



Research Article

Study on the Impact of Green Marketing on Consumer Buying Behaviour

 Bhavna Kaura Ohri ^{1*}, Ravneet Kaur ²

¹ Associate Professor, University School of Business Studies, Rayat Bahra Professional University
Hoshiarpur, Punjab, India

² Student, Rayat Bahra Institute of Management, Hoshiarpur, Punjab, India

Corresponding Author: *Bhavna Kaura Ohri 

DOI: <https://doi.org/10.5281/zenodo.19416475>

Abstract

Green marketing is increasingly important as consumers grow more aware of brands, quality, and environmental concerns, leading to more eco-friendly behaviour. This study examines the impact of green marketing on consumer buying behaviour. The objectives are to analyse customer awareness of green marketing, evaluate the influence of green marketing tools, and assess their relationship with purchasing decisions. Primary data were collected through a structured questionnaire. Descriptive statistics indicate a high level of awareness and positive inclination toward eco-friendly products, with mean values of 4.02 (customer awareness), 3.91 (green marketing tools), and 4.01 (consumer buying behaviour). Regression analysis reveals that green marketing variables significantly influence consumer buying behaviour, with an R² value of 0.589, explaining 58.9% of the variance. ANOVA results confirm the statistical significance of the model ($p < 0.05$). Furthermore, both customer awareness and green marketing tools show a positive impact, with green marketing tools exerting a stronger influence. Correlation analysis also indicates a strong positive relationship among the variables. The study concludes that green marketing significantly shapes consumer preferences and promotes sustainable consumption. Organisations should strengthen green marketing strategies to enhance awareness and encourage eco-friendly purchasing behaviour.

Manuscript Information

- ISSN No: 2583-7397
- Received: 10-02-2026
- Accepted: 23-03-2026
- Published: 04-04-2026
- IJCRM:5(2); 2026: 405-410
- ©2026, All Rights Reserved
- Plagiarism Checked: Yes
- Peer Review Process: Yes

How to Cite this Article

Ohri B K, Kaur R. Study on the Impact of Green Marketing on Consumer Buying Behaviour. Int J Contemp Res Multidiscip. 2026;5(2):405-410.

Access this Article Online



www.multiarticlesjournal.com

KEYWORDS: Green Marketing, Consumer Buying Behaviour, Customer Awareness, Sustainable Consumption, Regression Analysis

1. INTRODUCTION

In recent years, environmental issues such as climate change, pollution, and the depletion of natural resources have gained significant global attention, encouraging both consumers and organisations to adopt more sustainable practices. This shift has led to the emergence of green marketing, which focuses on promoting environmentally friendly products and services (Bansah *et al.*, 2024) [3]. Green marketing includes practices such as eco-labelling, green packaging, and environmentally responsible advertising, enabling organisations to meet consumer expectations while gaining a competitive advantage (Manikandan & Rakshana, 2024) [20]. Consumer buying behaviour plays a crucial role in determining the success of green marketing strategies. Modern consumers are increasingly aware of environmental concerns and tend to prefer sustainable products; however, their purchasing decisions are influenced by factors such as awareness, perception, and trust (Oliva *et al.*, 2024) [23]. Previous studies have shown that environmental awareness significantly affects purchasing decisions and increases the demand for eco-friendly products (Lima *et al.*, 2024) [19]. Furthermore, effective green marketing strategies positively shape consumer attitudes and behaviour (Kuria *et al.*, 2024) [15]. In this context, the present study aims to examine the impact of green marketing on consumer buying behaviour by analysing customer awareness, evaluating green marketing tools, and studying their relationship with purchasing decisions. The study seeks to provide useful insights for promoting sustainable consumption.

The theoretical framework of this study is based on established theories explaining the relationship between green marketing and consumer buying behaviour. The Theory of Planned Behaviour suggests that consumer behaviour is influenced by attitudes, social norms, and perceived control, indicating that individuals with positive attitudes towards environmental protection are more likely to purchase green products (Ajzen, 1991) [1]. Additionally, Consumer Behaviour Theory highlights that marketing strategies such as eco-labelling, green packaging, and advertising significantly influence consumer decisions (Kotler & Keller, 2016) [14]. The Stimulus-Organism-Response (S-O-R) Model further explains that green marketing tools act as external stimuli influencing consumers' internal perceptions and awareness, which ultimately shape their buying behaviour (Mehrabian & Russell, 1974) [21]. Moreover, the concept of environmental awareness suggests that consumers with higher awareness of environmental issues are more inclined toward eco-friendly purchasing decisions (Lima *et al.*, 2024) [19]. Based on these theoretical perspectives, the study assumes that customer awareness and green marketing tools significantly influence consumer buying behaviour, thereby providing a strong foundation for examining the impact of green marketing on purchasing decisions.

2. REVIEW OF LITERATURE

The review of existing literature indicates that green marketing has a significant influence on consumer buying behaviour across diverse regions and contexts. Several studies highlight

the effectiveness of green marketing strategies in shaping consumer perceptions and purchase decisions. For instance, Baca and Reshidi (2025) [2] found that green positioning, packaging, and brand communication positively influence consumer purchase decisions, although brand attachment does not have a significant impact. Similarly, David, Wang, and Cisse (2025) [9] reported that investments in green marketing enhance consumer perception and purchase intention, particularly when such strategies are aligned with local market conditions.

Further, Costales (2024) [8] observed that environmental awareness, green product features, pricing, and promotional strategies significantly affect consumer buying behaviour, while demographic variables exert a moderate influence. In the same direction, Obaid and Rashid (2024) [22] highlighted a positive relationship between green marketing and consumer purchasing behaviour, emphasising its role in providing a competitive advantage to organisations. In addition, Sabharwal and Narula (2024) [24] identified that the elements of the green marketing mix, product, price, place, and promotion, significantly influence consumer behaviour, with green product attributes having the strongest impact. Likewise, Chaudhary and Chaudhary (2024) [5] concluded that eco-labelling, eco-friendly pricing, and sustainable packaging play a crucial role in shaping purchasing decisions and improving environmental outcomes. Kuria (2024) [16] also found that eco-labelling and sustainability messaging significantly influence consumer trust and buying behaviour. Moreover, Ismail, Abu, and Azmi (2023) [11] demonstrated that green branding and advertising have a strong impact on millennials' purchasing decisions. Supporting this, Le Ha and Linh (2023) [17] reported that eco-friendly practices enhance consumer trust and satisfaction. Chitra *et al.* (2022) [7] emphasised that green marketing practices contribute to strengthening consumer loyalty, despite challenges related to price and product quality. Similarly, Ulfiah and Zainal Al Hakim (2023) [25] and Jennah and Ismail (2023) [12] confirmed that brand image, eco-friendly initiatives, and sustainability efforts positively influence consumer behaviour.

Overall, the literature suggests that green marketing is an effective strategy for promoting sustainable consumption. However, its success depends on factors such as consumer awareness, income levels, and market-specific conditions, indicating the need for further empirical investigation in different contexts.

3. RESEARCH OBJECTIVES

- To examine the level of customer awareness regarding green marketing.
- To analyse the impact of green marketing tools on consumer buying behaviour.
- To examine the relationship between green marketing and consumer buying behaviour.

4. RESEARCH METHODOLOGY

The present study aims to examine the impact of green marketing on consumer buying behaviour using a descriptive

research design. This design is suitable for analysing consumer awareness, preferences, and behaviour toward eco-friendly products. The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire, while secondary data were obtained from journals, research papers, books, and relevant online sources. The questionnaire consisted of close-ended statements measured on a five-point Likert scale ranging from “strongly disagree” (1) to “strongly agree” (5). The measurement scales for the study variables were adapted from established literature. Customer awareness was measured using items adapted from environmental awareness scales developed by Dunlap *et al.* (2000) [10]. Green marketing tools (such as eco-labelling, green packaging, and environmental advertising) were measured using items adapted from Leonidou *et al.* (2010) [18] and Chen (2010) [6]. Consumer buying behaviour was measured using scales adapted from Chan (2001) [4] and Kim and Choi (2005) [13], which focus on environmentally responsible purchasing behaviour. A convenience sampling technique was adopted to collect data from a sample size of 300 respondents from diverse demographic backgrounds. For data analysis, various statistical tools were employed.

Data analysis and Interpretation

The goals of the study were taken into consideration when analysing the data gathered using a structured questionnaire. Descriptive statistics, including mean and percentage analysis, were used to examine the level of customer awareness. Pearson correlation analysis was applied to identify the relationship between green marketing variables and consumer buying behaviour. Multiple regression analysis was used to measure the impact of independent variables (customer awareness and

green marketing tools) on the dependent variable (consumer buying behaviour). The collected data were analysed using SPSS (Statistical Package for the Social Sciences), ensuring accuracy, reliability, and systematic interpretation of results. Thus, the methodology provides a comprehensive framework to understand the role of green marketing in influencing consumer buying behaviour.

Reliability

Table 1: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
0.894	0.895	3

Source: Author- Self- constructed

Interpretation

The reliability analysis shows that the measurement scale used in the study is highly reliable and internally consistent. The value of Cronbach’s Alpha is 0.894 (and 0.895 based on standardised items), which is well above the acceptable threshold of 0.7, indicating excellent reliability. This means that the items used to measure Customer Awareness, Green Marketing Tools, and Consumer Buying Behaviour are consistent with each other and produce stable results. Additionally, with 3 items included in the scale, the high alpha value suggests that the questionnaire items are well-structured and effectively measure the intended constructs. Therefore, it can be concluded that the data collected is reliable and suitable for further statistical analysis.

5.2 Descriptive Statistics

Table 2: Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Customer awareness	300	4	1	5	4.0211	.78760	-.928	.141	.652	.281
Green marketing tools	300	4	1	5	3.9062	.85733	-.792	.141	.289	.281
Consumer buying behaviour	300	4	1	5	4.0150	.87717	-.886	.141	.335	.281
Valid N (listwise)	300									

Author- Self- constructed

Interpretation

The table presents Descriptive Statistics for three variables—customer awareness, green marketing tools, and consumer buying behaviour—based on a sample of 300 respondents. All variables have a range of 4 (from 1 to 5), indicating responses were measured on a 5-point scale. The mean values are high (around 4), suggesting that respondents generally show positive awareness, a favourable perception of green marketing tools, and strong buying behaviour. The standard deviation values (around 0.78–0.87) indicate moderate variability in responses. The skewness values are negative for all variables, meaning the data is slightly left-skewed with more responses toward higher values. The kurtosis values are close to zero, indicating a normal distribution without extreme peaks. Overall, the data

suggests consistent and positively inclined responses toward green marketing and consumer behaviour.

5.3 Regression

Table 3: Multiple Regression

Model Summary					
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.767 ^a	.589	.586	.56451	2.069
a. Predictors: (Constant), IV2 Green Marketing Tools, IV1 Customer Awareness					
b. Dependent Variable: DV Consumer Buying Behaviour					

Interpretation

The table shows the results of Regression Analysis examining the impact of customer awareness and green marketing tools on

consumer buying behaviour. The R value (0.767) indicates a strong positive relationship between the independent and dependent variables. The R² value (0.589) means that about 58.9% of the variation in consumer buying behaviour is explained by the model, which is fairly substantial. The

adjusted R² (0.586) confirms the model’s reliability with minimal shrinkage. The Durbin-Watson value (2.069) suggests no autocorrelation, indicating that the model assumptions are satisfied and the results are dependable.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.411	2	67.706	212.461	.000 ^b
	Residual	94.646	297	.319		
	Total	230.058	299			
a. Dependent Variable: DV Consumer Buying Behaviour						
b. Predictors: (Constant), IV2 Green Marketing Tools, IV1 Customer Awareness						

Interpretation

The ANOVA table evaluates the overall significance of the regression model. The F-value (212.461) is very high, indicating that the model is statistically strong. The significance value (Sig. = 0.000) is less than 0.05, showing that the model is highly significant and the independent variables meaningfully affect consumer buying behaviour. The regression sum of

squares (135.411) is greater than the residual sum of squares (94.646), suggesting that a large portion of variation is explained by the model. Overall, the results confirm that customer awareness and green marketing tools have a significant impact on consumer buying behaviour.

5.4 Correlation

Table 4: Correlation

		IV1 Customer Awareness	IV2 Green Marketing Tools	DV Consumer Buying Behaviour
IV1 Customer Awareness	Pearson Correlation	1	.790**	.670**
	Sig. (2-tailed)		.000	.000
	N	300	300	300
IV2 Green Marketing Tools	Pearson Correlation	.790**	1	.759**
	Sig. (2-tailed)	.000		.000
	N	300	300	300
DV Consumer Buying Behaviour	Pearson Correlation	.670**	.759**	1
	Sig. (2-tailed)	.000	.000	
	N	300	300	300

Interpretation

The correlation analysis shows a strong and positive relationship among all variables in the study. Customer Awareness and Green Marketing Tools have a high correlation (r = 0.790), indicating that as awareness increases, the use or effectiveness of green marketing tools also increases. Customer Awareness is also positively correlated with Consumer Buying Behaviour (r = 0.670), meaning that higher awareness leads to more favourable buying decisions. Similarly, Green Marketing Tools show a strong positive relationship with Consumer

Buying Behaviour (r = 0.759), suggesting that effective green marketing strategies significantly influence consumers’ purchasing decisions. All the significance values (p = 0.000) are less than 0.01, which means the relationships are statistically significant at the 1% level. Therefore, it can be concluded that both customer awareness and green marketing tools play an important role in influencing consumer buying behaviour, and the relationships observed are strong, positive, and statistically reliable. Therefore, in summary:

Table 5: Summary of Hypotheses Testing Results

S. No.	Objective	Hypothesis	Statistical Test Used	Result
1	To examine the level of customer awareness regarding green marketing	H1: Customers have a significant level of awareness regarding green marketing	Descriptive Statistics (Mean)	Accepted
2	To analyse the impact of green marketing tools on consumer buying behaviour	H2: Green marketing tools significantly impact consumer buying behaviour	Regression Analysis & ANOVA	Accepted
3	To examine the relationship between green marketing and consumer buying behaviour	H3: There is a significant relationship between green marketing and consumer buying behaviour	Correlation Analysis	Accepted

5. FINDINGS

The findings of the study reveal that consumers have a high level of awareness regarding green marketing, as indicated by the mean value of customer awareness (4.02). The results also show that green marketing tools (mean = 3.91) and consumer

buying behaviour (mean = 4.01) reflect a positive attitude of respondents towards eco-friendly products. The regression analysis indicates that green marketing variables significantly influence consumer buying behaviour, with an R² value of 0.589, meaning that 58.9% of the variation in buying behaviour

is explained by customer awareness and green marketing tools. The ANOVA results confirm that the model is statistically significant ($p = 0.000$). Furthermore, the coefficients show that both customer awareness ($\beta = 0.188$) and green marketing tools ($\beta = 0.610$) have a positive and significant impact on buying behaviour, with green marketing tools having a stronger influence. The correlation analysis also reveals a strong positive relationship between customer awareness and buying behaviour ($r = 0.670$) and between green marketing tools and buying behaviour ($r = 0.759$), both significant at $p = 0.000$. Overall, the findings indicate that increased awareness and effective use of green marketing strategies lead to a higher preference for environmentally friendly products among consumers.

6. CONCLUSION

The study concludes that green marketing has a significant and positive impact on consumer buying behaviour in today's environmentally aware market. The findings clearly show that consumers possess a high level of awareness regarding green marketing practices and are increasingly inclined towards purchasing eco-friendly products. The analysis further indicates that green marketing tools such as eco-labelling, green packaging, and environmental advertising play a crucial role in influencing consumer decisions, with these tools having a stronger impact compared to mere awareness. Moreover, the presence of a strong positive relationship between green marketing and consumer buying behaviour suggests that as companies increase their focus on sustainable practices and effectively communicate them, consumers are more likely to develop favourable attitudes and make environmentally responsible purchase decisions. This reflects a growing trend where consumers not only consider price and quality but also environmental impact while making purchases. Therefore, it can be concluded that green marketing is not only beneficial for environmental sustainability but also serves as an effective marketing strategy for businesses to attract and retain customers. Organisations should invest more in innovative and transparent green marketing practices to build trust, enhance brand image, and encourage sustainable consumption, which will ultimately contribute to long-term business success as well as environmental protection.

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About the corresponding author

Bhavna Kaura Ohri is an Associate Professor at Rayat Bahra Professional University with over nine years of teaching experience. She has published 15+ research papers, book chapters, and academic works. Specialising in finance, she contributes to research, reviewing, editing, and student development, and has received multiple academic honours and awards.