerings are better



positioned to meet consumer expectations and drive purchase intentions.

- Overall, the consumer perspective underscores the importance of aligning green marketing strategies with consumer values, preferences, and expectations. By prioritizing transparency, delivering high-quality products, engaging authentically on social media, and fostering trust and satisfaction, companies can effectively influence consumer behavior and drive positive change towards a more sustainable future. In doing so, businesses not only enhance their competitiveness in the marketplace but also contribute to the collective effort towards environmental conservation and social responsibility. (Bexell, M., & Jönsson, K., 2017)

### **The Future of Green marketing**

- The future of green marketing holds tremendous promise and opportunity for businesses and consumers alike. As awareness of environmental issues continues to grow, consumers are increasingly demanding sustainable products and responsible business practices. In response, businesses must prioritize transparency, authenticity, and innovation to meet these evolving consumer expectations. This requires a commitment to sustainability that extends across the entire value chain, from product development and production to marketing and communication.
- Collaboration among stakeholders will be essential in driving progress towards a more sustainable future. Businesses, governments, NGOs, and consumers must work together to develop industry standards, regulations, and best practices for green marketing and sustainability. By pooling resources and expertise, stakeholders can accelerate the adoption of sustainable practices and ensure collective action towards common environmental goals.

- Technological advancements will play a significant role in shaping the future of green marketing, enabling more personalized and interactive communication strategies. Data analytics, artificial intelligence, and augmented reality will empower businesses to engage consumers effectively and provide tailored messaging that resonates with their values and preferences.
- The success of green marketing will hinge on a long-term commitment to sustainability. Businesses that prioritize environmental responsibility and effectively communicate their efforts will not only gain a competitive advantage but also contribute to positive societal and environmental impact. As consumers continue to prioritize sustainability in their purchasing decisions, businesses that embrace green marketing will be well-positioned for success in the evolving marketplace of tomorrow.

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## **ANNEXURE**

### **INTERVIEW QUESTIONS**

- Q1) Are you aware of the green marketing concept?
- Q2) Can you tell any personal experiences of when you related to the concept, if you have purchased any green product?
- Q3) As a consumer, what do you think about how green marketing can change how a person thinks about a green brand.
- Q4) How do you think education and awareness about the importance of green consumption and sustainability is necessary?
- Q5) According to you, what is your opinion about how some eco-friendly brands or organic brands tend to use green marketing strategies to gain trust of consumers on their products.
- Q6) In current scenario, what is your take on the challenge to make people aware of being environment responsible?
- Q7) How as a consumer you think a green brand should do to gain trust of its customers?
- Q8) How do you think transparency plays an important part in any business, to match what it claims to its customers?
- Q9) As a consumer, are you aware of any specific certifications or eco-friendly labels related to green marketing?
- Q10) What according to you as a consumer you think -act as a driver for the customer trust on that green brand or it acts as a choice for you depending upon all other factors like Price, Quality taken into considerations that you will prefer a green product brand and not a normal product brand?
- Q11) If you consider buying from the green brand will you be loyal to the same brand or shift to certain competitors

depending upon the marketing mix factors also play as a deciding factor for the purchase decision?

Q12) Will you be loyal to the same green brand, or it will depend on your choice and preferences?

Q13) How you think, a consumer may not like to buy from. the green brand that is not authenticated by any certifications /labels and only done have done greenwashing: just to position itself as a green brand, what are your opinions about it?

Q14) Today on social media, green brands tend to use social media marketing and Influencer marketing to claim their green products as being organic and healthy consumption products with no artificial substance, but they are not fulfilling consumer expectations, what you think about it?

Q15) Green marketing being an emerging concept, consumers demand of green products is also changing- demand of healthy products is increasing day by day so what is your opinion about the same?

Q16) What is your opinion about the effectiveness of green marketing to bring green consumption grow in future?

Q17) How do you consider that green marketing tends to influence customer satisfaction in green products?

Q 18) How green marketing can influence green brand trust and reputation in the market. Tell me your opinion.

Q19) How you think with UN 17 Sustainable goals given so much importance - green marketing being a part of these goals how you think it will influence consumers opinion about being a green consumer?

Q20) In context of above, what do you expect about the how the green brands importance will grow in future and how much green consumers percentage be there by 2030 or 2040?