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Title: **“Impact of Green Marketing on Consumer Buying Preferences”**

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Abstract:

In recent years, growing environmental consciousness and the pressing need to cope with climate change have significantly prompted consumer behavior and corporate advertising techniques internationally. India, as an unexpectedly growing kingdom, is witnessing a superb shift in customer values, particularly in urban and semi-urban areas, wherein environmental issues are more and more shaping shopping choices. This study explores the impact of green marketing on client shopping for preferences within the Indian context, emphasizing how sustainable marketing practices resonate with evolving customer expectations.

The studies adopts a blended-strategies approach, incorporating both number one information thru surveys and interviews, and secondary facts from existing literature and market reviews. Key additives of inexperienced advertising—including the usage of eco-labels, inexperienced certifications, sustainable product packaging, corporate social responsibility (CSR) initiatives, and environmentally friendly branding—are examined to determine their effect on purchaser conduct. The observer additionally analyzes the function of demographic variables, along with age, gender, educational degree, income, and occupational popularity, in shaping environmentally responsible consumption styles.

Findings display that inexperienced advertising drastically influences consumer options, specifically among more youthful, well-educated, and working-class individuals who are extra aware of environmental problems and willing closer to moral intake. Eco-labels and visible CSR efforts decorate brand credibility and belief, at the same time as sustainable branding techniques contribute to long-term consumer loyalty. however, the have a look at also highlights positive challenges, which include client skepticism, greenwashing worries, and the need for extra environmental literacy amongst the general populace.

The paper concludes by supplying strategic hints for marketers and businesses seeking to capitalize on the inexperienced client segment. these include investing in proper sustainability practices, transparent conversation, leveraging virtual platforms for consciousness campaigns, and concentrating on academic initiatives to bridge knowledge gaps. ordinary, the studies underscore the developing importance of inexperienced advertising in shaping customer conduct and fostering sustainable monetary growth in India.

1. Research Objectives:

The overarching aim of this study is to explore how green marketing strategies influence consumer behavior in the Indian context, with a particular focus on urban and semi-urban populations. As environmental sustainability becomes a growing concern, understanding consumer responses to green initiatives can offer valuable insights for both marketers and policymakers. The specific objectives of the study are as follows:

1. To assess consumer awareness of green marketing

This objective aims to evaluate the extent to which Indian consumers are informed about green marketing concepts, practices, and products. It involves measuring awareness levels regarding eco-labels, sustainable packaging, energy-efficient goods, and the broader implications of environmentally friendly consumption. The goal is to determine whether awareness translates into active preference for green products or remains a passive concern.

2. To analyze the impact of green marketing on buying behavior

This objective seeks to examine how green marketing efforts, such as advertising environmental benefits, promoting sustainable supply chains, and highlighting eco-certifications, affect consumer purchasing decisions. It includes exploring the factors that influence consumer willingness to pay a premium for green products and whether such strategies effectively drive purchase intent and brand engagement.

3. To identify demographic influences on eco-friendly consumption

Recognizing that consumer behavior is not uniform, this objective focuses on identifying how demographic variables such as age, gender, education level, income, occupation, and geographic location affect eco-conscious consumption. The study aims to reveal specific consumer segments that are more likely to be influenced by green marketing, thereby helping businesses tailor their strategies more effectively.

4. To examine trust and loyalty related to green branding and CSR

This objective investigates the role of consumer trust in brands that engage in green marketing and CSR (Corporate Social Responsibility) activities. It explores how authenticity, transparency, and ethical consistency influence consumer loyalty and long-term brand relationships. Additionally, it seeks to understand how consumers differentiate between genuinely sustainable brands and those perceived as engaging in greenwashing.

2.Literature overview

The concept of inexperienced advertising has garnered growing instructional and industry attention over the past few years, in most cases because of developing concerns over environmental sustainability and the evolving values of conscious purchasers. This phase critiques the present frame of literature to recognize the theoretical frameworks, realistic strategies, and empirical findings associated with green marketing and its have an effect on on consumer behavior.

2.1 Conceptual Foundations of inexperienced advertising and marketing

Inexperienced advertising is broadly defined as the merchandising of merchandise, offerings, or enterprise practices that can be environmentally friendly or sustainable. in keeping with the Yank Advertising Association (AMA), it includes all advertising sports designed to generate and facilitate exchanges intended to satisfy human wishes or needs, such that the pride of these wants and desires happens with minimum unfavorable effect on the natural surroundings.

Ottman, Stafford, and Hartman (2006) argued that inexperienced advertising ought to transcend environmental rhetoric and be grounded in actual patron value. They emphasized the significance of warding off "inexperienced advertising and marketing myopia," a situation in which entrepreneurs attention too narrowly on environmental advantages while ignoring customer wishes, which include performance, affordability, and comfort. Their work highlights that purchasers are more likely to adopt green merchandise whilst moral values are integrated with practical value propositions.

2.2 Types of Inexperienced Advertising and Marketing Practices

Peattie and Crane (2005) provided a based type of green advertising practices into 3 large classes:

Strategic green advertising and marketing involves the combination of environmental sustainability into center company's approach, product innovation, and lengthy-time period brand vision. groups following this version commit to environmental dreams beyond mere compliance.

Tactical inexperienced marketing: focuses on brief-term advertising and marketing tactics consisting of eco-labeling, recyclable packaging, or electricity-saving capabilities to benefit competitive benefit and enchantment to eco-aware consumers.

Quasi-green advertising and marketing: Describes superficial or insincere attempts to appear environmentally accountable, frequently related to greenwashing. those tactics may contain exaggerated claims or the usage of deceptive labels without substantiated environmental benefits.

This type stays foundational in figuring out the authenticity and depth of an organization's inexperienced advertising efforts and gives a lens to assess their effectiveness and client belief.

2.3 client conduct and inexperienced advertising

Numerous studies have explored how inexperienced advertising affects customer decision-making. Laroche, Bergeron, and Barbaro-Forleo (2001) found that environmental issues, perceived consumer effectiveness, and collectivism were full-size predictors of inexperienced purchase conduct. Their research emphasised that purchasers are much more likely to buy green merchandise once they accept as true with their moves make a contribution to environmental safety.

in addition, Chan (2001) recognized environmental attitudes, product knowledge, and perceived product high-quality as crucial determinants of green buy intentions in Asian markets. these findings are especially applicable for the Indian context, where education, consciousness, and media influence are shaping contemporary purchaser values.

A look at via Gupta and Ogden (2009) highlighted the distance between environmental concern and real buying conduct—commonly referred to as the "mindset-conduct hole." even as many purchasers express situation for the surroundings, handiest a element translate that situation into shopping motion, frequently due to better fees, constrained availability, or loss of agree with in green claims.

2.4 Role of Eco-Labels, CSR, and Sustainable Branding

Eco-labels function as an essential tool for conveying environmental records to purchasers. according to D'Souza et al. (2006), eco-labels enhance customer confidence and have an effect on purchase selections, especially when the labels are perceived as credible and authorized by truthful companies. however, their effectiveness can be hindered by means of low recognition or a loss of standardization.

Company social duty (CSR) additionally plays a significant role in green advertising. Du, Bhattacharya, and Sen (2010) found that CSR tasks, whilst communicated efficaciously, can enhance brand reputation and customer loyalty, provided they're perceived as real and steady with middle business operations.

Sustainable branding, in the meantime, includes creating brand fairness primarily based on environmental and moral values. research by means of Hartmann and Ibáñez (2006) confirmed that manufacturers perceived as environmentally responsible experience better degrees of accept as true with and patron loyalty. additionally, they referred to that green branding must be integrated holistically across all patron touchpoints to be credible.

2.5 Greenwashing and Purchaser Skepticism

Notwithstanding the effective potential of green advertising, the practice of greenwashing poses a severe risk to customer acceptance as true with. TerraChoice (2009) diagnosed seven "sins" of greenwashing, which include hidden trade-offs, no proof, and being beside the point, which undermine the authenticity of green advertising and marketing messages. Students, consisting of Delmas and Burbano (2011), have warned that client skepticism as a result of greenwashing can result in well-known distrust of all environmental claims, thereby being detrimental even to truly sustainable manufacturers. In the Indian context, wherein regulatory mechanisms are nonetheless evolving, greenwashing is a growing problem. Customers regularly lack the tools to verify the legitimacy of green claims, and groups may additionally exploit this hole through deceptive commercials or unverified eco-labels.

Summary:

The literature shows a consensus on the potential of inexperienced advertising and marketing to undoubtedly affect consumer conduct, build brand loyalty, and force sustainable business practices. However, its effectiveness relies upon several elements, including the credibility of environmental claims, patron attention, pricing, availability, and the perceived authenticity of an agency's standard sustainability efforts. The gap between cognition and action, the role of demographic variables, and the threat of greenwashing stay areas that require further empirical research, particularly in the Indian market.

3.Key Theories included:

Numerous psychological and behavioral theories were instrumental in explaining how and why customers interact in environmentally accountable intake. Those frameworks provide a conceptual basis for understanding the inner and outside factors that shape green buying behavior. The subsequent theories are especially applicable to this examination:

3.1 idea of planned conduct (TPB)

Evolved by using Ajzen (1991), the principle of deliberate conduct (TPB) is one of the maximum widely used models in information customer intentions and behavior. In step with TPB, a character's goal to perform a behavior is decided with the aid of three key additives: mindset towards the conduct (e.g., notion that shopping for green products is useful), Subjective norms (e.g., perceived social pressure to make environmentally conscious choices), Perceived behavioral management (e.g., perception in one's capability to find the money for or get entry to new merchandise). Research proposes that favorable attitudes towards sustainability, mixed with social endorsement and simplicity of getting right of entry to green alternatives, considerably boost the likelihood of inexperienced purchaser conduct.

3.2 Value-Norm-Norm (VBN) principle

The fee-belief-Norm (VBN) theory, proposed by means of Stern et al. (1999), gives a deeper knowledge of the motivational factors in the back of seasoned-environmental behavior. It posits that

individuals are more likely to interact in environmentally accountable movements if: They keep biospheric or altruistic values (valuing the surroundings and well-being of others), They believe that human actions can extensively impact environmental outcomes (environmental beliefs), They experience a ethical duty (non-public norms) to act in ways that guide sustainability.

VBN principle emphasizes that inexperienced behavior is rooted not only in rational price-gain analysis but also in deeply held moral and ethical ideals. This version is especially applicable in markets like India, wherein cultural and religious values might also enhance concern for environmental well-being.

3.3 Three Cognitive Dissonance Principles

Introduced with the aid of Leon Festinger (1957), Cognitive Dissonance theory shows that people revel in mental pain whilst their behaviors are inconsistent with their beliefs or values. in the context of inexperienced marketing, clients who consider themselves environmentally aware can also feel dissonance in the event that they buy merchandise that is harmful to the planet. To lessen this discomfort, they'll exchange their conduct (e.g., shift to f6ba901c5019ebe39975adc2eb223bef merchandise), alter their beliefs, or search for facts that justify their picks. inexperienced advertising efforts that spotlight the environmental results of certain behaviors, such as using plastic, carbon emissions, or deforestation, can trigger this dissonance and doubtlessly force behavioral trade.

3.4 Empirical evidence within the Indian Context

Numerous empirical studies within the Indian marketplace have affirmed the relevance of those theoretical frameworks in explaining client responses to green marketing. Jain and Kaur (2004) conducted a foundational look at Indian clients' attitudes toward inexperienced products and found that environmental issues, logo authenticity, and customer values were important drivers of inexperienced purchase intentions. Their findings assist each the TPB and VBN fashions, indicating that normative ideals and fee alignment play a prime role in shaping patron attitudes.

Chen (2010) similarly emphasized the function of logo authenticity in constructing consideration and influencing inexperienced client conduct. His studies highlighted that after inexperienced advertising messages are perceived as credible and aligned with corporate practices, they cause stronger, tremendous consumer responses. This insight is intently aligned with the Cognitive Dissonance concept, suggesting that brands perceived as disingenuous may additionally cause consumer skepticism and avoidance. together, these studies advise that for green advertising to be honestly effective in India, it should resonate with consumers' values, be perceived as real, and align with each societal norm and character behavioral control elements.

4. Evaluation of green marketing and its impact on consumer shopping behavior:

Through the years, there was a shift in environmental activities from being voluntary practices to compulsion imposed with the aid of rules everywhere in the world, especially in developed nations (Polonsky & Rosenberger, 2001). The motion of consumerism, which was intended to guard purchasers from Unethical advertising, has appreciably improved after the advent of the concept of green Advertising and marketing. Now it's far anticipated to defend the environment of purchasers as nicely,

via healthy environmental advertising practices resulting in ‘inexperienced consumerism’ (Dono et al., 2010). A green customer is someone who avoids the usage of any product that has been manufactured the use of a massive quantity of non-renewable energy and is in all likelihood to reason damage to the environment or the dwelling organism all through production processing or involves trying out on other residing beings along with animals and plants (Eriksson, 2004). Numerous factors urge consumers to shop for green products. an extensive body of research has discovered that factors such as an excessive degree of consciousness and worries amongst consumers approximately environmental problems, big advertising using corporations on inexperienced products, and environmental focus, all have driven corporations to go green to promote the idea of corporate environmentalism (Asgharian et al., 2012; Menck & Filho, 2014; Dahl, 2010). For this reason, developments in this area have turned out to be an opportunity for companies to paintings on their advertising and marketing area of interest (Wahid et al., 2011). The practices of green advertising and marketing have expanded lots in recent years. statistics released via Worldwide Enterprise Inc. in 2011 highlighted that the overall worldwide marketplace of inexperienced advertising was expected to attain \$3.5 trillion by the cease of 2017. that is specifically attributed to extended environmental focus, not best amongst consumers, but also amongst government establishments and the corporate world. For this reason, it's far taken into consideration as the want of cutting-edge times to switch in the direction of inexperienced merchandise even supposing they are highly-priced (Sustainability part answers, n.d).

5. Research gap:

Green advertising and marketing bureaucracy is an important base to steer purchaser shopping for behavior. however, research has commonly mentioned it in terms of corporate Social Responsibility and not within the advertising and marketing context. therefore, there is nonetheless a need to understand the factors that affect the decision-making system of the patron. Such know-how is crucial to multiply the consequences of influencing client buying behavior (Khare et al., 2013). Consequently, the concept of green advertising, which is at **an** infancy level, needs more research to fully recognize the potential of this essential field. furthermore, the research that has been performed in this subject matter was carried out in advanced nations, particularly the United States market (Leonidou et al., 2013). But, the situation is probably specific in growing international locations, where buying styles and socioeconomic situations are specific. Juwaheer et al. (2012) talked about that there is a lot of literature available on green advertising and the way it affects purchasing behavior in advanced nations, however, there may be a lack of research on why green marketing techniques are needed to steer customer shopping behavior in growing nations.

6. Research Methodology:

This section outlines the research approach, methods of data collection, sampling techniques, research instrument design, and data analysis procedures used to investigate how green marketing influences consumer buying preferences in India. The study aims to assess the levels of awareness, perception, and loyalty related to green branding among different consumer segments.

6.1 Research Design:

A descriptive, cross-sectional research design was followed for this study. The descriptive nature of the design allows for the examination of modern consumer behaviors, perceptions, and attitudes toward green advertising and marketing strategies. The cross-sectional aspect means that statistics were gathered at a single factor in time to research the prevailing relationships between variables consisting of demographic factors, environmental recognition, and green product alternatives.

This design is in particular suitable for know-how styles of customer conduct and drawing insights into how inexperienced advertising messages are received by various demographic organizations.

6. 2 Facts Collection

Primary Data:

Number One Records was acquired through a based questionnaire distributed online through Google Forms. The shape was shared across various social media structures and e-mail channels to ensure a wider reach. a total of 104 valid responses have been acquired and taken into consideration for analysis. The questionnaire became self-administered and ensured anonymity to encourage honest and independent participation. It included a closed-ended and a couple of preference questions to facilitate statistical evaluation, alongside some open-ended questions to gather qualitative insights.

Secondary data:

Secondary records are collected to complement the primary findings and provide a broader contextual know-how. sources blanketed: instructional journals on patron conduct, advertising techniques, and sustainability, enterprise reports by using Nielsen, McKinsey, and KPMG, Case studies of a hit inexperienced advertising and marketing campaigns in India (e.g., Tata, Patanjali, ITC, and FabIndia), government courses and policy briefs from the Ministry of Environment, Forest and Climate Change (MoEFCC).

6.3 Sampling technique

The study used a non-opportunity comfort sampling technique. This method turned into chosen because of its practicality and simplicity of get right of entry to, in particular inside the context of virtual statistics

collection. convenience sampling allowed for the inclusion of comfortably available individuals who had get admission to to the internet and a basic understanding of the survey language (English).

6.3 Sample Composition

The target sample included a mix of:

- Students (both undergraduate and postgraduate),
- Working professionals (from sectors such as IT, education, and finance),
- Homemakers, and
- Retired individuals.

This diversity aimed to capture a range of perspectives and gauge how green marketing is perceived across different life stages and roles in society.

Although the sample is not fully representative of the Indian population, it provides meaningful insights into the behaviors of urban and semi-urban consumers who are increasingly exposed to sustainability narratives.

6.4 Data Analysis Techniques

The responses collected were compiled and analyzed using **Microsoft Excel** and basic statistical tools.

The analysis process involved:

- **Descriptive Statistics:** Mean, mode, and standard deviation to summarize key trends.
- **Frequency Distributions:** To understand the distribution of responses across different categories.
- **Cross-tabulations:** To examine associations between demographic factors (e.g., age, gender, occupation) and consumer behavior indicators (e.g., eco-friendly product preference, brand trust).
- **Graphical Representations:** Pie charts, bar graphs, and column charts were used for visual interpretation and presentation of the findings.

7. Discussion

The findings of this examine reveal numerous insightful developments that contribute to the expertise of the way green marketing impacts client buying preferences in India. As environmental worries more

and more shape global enterprise practices, Indian clients, particularly those in city and semi-urban regions, are step by step aligning their consumption patterns with sustainability values.

7.1 Inexperienced consciousness among Indian clients:

A good-sized takeaway from the evaluation is the rising awareness and preference for products, mainly among younger and center-aged working specialists. Those consumers exhibit a more potent inclination toward purchasing products that align with sustainable values, pushed by each moral issue and societal effect. This supports existing research that suggests environmental values are more common amongst educated and economically active people. The presence of eco-labels on products appears to function as a sturdy visible cue that enhances product credibility and environmental friendliness. while coupled with corporate Social responsibility (CSR) projects, brands are better able to set up accept as true with and loyalty amongst their patron base. This aligns with the theory of deliberate conduct (TPB), as fantastic attitudes, perceived social norms, and a sense of control collectively affect client intentions to interact in green purchases.

7.2 Function of Marketing Communication and Peer Affect:

The examine also found that marketing plays an essential role in shaping consumer perceptions. Purchasers are more attentive to advertising campaigns that speak to a brand's commitment to sustainability. further, peer affect—especially through social media and word-of-mouth—emerged as an effective motivator, suggesting that inexperienced buying conduct is also formed through network norms and digital discourse. these insights strengthen the applicability of the cost-belief-Norm (VBN) principle, which states that social and ethical values heavily affect behavioral intentions. As customers emerge as increasingly interconnected, their values are bolstered or challenged with the aid of the behaviors in their peer companies.

7.3 Accept as true and Skepticism:

The Greenwashing predicament regardless of the encouraging traits in inexperienced consumerism, the examine highlights a chronic skepticism concerning inexperienced advertising claims. Many respondents expressed doubt approximately the authenticity of brands' environmental commitments, pointing to concerns of greenwashing—the exercise of creating misleading or exaggerated claims approximately a product's sustainability. This skepticism undermines purchaser consider and might avert lengthy-time period loyalty, in particular in a market where regulatory mechanisms for inexperienced certification are still evolving. The Cognitive Dissonance principle helps explain this conduct; clients may also revel in pain whilst they believe that their environmentally prompted purchases aren't genuinely

sustainable, leading them to reconsider or keep away from such products. The implication for marketers is apparent: transparency and 0.33-celebration verification are important in fostering trust. Certifications from credible environmental agencies, distinct reporting on CSR outcomes, and obvious conversation

Concerning production practices can mitigate doubts and construct stronger emotional connections with customers.

7.4 Demographic impacts on green choices

The take a look at also affirms that demographic variables—together with age, earnings, schooling, and profession—play a great role in shaping f6ba901c5019ebe39975adc2eb223bef buying conduct. younger consumers, mainly those elderly 20–35, have been much more likely to be informed about environmental issues and attentive to green advertising. Likewise, customers with better educational qualifications and income ranges validated a greater willingness to pay a top rate for sustainable products.

however, older clients and those from lower-profits groups displayed comparatively decreased engagement with inexperienced advertising, frequently citing value and accessibility as obstacles. This suggests a need for greater inclusive green advertising strategies that cater to a broader demographic, including affordability-targeted campaigns and localized outreach in nearby languages.

7.5 Implications for Marketers and Policy Makers

For entrepreneurs, the findings emphasize the significance of aligning branding efforts with genuine sustainability practices. developing advertising and marketing techniques that resonate with the values of environmentally conscious consumers, while also instructing and tasty less-conscious segments, can result in stronger brand positioning and long-term loyalty. For policymakers, the consequences endorse a growing public interest in environmental problems that may be in addition endorsed via: attention campaigns on inexperienced consumerism, Incentives for groups that adopt sustainable practices, and Implementation of standardized eco-labeling policies to lessen greenwashing.

8. Conclusion and Recommendations

8.1 Conclusion:

The study concludes that **green marketing has a considerable influence on consumer buying behavior in India**, particularly among urban and semi-urban populations. Key elements such as **eco-labels, corporate social responsibility (CSR) initiatives, and sustainable branding** are found to play a pivotal role in shaping consumer trust, loyalty, and purchase intentions. The findings also underscore the importance of **demographic factors**—including age, education level, income, and occupation—in determining the extent to which consumers engage with environmentally friendly products and practices.

However, despite this growing environmental consciousness, challenges such as **consumer skepticism regarding green claims (greenwashing)** and **concerns over product affordability** continue to hinder the wider adoption of green products. This highlights the need for more authentic, inclusive, and transparent green marketing practices.

8.2 Recommendations:

To address the challenges and capitalize on the opportunities identified, several strategic recommendations are proposed. Firstly, **enhancing the credibility of green claims through third-party certification and transparent reporting** is essential for building consumer trust. Brands should collaborate with reputable environmental organizations and display verifiable labels to demonstrate authenticity. Secondly, **consumer education campaigns** should be launched to raise awareness about environmental issues and the significance of choosing eco-friendly products, with an emphasis on **clarity and accessibility** of information.

Thirdly, marketers should **focus their efforts on youth and working professionals**, who are most responsive to green marketing messages, by leveraging **digital and social media platforms** that these demographics frequently use. To make green products more appealing across income groups, brands must **offer affordable and accessible product lines**, ensuring that sustainability does not come at the cost of inclusivity. Additionally, companies should **capitalize on social influence trends** by partnering with eco-conscious influencers and organizing **community-based campaigns** that promote sustainable lifestyles.

Finally, to encourage long-term behavior change, firms should **incentivize green choices through loyalty programs, discounts, and reward systems**, making environmentally responsible consumption more engaging and rewarding for consumers. By implementing these strategies, marketers can foster a stronger, trust-based relationship with consumers and contribute meaningfully to the broader goal of sustainable development.

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