

UNDERSTANDING CONSUMER ATTITUDES AND INTENTION TOWARDS GREEN MARKETING: AN ENVIRONMENTAL PERSPECTIVE

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ABSTRACT

Raising awareness about environmental concerns has resulted in a transformation of consumer habits and attitudinal shift towards embracing a more eco-conscious way of life. People are proactively taking steps to minimize their impact on the environment. Acknowledging this shift in consumer outlook, businesses are vying for a competitive advantage by capitalizing on the opportunities presented by the environmentally conscious market. Both consumers and producers are emphasizing the importance of eco-friendly products. The reflection is in the form of increased demand of products as energy-efficient appliances, naturally sourced foods, chemical free consumables, paper resourced through circularity, and paraben free and phosphate-free detergents and cosmetics. In this research, the notion of green marketing is introduced, delving into consumers' awareness of environmental concerns, their perspectives, inclinations towards green marketing practices, and investigating the connect between different consumer characteristics and the concept of green marketing. The search criteria encompass themes such as green marketing, green purchase intentions, green awareness, environmental awareness, consumer behaviour, and sustainable marketing. Google Scholar serves as the database for extracting articles, covering those listed in both Web of Science and Scopus.

KEYWORDS: Green Marketing, Consumer Behaviour, Awareness, Green Purchase Behaviour, Sustainable Marketing, Environment, Purchase Intentions.

Introduction

Present day business culture sensitiveness to the buzzwords sustainable marketing practices, circular management of consumer products and associated wastes, conservation of natural resources, and pollution prevention reflect a growing societal concern for the natural environment. Firms are adapting their behaviour to address these emerging concerns as environmental awareness rises.

Organizations, particularly those that depend heavily on nature-based resources for their production inputs and/ or for their operational space have taken note of the environmental deterioration and the resulting shift in consumer awareness and attitudes (Kaman, 2008). The immediate impact is seen over the scrutiny of marketing operations for contributing to environmental damage through increased consumption, waste, and shortened product life cycles (Fergus, 1991).

The definition of green marketing by American Marketing Association as "...the promotion of products presumed to be environmentally friendly..." (American Marketing Association, 2013), aims to inform potential customers about eco-friendly practices (Singhal & Malik, 2018) (Singh & Bansal, 2012). This specialised branch of marketing teamed with a focus and perspective of environment, ecological balance, and/ or sustainability entails a managerial approach that acknowledges and meets customer and societal needs in a profitable and sustainable fashion (Chowdhary & Samuel, 2014). Green

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marketing encompasses a range of activities, including alterations to products, adjustments in manufacturing processes and packaging, and modifications to advertising, or the elimination of environmentally harmful practices (Kaman, 2008) (Baktash & Abdul, 2019). Fundamentally, it encapsulates a comprehensive marketing concept that facilitates the exchange of goods to fulfil customer needs with minimal environmental consequences. The objective is to preserve the environment while ensuring that the ability of future generations to fulfil their own needs remains intact, integrated into an overarching corporate strategy (Singh & Bansal, 2012).

Green marketing, in the decade of 1990s, evolved into a prominent movement, ushering as an era of "Green Revolution" (Hughner et al., 2007). Since then it has been cumulative and evolving with an ever increasing consumer concern for environmental protection, leading to a higher demand for eco-friendly products (Baktash & Abdul, 2019) (Kaman, 2008) (Abdul, 2009) (Hughner, McDonagh, Prothero, Shultz II, & Stanton, 2007) (Jain & Kaur, 2004). Consequently, green marketing has become a significant focus for both academics and marketers (Kaman, 2008) (Soonthonsmai, 2007). This approach underscores the importance of incorporating toxin-free ingredients and environmentally friendly methods in product development (Abdul, 2009), representing a major contemporary business trend.

Consumers' buying behaviour significantly influence environmental quality. Addressing consumers' basic needs for performance, quality, convenience, and affordability, along with conveying how green products can contribute to solving environmental issues, leads to the adoption of such products (Kaur, 2017). From a business standpoint, profitability is crucial, but not all "green" products meet this criterion. It is noted in Bleda & Valente (2008) that on one hand the organic sector faces challenges of operationalization and market demand, but at the same time the local produce, animal welfare, and fair-trade practices are achieving the financial performance standards. Thus, as stated by Gandhi & Rao (2013), it is crucial to strike a balance between sustainability; profit (the core of company's objectives); and the broader imperative of endurance of the ecosystem.

Table-1 provides a summary of research studies with the core theme being green marketing, sustainability, environmentally friendly products, and the consumer behaviour pertaining to these.

Table 1: Snippet View of Literature on Green Marketing

Author and Year	Study Type	Core Theme of the Study	Results
Ryan et. al (2021)	Review of paper	Sustainable and green marketing	Green marketing exerts a notable influence on a product's brand image, ultimately influencing consumer purchasing decisions.
Ainsworthy A., Mishra A. S. & Tiarniyu F. (2018)	Empirical study	Applying the "Green" scale for measuring environment sensitiveness of consumers	The GREEN scale was created to evaluate how consumers express their environmental concern through their buying patterns.
Ajai Pal Sharma (2021)	Systematic paper review	Purchase-marketing model regarding green products	The constraints such as insufficient environmental awareness, lack of trust, pricing considerations, the image of the organization, perception of risks associated, and the unwillingness to pay serve as barriers that create a divide between customers' attitudes and their actual purchasing behaviour for green products.
Ansar N. (2013)	Empirical study	the link between buying intentions for green products and their socio demographic	The intention to make green purchases showed a weak correlation with the social and the demographic characteristics of the consumers. However, factors

		characteristics	such as environmental advertisements, price and the use of environmentally friendly packaging were identified as positively linked to the green products' purchase intention.
Bhatia M. & Chaudhary S. (2022)	Literature review	Green cosmetics consumption behaviour and circular practices related to it	The TPB model (Theory of Planned Behaviour) applied to establish linkages between perceived behaviour control, subjective norms, and customer attitude.
Bhatia M. & Jain A. (2013)	Empirical study	Green practices and products in context of environmental concerns	The commitment of marketing companies to green marketing positively influenced consumer persuasion to choose and purchase green items over conventional ones.
Carrete L. et al. (2012)	Empirical study	Role of green consumer behaviour in emerging economies	Green practices seem to be rooted more in ancient traditions of thrift and frugality rather than being grounded in robust environmental principles
Cherian J. & Jacob J. (2012)	Literature review	consumer attitude towards green marketing	Green marketing is an essential requisite shift in consumer behaviour and mindset toward more environmentally conscious lifestyles because present levels of consumption are excessively elevated and unsustainable.
Dangelico R. M. & and Vocalelli D. (2017)	Systematic Literature review	Synthesising information on green marketing	Thorough analysis and integration of the existing body of information on Green Marketing, signifying noteworthy implications for managers, academics, and students
Dewalda B., Bruina B. J. & Jang Y. J. (2014)	A US based empirical study	Studying the marketing practices of green restaurants	Approximately one-third of the population in the United States dines at "green" restaurants, and over half of them are uncertain about whether the restaurant truly adheres to environmentally friendly practices
Gandhi A. & Rao M. (2013)	Case study	Green advertising influencing intentions to buy green products	Consumers' perceptions of green advertising significantly influence their intentions to purchase environmentally friendly products
Groening C., Sarkis J., & Zhu Q. (2018)	Literature Review based research	The consumer behaviour of an individual consumer regarding green marketing practices.	An extensive assessment of over 20 theories focusing consumer-level behaviour, categorized into six groups is undertaken. This is followed up with an explanation, examination of application in green marketing, and proposal of avenues for further research for each theory

Haws et al. (2013)	Empirical study	scale development for measuring Green Consumption	Exploring to predicts customer's preference for green products through GREEN scale
Jain S. K. & Kaur G. (2004)	Empirical study in India	Measuring environmental awareness, attitude, and behaviour amongst Indian consumers	Consumers perceive the recent surge in environmental consciousness as authentic, believing that individuals in India are keen to embrace ecologically beneficial initiatives to tackle environmental issues
Jay P. M. (1994)	Conceptual framework	One of the core studies that introduced the green marketing concept and the associated consumers' attitude with a marketer's perspective	Consumers often display lower commitment to environmental improvement and may be trying to assign excessive blame to both industry and government
Joshia Y. & Rahmanb Z. (2015)	Literature review	Drawing association between consumers' environmental concern and products' functional attributes	Consumers acknowledge the impact of their consumption behaviour on the society as well as the environment. They thoughtfully weigh the advantages of participating in the activities pertaining to green purchases and assess how such actions will contribute towards the improvement of both the environment and society.
Juwaheer T. D. et al (2019)	Empirical study in Mauritius	The effect of green marketing strategies over the purchase intentions and attitudes of consumers	Customers are tending to adopt a more environment- friendly purchasing manners. This is motivating businesses to indulge in branding of green products, eco-labelling of the products, and adoption of recyclable packaging so as to encourage a more environmentally conscious workforce.
Kalafatis S,et al. (1999)	An empirical study	Developing constructs to measure consumers' intention for buying environmentally safe products	The study supports the TPB's robustness in predicting and explaining desire to buy environment friendly products
Kaman L. (2008)	A Hong Kong based empirical study	Purchasing behaviour among adolescents for green products	Environmental awareness, the desire to uphold a positive environmental image, and the perceived sense of environmental responsibility rank as the second, third, and fourth most influential predictors of green shopping behaviour among adolescents in Hong Kong.

Kumar P. & Ghodeswar B. (2015)	Systematic Literature review	Green marketing	The viability and significance of constructing a blend that can serve as the groundwork for marketing of green environmentally safe products.
Patel & Chugan (2015)	Empirical study	The influence of consumer perception on green advertising concerning his intent to make environmentally conscious purchases	There is a substantially positive impact of knowledge of the environment, image of the company, improvements in the product feature, and impact of ethical business practices on customers' inclination to make environmentally conscious purchases in the domains of green advertising.
Rahbar & Wahid (2011)	Empirical study	The impact of green marketing tools over the purchase of green products	Positive public impression of eco-branded products has contributed to their commercial success, leading to increased consumer purchases and the flourishing of brand loyalty
Rezai G. et al. (2013)	Empirical study in Malaysia	The relationship of socio demographic profile of consumers with their perceptions about green product concept	Embracing eco-friendly initiatives is the optimal strategy to preserve the environment and encourage the adoption of eco-friendly products and practices
Shabbir H. (2020)	Review of paper	Classifying the consumer behaviour elements in specific context of green marketing	In socio-demographic studies, the factors of age, gender, educational level, and economic strata moderate the consumer behaviour in respect of green marketing.
Shabbir M. S. et al (2020)	Empirical study	Identifying green marketing approaches and consumers' perception and behaviour towards the environment	Green marketing strategies have a significantly favourable impact over the customer behaviour toward the environment.
Singh & Mehra (2019)	empirical study based on Indore customers	Customers awareness towards the green marketing advertising and thereon purchasing of green products	The Indore residents are progressively adopting green marketing and participating in environmentally friendly behaviours. A substantial number of consumers in the region actively purchase green products and adhere to the principles of environmentally conscious marketing.
Singha A. & Malik G. (2018)	Empirical study	The purchase and consumption of green cosmetics by female consumers	Female consumers' attitudes and purchases of green cosmetics are negatively correlated

Withanachchi S. S. (2012)	A review paper	Green products consumption behaviour	Socially constructed elements such as tastes, quality perceptions and preferences shape the consumer culture, consumer values, and consumer ethics in the context of green consumerism
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Green Marketing Tools

Branding, advertising, and labelling to promote green products and create an eco-friendly brand image improve the visibility and comprehension of the qualities of green products, thereby promoting the purchase of eco-friendly items (Hundal & Kumar, 2015). The application of these tools is crucial in altering consumers' purchasing behaviour towards eco-friendly products and thereby minimise the negative impact of synthetic goods on the environment. Multiple research works on the impact of green marketing tools on purchasing behaviour overtime have indicated conflicting conclusions (Singh & Mehra, 2019), however, a significantly positive and meaningful relation between green marketing strategies and consumers' tendencies to purchase green products (Soonthonsmai, 2007) is observed in general. The following sections present a brief discussion about these factors:

Perceptions of Eco-friendly Products

Eco-friendly products aim to mitigate environmental harm while enhancing overall life cycle sustainability (Soonthonsmai, 2007). The current market is attractive to green product marketers, as environmentally conscious consumers prefer eco-friendly options (Ottman J. , 1993) to satisfy emotional needs (Hundal & Kumar, 2015). The products made of glass, chemicals and plastics are generally perceived as synthetic or non-green with significant negative environmental impact perceived by consumers (Hundal & Kumar, 2015). Hence, consumers are inclined to react favourably to products that incorporate environmental aspects. Thus, it becomes imperative for marketers to recognize the influence of brands on customer buying choices (Hundal & Kumar, 2015).

In a study of customer engagement, key factors influencing purchases were perceived quality, value, experience, and product functionality (Baldwin, 1993). Consumers are inclined to buy green products when available, underscoring the importance for marketers to provide them (Kilbourne, 1995). Green consumer psychology analysis shows customers aim to meet diverse needs when purchasing eco-friendly products to reduce environmental guilt and embody a green lifestyle (Ansar, 2013).

Green Advertising

A body of research works have established that continuous communication is a crucial aspect of successful green branding and for impactful and distinctive green positioning (Chopra & Chaudhary, 2021)(Dono, Janine, & Ben, 2010)(Hundal & Kumar, 2015). Green advertising underscores products' ability to contribute to or mitigate environmental harm (Esther & Chan, 1998). Articulating green brand qualities is essential for the commercial viability of environmentally sustainable products (Ottman & Reilly, 1998). Consumer responses to green marketing are significantly influenced by prior perceptions of a company's environmental concerns (Chatterjee, 2009). The aim of green advertising is to impact consumer behaviour by promoting the purchase of eco-friendly items and thereby, having positive effects for both individuals and the environment (Coddington, 1993). Advertisements featuring green products and activities are very much likely to evoke positive sensation and persuade consumers(Bhatia & Chaudhary, 2022). Green marketing messages should prioritize thematic and focused messaging (Kilbourne, 1995). Providing more information about the environment increases consumer interest in purchasing green products; ads should emphasize the product's green attributes rather than just making claims (Chatterjee, 2009). Environmental advertising, based on the company's environmental goals, methods, and a specific CSR action, forms the foundation for conveying commitment (Coddington, 1993). Green ads shape consumer values and drive the purchase of eco-friendly products (Esther & Chan, 1998). Statements in commercials and on product labels impact purchasing decisions for 70% of respondents (Chan & Lau, 2000). However, environmental advertising is not significantly correlated with purchase behaviour, attributed to low credibility among consumers (Kardos, Gabor, & Cristache, 2019).

Sustainable and Environmentally-safe Packaging

Sustainable packaging is a very significant attribute for a green product, as a response to heightened environmental awareness amongst consumers (Kumar & Ghodeswar, 2015)(Bhatia &

Chaudhary, 2022). The increased environmental consciousness among consumers has shifted focus towards environmentally friendly packaging, with the absence of green features being associated with lower commercial success (Mehta & Chahal, 2018). The benefits of eco-friendly packaging depend on its characteristics, such as recyclability, reusability, or the use of environmentally friendly materials, contributing to resource conservation and potential cost savings (Kumar & Ghodeswar, 2015).

Consumers' Perception about Eco Labelling

Eco-labelling significantly influences customer behaviour by providing information about the concerns of the consumers about the environment as well as the product features. Enhanced consumer awareness of eco labels promotes green consumerism (Hundal & Kumar, 2015)(Dono, Janine, & Ben, 2010). The labels highlighting environmental safety for food and other organic products aims to enable consumers to differentiate between products with varying environmental impacts. Reasons for preferring eco-labelled products include environmental and personal health concerns (Groening, Sarkis, & Zhu, 2018). However, it has been observed that understanding label purposes does not consistently translate to green purchase decisions. Consumers exhibit scepticism towards the abundance of eco-labels on products (Singh & Mehra, 2019)(Jacob & Jacob, 2012). Therefore, building confidence in eco-labels is equally crucial to persuade consumers to choose environmentally friendly options(Hundal & Kumar, 2015)(Dono, Janine, & Ben, 2010). Another facet is also of interest to marketers that while labels may reduce misunderstanding and dissatisfaction, they can also elevate product costs (Kumar & Ghodeswar, 2015). To sum it up, the inclination of consumers towards products with eco-labels can provide a competitive advantage to producers of environmentally friendly items, thus, potentially displacing less eco-friendly competitors from the market, provided it is done in a cost-effective manner.

Tag of Premium Quality and Price Attached with Green Products

Embracing eco-friendly practices often entails a cost not bearable by many. On the demand side too, consumer willingness to pay extra for green products has also produced conflicting results in many research works on the subject. Consumers perceive green products as being expensive than the synthetic/ non-organic counterparts(Kilbourne, 1995). Additionally, a well-crafted pricing model based on environmental regulations encourages green practices, providing businesses with a competitive edge (Mehta & Chahal, 2018). Literature based studies by (Bhatia & Chaudhary, 2022) and (Singh & Bansal, 2012), reveal that consumers indicate acceptance for green products;however, they are concerned about their availability and pricing. Past studies also indicate substantial awareness among customers willing to pay more for environmentally safe products as they are willing to protect the environment (Dewald, Bruin, & Jang, 2014)(Abdul, 2009)(Jain & Kaur, 2004)(Juwaher, Pudaruth, & Emmanuelle, 2012). Thus, according to Ottman, (1993), marketers have the potential to influence not so active but conscience green consumers who are willing to pay a higher price for environmentally safe products and adopt greener consumption patterns.

Socio-demographic Characteristics of Green Consumers

Numerous factors shape consumers' behaviour towards environment, encompassing the "internal factors" (such as attitude, level of awareness, level of knowledge, and level of involvement); the "external influences" (such as that of culture, references of media, friends, and family); and "situational elements" (such as economic incentives, legislation, etcetera) (Baktash & Abdul, 2019). Consumer perceptions of government involvement and personal environmental norms too significantly impact their views on green products (Straughan & Roberts, 1999). Many customers do not like green products and claim to be confusing as well as deceptive. There is a widespread belief that producers and retailers alike operate for own gain to enhance profit/ valuemargins, with the media perceived as their clandestine collaborators. (Baktash & Abdul, 2019).

Previous research has concentrated on profiling green consumer segments through socio-demographic, psychographic, and geographic characteristics (Bhatia & Chaudhary, 2022)(Baktash & Abdul, 2019). In general education, income, and family sizes demonstrate a favourable linkage with organic products demand and at the same time most studies suggest that socio-demographic factors have limited significance in segmenting green consumers (Baktash & Abdul, 2019)(Diamantopoulos et al., 2003)..

Age and education emerge as key demographic factors influencing green consumer behaviour in conventional research on green consumer profiling (Singhal & Malik, 2018)(Kaman, 2008)(Kilbourne, 1995)(Baktash & Abdul, 2019)(Kalafatis et al., 1999). Highly educated and those who grew up during

times of heightened environmental concerns tend to be more receptive to these issues (Kalafatis et al., 1999). However, A contradictory finding also emerged in one study suggesting that older individuals express more concern for the environment and exhibit a greater tendency to purchase green products than their younger counterparts (Kilbourne, 1995).

Income is commonly perceived as another socioeconomic factor linked to environmental awareness (Singhal & Malik, 2018). Research indicates that green consumers tend to possess higher education and a greater household income, attributing perceived health benefits and resource conservation as reasons for favouring eco-friendly products (Chan & Lau, 2000). The reasoning behind this belief is that individuals within higher income brackets can accommodate the marginal cost increases linked to supporting environmental causes and opting for green products (Kalafatis et al., 1999), (Bhatia & Chaudhary, 2022), (Diamantopoulos et al., 2003).

So far as the gender of consumers is concerned, studies have shown insignificant differences in consumer attitudes toward green marketing (Singh & Bansal, 2012)(Kaman, 2008)(Straughan & Roberts, 1999) on account of gender differences, indicating a negative correlation between the two (Singhal & Malik, 2018).

Consumer's Attitude and Purchase Intention Linkage Case of Green Products

Consumer buying behaviour is greatly influenced by their positive attitude towards green or eco-friendly products, fostering trust and a future preference for environmentally conscious choices. Businesses gain a competitive edge by building a green image (Jain & Kaur, 2004)(Carrete et al., 2012). The perceived health benefits of green practices further drive this inclination (Rezai et al., 2013). Key determinants of green consumer behaviour involve environmental concern, eco-labelling, past experiences, and perceived utility (Sharma, 2021). While a small percentage exclusively opts for green items, marketers can diversify product ranges to present an eco-friendly image (Bhatia & Jain, 2013). Despite strong consumer knowledge of products (Singh & Mehra, 2019), awareness of environmental efforts by entities requires increased organizational efforts (Rahman et al., 2017)(Bhatia & Jain, 2013). Variations in demand and attitudes across market segments and cultures are anticipated (Peattie, 2010). Challenges in green marketing include low awareness and confidence in eco-friendly products (Singhal & Malik, 2018). Continuous consumer education on environmental issues is crucial, emphasizing the detrimental effects of non-green products and the need to maintain a safe environment. Marketers should stay vigilant in promoting eco-friendly options (Rahman et al., 2017).

Environmental Concerns

Environmental concern serves as a significant predictor of green shopping behaviour of consumers (Kaman, 2008). Growing environmental consciousness has heightened their desire for eco-friendly products (Sharma, 2021)(Kalafatis et al., 1999). They express serious concerns for the environment, urging businesses to adopt environmentally friendly practices (Juwaheer, Pudaruth, & Emmanuelle, 2012). To safeguard the environment, consumers may prioritize green items due to increased awareness and concern (Bhatia & Jain, 2013). Perceiving environmental awareness as genuine, consumers are eager to undertake initiatives for environmental improvement (Jain & Kaur, 2004)(Bhatia & Chaudhary, 2022). The escalating concern has ushered in the formation of a new market segment meant for environmentally safe products, as consumers increasingly prioritize its significance, viewing active participation as a strategy for environmental conservation (Kardos, Gabor, & Cristache, 2019).

A segment of consumers expresses an inclination too towards recycling, concern for pollution, and a willingness to invest in environmentally friendly products, however, the degree of their perceived engagement in environmental preservation could serve as a hindrance in their engagement in eco-friendly activities such as recycling (Chen & Chai, 2010).

Attitude-behaviour Gap

Environmental awareness and concern do not always manifest in actual purchasing decisions (Esther & Chan, 1998)(Singhal & Malik, 2018). Moreover, not all consumers are enthusiastic about buying eco-friendly goods. A comprehensive exploration of marketing theories of consumer buying behaviour in special context of green products reveals a disparity between purchase attitudes culminating into actual purchasing (Groening, Sarkis, & Zhu, 2018). While many consumers aspire to be ecologically responsible, they may struggle to implement this aspiration, resulting in a lack of effort to adopt a green lifestyle (Jacob & Jacob, 2012). Limited availability in the market is also one of the reasons for

consumers rarely opt for products with recycled materials (Chan K., 1999). Notably, only 4 percent of environmentally concerned consumers purchase green products, despite 67 percent expressing concern (Hughner et al., 2007).

Inconsistencies in green consumers' attitudes and actual purchasing behaviour are attributed to environmental concern, values, consumers' lifestyle, knowledge about products, social influence of reference family and friend groups and the features of green products (Joshi & Rahman, 2015)(Peattie, 2010). Various factors such as product pricing, risks perception of customer, image of the organizational, buyer's trust, and customer's willingness to pay are identified as barriers, creating a disconnect between consumer attitudes and his buying intentions. This is the case particularly in the context of green products (Sharma, 2021).

The emergence of green customers has transformed business operations, creating a global shift towards environmental consciousness (Juwaheer, Pudaruth, & Emmanuelle, 2012). A profound comprehension of the behavioural traits of green consumers is pivotal in crafting eco-friendly solutions to bridge the disparity between buyer's purchase attitude and his actual buying of green products. Recognizing the evolving landscape of green marketing decisions and the acceptance of eco-friendly initiatives emphasizes the need for requisite changes in marketing strategies to be accepted and adopted by marketers (Kotler, 2011). Ongoing research into market changes in consumer behaviour enables the study of evolving marketing trends. Businesses can align their offerings with customer preferences by identifying and responding to these dynamic changes.

Conclusions and Suggestions

This study consolidates various aspects concerning consumers' attitudes towards green marketing, offering valuable insights for marketers aiming to comprehend environmentally conscious individuals. The necessity for green marketing arises due to high and unsustainable consumption levels, necessitating a digression in consumer's belief, behaviour, and attitudes towards more environmentally favourable lifestyles. Past studies reveal consumers' awareness of environmental concerns and strong values regarding the environment. Despite these sentiments, customers many a times exhibit reluctance in adopting green buying behaviours. While some consumers are ready to pay a premium price for green purchases, organizations are discerning consumer behaviours, attitudes, and demand. Businesses seek a competitive advantage in the green market industry by transforming products into environmentally friendly alternatives and educating the public through green advertising, emphasizing the benefits of green products to foster widespread acceptance.

Upon a deep examination of existing literature, several generalizations emerge. Firstly, substantial evidence indicates that all consumers may not be ready to pay a extra for green products, particularly those from low-income categories who find environmentally friendly alternatives significantly more expensive than conventional ones. Secondly, environmental behaviours in one context may not seamlessly transfer to every other situation or product. Next, obstacles to adopting green behaviour may include the limited availability of a diverse range of affordable green products. Lastly, Barriers to adopting eco-friendly purchasing behaviour are acknowledged to stem from concerns related to the perceived usefulness of green products.

Despite the gap between the environmentally conscious consumer's attitudes and their actual purchase intention, the releam of green marketing is undergoing substantial growth. The success of green products relies on consumers adopting or modifying their attitudes and behaviours toward eco-friendly green products. The field of green marketing stands to gain by scrutinizing actual behaviour instead of relying solely on purchase intentions for various reasons. Consequently, businesses should encourage consumers to shift to different brands or be willing to pay a premium for environmentally friendlier alternatives. Managers can identify specific phases within the buying process of green products for different consumer segments and devise strategies to push them forward. An increased interaction and a deeper understanding of consumer needs aid in addressing individual and psychological dimensions.

Businesses should focus their efforts on green positioning by emphasizing the positive impacts of such benefits and establishing a distinctive brand identity in market segments that lean toward environmental consciousness, demonstrating a willingness to pay an added price for real worth of such products. Conversely, supplying affordable eco-friendly alternatives for creating sustainable livelihoods need be focused in low-income market segments. Achieving this involves prioritizing items with

economical production processes, incorporating principles of circularity (recycling and reusing), and adopting direct-to-customer sales through agents rather than relying on cost-ineffective retailers.

The government can wield substantial influence on consumers' perceptions of their environmental impact. The government can assist by implementing diverse environmentally friendly consumer benchmark and standards; encompassing measures such as recycling content and environmental performance benchmarks. Consumers form more positive impressions of a product's environmental effectiveness, thereby influencing their green purchasing behaviour. Additionally, the government's impact is felt through regulatory systems and the implementation of incentives for consumers at different levels of environmental awareness. Clear industry standards and certification systems are essential to building trustworthy connections and enabling consistent communication of a green product message to consumers. There is a need to enhance and apply effective green marketing techniques in both private and public domains, leveraging green/ eco-friendly labelling and green packaging, thereby leading to green branding in order to boost demand for environmentally friendly products.

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