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## **BUYING BEHAVIOUR IMPACT OF GREEN MARKETING IN COMPANIES (WITH SPECIAL REFERENCE TO ECO FRIENDLY PACKAGING AND CONSUMER BEHAVIOR)”**

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### **Abstract**

The growing concern regarding environmental issues has resulted in a paradigm shift among consumers to switch towards sustainable practices and products. As consumers become more ecologically aware, companies are turning towards green marketing to meet this need. Eco-friendly packaging is one of the most influential elements of green marketing that has the power to influence consumer purchasing behavior. This study investigates the effect of environmentally friendly packaging on purchasing behavior, customer loyalty, and general attitudes toward companies. The research highlights the increasing significance of green marketing in today's business world, particularly as consumers call for more openness and sustainability in the products they buy. Through its analysis of consumer sentiment toward green packaging, this paper demonstrates the power of green marketing to create brand trust, stimulate consumer involvement, and segment brands in a competitive marketplace. Additionally, it examines how green packaging not only saves the environment but also provides functional benefits that resonate with the green-conscious consumer, leading to improved customer satisfaction and sustainable business success.

**Keywords:** Consumer Buying Behavior, Green Marketing, Eco-Friendly Packaging, Sustainable Products, Brand Loyalty, Environmental Impact, Consumer Perceptions

## 1. Introduction

Over the past few years, environmental sustainability awareness among consumers has had a notable impact on consumer choices. As world interest in climate change, pollution, and resource depletion continues to grow, corporations increasingly use green marketing practices to match consumer expectations. Green marketing is the process of marketing products and services according to their positive impacts on the environment. It encompasses several strategies like green packaging, sustainable procurement, energy-efficient manufacturing processes, and lower carbon footprints.

The most evident feature of green marketing is environmentally friendly packaging, which not only reduces environmental degradation but also plays an important part in influencing the attitudes and actions of consumers. Firms that adopt green marketing strategies tend to be at a competitive edge since more and more consumers favor brands that show corporate social responsibility and sustainability practices.

Consumer purchasing behavior is a multivariate process that is determined by psychological, social, cultural, and economic factors. Attitudes towards green products and environmentally friendly packaging have been widely studied, and it is established that consumers are often willing to pay a premium for green products when they trust the brand's commitment.

However, consumer reactions vary based on demographic factors and lifestyle preferences. The shift in behavior, particularly among millennials and Gen Z, has driven companies to embrace sustainable business models focused on environmental stewardship.

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### 1.1 Research Objectives

1. To analyze the impact of green marketing on consumer buying behavior.
2. To examine consumer perceptions of eco-friendly packaging in purchasing decisions.
3. To assess the influence of environmental awareness on consumer preferences.

4. To evaluate the role of sustainable branding in shaping consumer trust.
5. To identify key factors driving consumer adoption of green products.

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## **1.2 Research Questions**

1. How does green marketing influence consumer buying behavior?
  2. What are the key factors that drive consumer preference for eco-friendly packaging?
  3. How does consumer awareness of environmental issues affect purchasing decisions?
  4. To what extent does sustainable branding impact consumer trust and loyalty?
  5. Are consumers willing to pay a premium for eco-friendly packaged products?
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## **2. Literature Review**

### **2.1 Evolution of Green Marketing**

The roots of green marketing can be traced back to the 1960s and 1970s when environmental degradation prompted global environmental movements. Over time, businesses shifted from compliance-based approaches to proactive strategies incorporating sustainability into their core functions.

By the 1980s and 1990s, companies began using environmentally friendly packaging, recyclable materials, and sustainable branding strategies to cater to a growing segment of environmentally conscious consumers. However, issues like greenwashing emerged, resulting in consumer skepticism and the demand for greater transparency.

With the 2000s and 2010s came stricter environmental regulations, third-party eco-certifications, and a digital transformation that allowed companies to engage directly with environmentally aware consumers. Today, green marketing is no longer a niche—it is a mainstream, strategic imperative.

### **2.2 Importance of Green Marketing in Modern Business**

Green marketing has become essential for companies aiming to align with

environmentally conscious consumers. As concerns around climate change and pollution increase, businesses adopting green practices not only meet regulatory demands but also gain competitive advantage by attracting loyal, eco-aware customers.

Packaging, in particular, has transformed into a key differentiator. Eco-friendly, compostable, and minimalist packaging appeals to both consumer values and functional needs. Green branding also supports stronger emotional connections between consumers and companies, fostering trust and long-term loyalty.

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### 3. Impact of Green Marketing on Consumer Buying Behavior

Green marketing is a powerful tool in shaping consumer choices and building sustainable brand equity. The emphasis on green packaging and transparency helps consumers identify with brands on ethical and environmental grounds.

Key drivers include:

- **Psychological Factors:** Consumers feel empowered and responsible when they make eco-conscious choices.
- **Regulatory and Policy Pressures:** Stricter laws on plastic and emissions influence both businesses and consumers.
- **Digital Awareness:** Information dissemination through digital media enhances consumer education on environmental issues.
- **Emotional Reinforcement:** Consumers associate eco-friendly products with ethical behavior, enhancing loyalty.

Consumers increasingly prefer simple, recyclable packaging and are often willing to pay more for products that align with their values.

### 4. Research Methodology

#### 4.1 Research Design

The research follows a **descriptive design** to explore the effect of green marketing on consumer behavior with a focus on eco-friendly packaging.

#### 4.2 Methods of Data Collection

- **Primary Data:** Structured questionnaires administered to consumers.
- **Secondary Data:** Academic literature, market research reports, and industry case studies.

#### 4.3 Data Sources

- **Primary:** Consumers who have purchased or are inclined towards eco-friendly packaged products.
- **Secondary:** Journals, company reports, government publications, and prior research.

#### 4.4 Sampling Design

- **Sampling Technique:** Non-probability convenience sampling.
- **Sample Type:** Urban consumers aware of or interested in green products.
- **Sample Size:** 100 respondents.
- **Sample Unit:** Individual consumers with interest in environmentally friendly purchasing behavior.
- **Universe:** Environmentally conscious and general consumers across urban areas.

#### 4.5 Hypotheses

- **H<sub>0</sub>:** Green marketing does not significantly impact consumer buying behavior.
- **H<sub>1</sub>:** Green marketing significantly impacts consumer buying behavior.
- **H<sub>0</sub>:** Eco-friendly packaging does not influence consumer purchase decisions.
- **H<sub>1</sub>:** Eco-friendly packaging significantly influences consumer purchase decisions.
- **H<sub>0</sub>:** Consumers are not willing to pay a premium for green products.
- **H<sub>1</sub>:** Consumers are willing to pay a premium for green products.

#### 4. Data Analysis and Interpretation

**Table 1: Awareness of Green Marketing**

RESPONSE	RESPONDENTS	PERCENTAGE (%)
YES	79	79%
NO	21	21%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**Interpretation:**

A large majority (79%) of respondents are aware of green marketing, indicating widespread awareness. However, 21% remain unaware, showing a need for more educational campaigns.

**Table 2: Consideration of Environmental Impact While Purchasing**

RESPONSE	RESPONDENTS	PERCENTAGE (%)
ALWAYS	23	23%
OFTEN	19	19%
SOMETIMES	29	29%
RARELY	17	17%
NEVER	12	12%
TOTAL	100	100%

**Interpretation:**

Only 23% always consider environmental impact while purchasing, and 29% do so sometimes. The 12% who never do highlight a gap that must be addressed through awareness initiatives.

**Table 3: Importance of Eco-Friendly Packaging in Buying Decisions**

RESPONSE	RESPONDENTS	PERCENTAGE (%)
VERY IMPORTANT	31	31%
IMPORTANT	29	29%
NEUTRAL	17	17%
LESS IMPORTANT	13	13%
NOT IMPORTANT	10	10%
TOTAL	100	100%

**Interpretation:**

A combined 60% find eco-friendly packaging very important or important, signifying that sustainable packaging is a priority for most consumers.

**Table 4: Frequency of Purchasing Eco-Friendly Packaged Products**

<b>Response</b>	<b>Respondents</b>	<b>Percentage (%)</b>
Always	17	17%
Frequently	23	23%
Occasionally	29	29%
Rarely	19	19%
Never	12	12%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation:**

Only 17% of respondents always purchase eco-friendly packaged products. A large portion (29%) does so occasionally, pointing to potential growth if availability and affordability improve.

**5. Findings and Discussion**

The research reveals that:

- Consumers are increasingly aware of the impact their purchases have on the environment.
- Green packaging plays a significant role in purchasing decisions, but price and brand trust still influence choices.
- Younger generations are more inclined toward supporting brands with sustainable practices.
- While consumers express preference for green packaging, actual purchase behavior varies depending on affordability.
- Companies that integrate eco-friendly packaging in their green marketing strategies can foster stronger customer loyalty and brand trust.

**6. Conclusion**

Green marketing, especially eco-friendly packaging, has become an essential determinant



of consumer buying behavior. As environmental awareness increases, consumers are making more informed choices, often prioritizing sustainability. Firms that align their marketing strategies with green values not only fulfill environmental responsibilities but also enhance brand image and customer loyalty. However, there remains a segment of consumers that either lacks awareness or cannot afford sustainable options. This creates an opportunity for businesses and policymakers to make green alternatives more accessible and affordable.

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