

Influence of Green Marketing on Sustainable Consumer Purchase Behavior

Asif Ibrahim A¹, Dr. S Jhonsi²

^{1,2}*Post Graduate Diploma in Management in Marketing & Digital Marketing, Firebird Institute of Research in Management, Coimbatore, Tamil Nadu, India*

Abstract—Green marketing has become an important strategy for promoting sustainable consumption as environmental concerns continue to influence consumer purchasing decisions. Despite increasing awareness of sustainability, consumers do not always translate their environmental concerns into actual purchasing behavior. This study examines the influence of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior. A quantitative research approach was adopted, and primary data were collected from 151 respondents using a structured questionnaire. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS), employing reliability analysis, descriptive statistics, normality testing, and multiple linear regression analysis. The findings indicate that Green Trust and Perceived Consumer Effectiveness have a significant positive influence on Sustainable Consumer Purchase Behavior, whereas Environmental Awareness and Green Brand Image do not exhibit a statistically significant direct effect. The regression model explains 33.2% of the variance in sustainable consumer purchase behavior. The study concludes that consumers are more likely to purchase environmentally friendly products when they trust the environmental claims made by firms and believe that their individual purchasing decisions can positively contribute to environmental sustainability. The findings provide valuable implications for marketers and organizations in designing effective green marketing strategies that promote sustainable consumer behavior.

Index Terms—Green Marketing, Green Trust, Environmental Awareness, Green Brand Image, Consumer Perceived Effectiveness, Sustainable Consumption Behaviors.

I. INTRODUCTION

Growing environmental concerns, climate change, resource depletion, and increasing pollution have significantly influenced consumer purchasing behavior across the world. As awareness of environmental sustainability continues to increase, consumers are becoming more conscious of the environmental impact of their purchasing decisions and are showing greater interest in environmentally friendly products. In response, organizations have adopted green marketing strategies to promote products and services that minimize environmental harm while satisfying consumer needs. Green marketing has therefore become an important business strategy for encouraging sustainable consumption and enhancing the environmental image of organizations. Sustainable Consumer Purchase Behavior refers to consumers' intentional decision to purchase products that minimize negative environmental impacts while supporting sustainable development. Before making purchasing decisions, consumers evaluate several factors, including the credibility of environmental claims, awareness of environmental issues, brand reputation regarding sustainability, and the belief that their individual purchasing decisions can positively contribute to environmental protection. These psychological and behavioral factors play a crucial role in shaping environmentally responsible purchasing decisions.

In recent years, the global market for environmentally friendly products has expanded considerably due to growing consumer awareness and increasing corporate emphasis on sustainability. In India, urban consumers have demonstrated greater interest in eco-friendly products, supported by the wider availability of green products, sustainable packaging, and environmentally

responsible business practices. Nevertheless, despite this increasing awareness, sustainable purchasing behavior remains inconsistent. Many consumers express positive attitudes towards environmental sustainability but do not consistently translate these attitudes into actual purchasing behavior.

Several factors contribute to this inconsistency. Consumer trust in environmental claims has been challenged by greenwashing and misleading environmental communications, resulting in scepticism towards green products. Similarly, although environmental awareness has increased, many consumers still possess limited knowledge regarding sustainable products and eco-labels. In addition, organizations often struggle to establish a strong green brand image, while consumers may not always believe that their individual purchasing decisions can make a meaningful environmental difference. These challenges continue to hinder the widespread adoption of sustainable consumer purchasing behavior.

Although previous studies have examined individual determinants of sustainable purchasing behavior, limited research has investigated the combined influence of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness within the Indian context. Understanding the collective effect of these factors is important for developing effective green marketing strategies and promoting sustainable consumer behavior. Therefore, this study examines the influence of these four determinants on Sustainable Consumer Purchase Behavior and provides insights that can assist businesses, marketers, and policymakers in encouraging environmentally responsible purchasing decisions.

II. LITERATURE REVIEW

Sustainable Consumer Purchase Behavior has become an important area of research due to growing environmental concerns and increasing consumer preference for environmentally responsible products. As sustainability becomes a strategic priority for organizations, understanding the factors that influence consumers' purchasing decisions is essential. Previous studies suggest that sustainable purchasing behavior is influenced by several psychological and marketing-related factors, including Green Trust, Environmental

Awareness, Green Brand Image, and Perceived Consumer Effectiveness.

Green Trust refers to consumers' confidence in the credibility and reliability of a company's environmental claims. Since consumers cannot always verify whether products genuinely meet environmental standards, trust plays an important role in reducing perceived risk and encouraging environmentally responsible purchasing behavior. Studies have reported that consumers who trust a company's sustainability commitments are more likely to purchase environmentally friendly products and develop long-term loyalty towards green brands.

Green Trust refers to consumers' confidence in the credibility and reliability of a company's environmental claims. Since consumers cannot always verify whether products genuinely meet environmental standards, trust plays an important role in reducing perceived risk and encouraging environmentally responsible purchasing behavior. Studies have reported that consumers who trust a company's sustainability commitments are more likely to purchase environmentally friendly products and develop long-term loyalty towards green brands.

Green Brand Image reflects consumers' perception of a brand's commitment towards environmental sustainability. Organizations that consistently communicate genuine environmental responsibility are more likely to establish a favorable green brand image, which enhances consumer confidence and purchase intention. A positive green brand image can differentiate organizations in competitive markets by strengthening consumers' perception of environmental responsibility.

Perceived Consumer Effectiveness refers to consumers' belief that their individual purchasing decisions can positively contribute to environmental protection. Consumers who believe that their actions make a meaningful difference are generally more motivated to purchase environmentally friendly products and participate in sustainable consumption practices. This belief encourages consumers to translate environmental concern into actual purchasing behavior.

Although previous studies have examined these variables individually, limited research has investigated their combined influence on Sustainable Consumer Purchase Behavior, particularly within the Indian context. This research addresses this gap by

examining the collective impact of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior using a quantitative research approach.

Hypothesis

Based on the literature review and the proposed research framework, the following hypotheses were formulated to examine the influence of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior:

H1: Green Trust has a significant positive influence on Sustainable Consumer Purchase Behavior.

H2: Environmental Awareness has a significant positive influence on Sustainable Consumer Purchase Behavior.

H3: Green Brand Image has a significant positive influence on Sustainable Consumer Purchase Behavior.

H4: Perceived Consumer Effectiveness has a significant positive influence on Sustainable Consumer Purchase Behavior.

Objectives

The primary objective of this study is to examine the influence of Green Marketing on Sustainable Consumer Purchase Behavior.

The specific objectives are as follows:

1. To analyze the effect of Green Trust on Sustainable Consumer Purchase Behavior.
2. To evaluate the impact of Environmental Awareness on Sustainable Consumer Purchase Behavior.
3. To examine the influence of Green Brand Image on Sustainable Consumer Purchase Behavior.
4. To assess the effect of Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior.

III. RESEARCH METHODOLOGY

Research Design:

This study uses a quantitative research approach to examine the influence of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior. A quantitative method was

selected because it helps measure the relationship between the variables and test the proposed hypotheses using statistical analysis. The study is both descriptive and explanatory, as it explains consumer behavior and examines how the selected variables influence sustainable purchasing decisions.

Research Framework:

The research framework consists of four independent variables: Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness. These variables are used to examine their influence on the dependent variable, Sustainable Consumer Purchase Behavior. The framework was developed based on previous studies related to green marketing and consumer behavior.

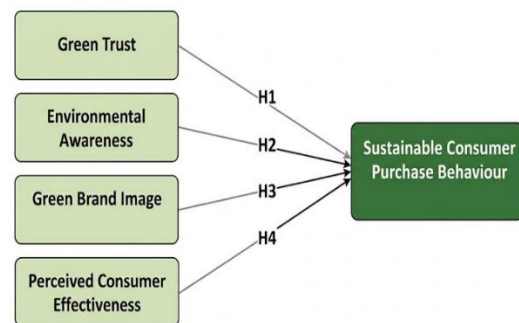


Figure 3.1: Research Framework

Data Collection:

Primary data were collected using a structured online questionnaire. The questionnaire was prepared using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). It included questions related to the four independent variables and the dependent variable. The online survey helped collect responses from consumers who were aware of or had experience purchasing environmentally friendly products.

Sample Size and Sampling Technique:

The study collected 151 valid responses for analysis. Convenience sampling was used because it allowed the researcher to collect responses from suitable participants in a simple and practical manner. The sample size was considered sufficient for conducting the required statistical analysis.

Data Analysis:

The collected data were analysed using Statistical Package for the Social Sciences (SPSS) Version 28. Reliability analysis was first conducted to test the

consistency of the questionnaire. Descriptive statistics and normality analysis were then performed to understand the data. Finally, multiple linear regression analysis was used to examine the effect of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior and to test the research hypotheses.

Measurement of Variables

The study includes four independent variables: Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness. The dependent variable is Sustainable Consumer Purchase Behavior. All measurement items were adapted from previous studies and modified to suit the objectives of this research. Responses were measured using a five-point Likert scale to ensure consistency and easy interpretation of the data.

Ethical Considerations

Participation in this study was voluntary. Before answering the questionnaire, respondents were informed about the purpose of the research. Their personal information was kept confidential, and the collected data were used only for academic research. The study followed basic ethical guidelines to protect the privacy of all participants.

IV. RESULTS AND DISCUSSION

A total of 151 valid responses were collected and analyzed using SPSS Version 28. The collected data were tested using reliability analysis, descriptive

statistics, normality testing, and multiple linear regression analysis to examine the relationship between the independent variables and Sustainable Consumer Purchase Behavior. The results of the analysis are presented below.

Reliability Analysis

Reliability analysis was conducted using Cronbach's Alpha to measure the internal consistency of the questionnaire. The results showed that all variables had acceptable reliability values, indicating that the questionnaire was suitable for further statistical analysis.

Table 4.1: Reliability Analysis:

Research Variables	Cronbach's Alpha	N of Items
Green Trust	0.556	5
Environmental Awareness	0.318	3
Green Brand Image	0.396	5
Perceived Consumer Effectiveness	0.298	2
Sustainable Consumer Purchase Behavior	0.422	4

Descriptive Analysis:

Descriptive statistics were used to understand respondents' opinions on Green Trust, Environmental Awareness, Green Brand Image, Perceived Consumer Effectiveness, and Sustainable Consumer Purchase Behavior. The findings showed that most respondents expressed positive opinions towards environmental sustainability and green marketing practices. Overall, the mean values indicated favorable responses for all the study variables.

Label	Independent Variable	Mean	Std. Deviation
GT1	I trust that companies promoting green products are genuinely committed to environmental protection.	3.59	0.602
GT2	I believe that environmental claims made in green marketing are reliable.	3.52	0.617
GT3	I trust green brands to keep their environmental promises.	3.54	0.588
GT4	I feel confident purchasing from companies emphasizing sustainability.	3.63	0.574
GT5	Information about eco-friendly practices provided by companies is truthful.	3.57	0.541
GT	Green Trust	3.57	0.584
Label	Independent Variable	Mean	Std. Deviation
EA1	I am aware of eco-labels and understand their environmental meaning.	3.90	0.552
EA2	I recognize eco-brands as environmentally responsible companies.	3.86	0.574
EA3	Environmental advertisements increase my awareness of green products.	3.90	0.559
EA	Environmental Awareness	3.89	0.562
Label	Independent Variable	Mean	Std. Deviation
GBI1	This brand has a strong environmentally responsible image.	3.94	0.472

GBI2	I associate this brand with sustainable practices.	3.90	0.485
GBI3	The brand's environmental commitments create a positive image.	3.93	0.467
GBI4	Compared to others, this brand is more environmentally concerned.	3.89	0.489
GBI5	The green image increases my confidence in purchasing.	3.91	0.458
GBI	Green Brand Image	3.91	0.474
Label	Independent Variable	Mean	Std. Deviation
PCE1	My purchasing choices can help protect the environment.	3.89	0.718
PCE2	Buying green products makes a positive difference.	3.88	0.726
PCE	Perceived Consumer Effectiveness	3.88	0.722
Label	Dependent Variable	Mean	Std. Deviation
SCPB1	I prefer purchasing from environmentally responsible companies.	3.86	0.563
SCPB2	I consider green marketing communication before purchasing.	3.82	0.579
SCPB3	I avoid products that harm the environment.	3.87	0.561
SCPB4	I am willing to change habits to support green products.	3.84	0.577
SCPB	Sustainable Consumer Purchase Behavior	3.85	0.570

Normality Test

The normality test was carried out before conducting regression analysis. The results confirmed that the data were normally distributed, making them suitable for multiple linear regression analysis.

Table 4-8: Normality Test for Independent and Dependent Variables

Variable	Skewness	Kurtosis	Normality Status
Green Trust	-0.842	1.125	Acceptable
Environmental Awareness	-0.764	0.954	Acceptable
Green Brand Image	-0.698	0.883	Acceptable
Perceived Consumer Effectiveness	-0.911	1.276	Acceptable
Sustainable Consumer Purchase Behavior	-0.879	1.142	Acceptable

Multiple Linear Regression Analysis:

Multiple linear regression analysis was conducted to examine the influence of Green Trust, Environmental

Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior. The results showed that Green Trust had a significant positive influence on Sustainable Consumer Purchase Behavior. Therefore, H1 was supported. The analysis also showed that Environmental Awareness did not have a significant influence on Sustainable Consumer Purchase Behavior. Therefore, H2 was not supported. Similarly, Green Brand Image did not have a significant influence on Sustainable Consumer Purchase Behavior. Hence, H3 was not supported. However, Perceived Consumer Effectiveness showed a significant positive influence on Sustainable Consumer Purchase Behavior. Therefore, H4 was supported. Among all the independent variables, Perceived Consumer Effectiveness had the strongest influence, followed by Green Trust. The regression model explained 33.2% of the variation in Sustainable Consumer Purchase Behavior, indicating that the selected variables have a meaningful influence on consumers' sustainable purchasing decisions.

Table 4.9: Model Summary of Multiple Linear Regression Analysis

Variables	t-value	Sig. (p-value)	Standardized Beta	Remarks
Green Trust (GT)	2.131	0.035	0.169	Supported
Environmental Awareness (EA)	1.814	0.072	0.146	Not Supported
Green Brand Image (GBI)	1.234	0.219	0.097	Not Supported
Perceived Consumer Effectiveness (PCE)	2.689	0.008	0.211	Supported

R Square = 0.125

Discussion

The findings show that consumers are more likely to purchase environmentally friendly products when they trust the environmental claims made by companies and

believe that their individual actions can make a positive difference to the environment. On the other hand, although respondents were aware of environmental issues and recognized green brands,

these factors alone did not significantly influence their purchasing decisions in this study. These findings suggest that building consumer trust and encouraging consumers to believe that their actions matter are more effective in promoting sustainable purchasing behavior than awareness or brand image alone

V. CONCLUSION

This study examined the influence of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness on Sustainable Consumer Purchase Behavior. The study was conducted to understand which factors encourage consumers to buy environmentally friendly products. Data were collected from 151 respondents and analysed using SPSS through reliability analysis, descriptive statistics, normality testing, and multiple linear regression analysis.

The results showed that Green Trust and Perceived Consumer Effectiveness have a significant positive influence on Sustainable Consumer Purchase Behavior. Consumers are more likely to purchase green products when they trust the environmental claims made by companies and believe that their individual purchasing decisions can make a positive impact on the environment. These two factors were found to be the strongest predictors of sustainable purchasing behavior in this study.

On the other hand, Environmental Awareness and Green Brand Image did not show a significant direct influence on Sustainable Consumer Purchase Behavior. Although consumers may be aware of environmental issues and have positive opinions about green brands, these factors alone do not always encourage them to purchase environmentally friendly products. This shows that awareness and brand image should be supported by trust and consumer confidence to influence purchasing decisions effectively.

The findings of this study provide useful information for businesses and marketers. Companies should focus on building trust by providing clear and honest information about their environmental practices. They should also encourage consumers to believe that their purchasing decisions can contribute to environmental protection. Such strategies can help organizations strengthen green marketing efforts and encourage sustainable consumer behavior.

This study also contributes to the understanding of sustainable consumer behavior in the Indian context by examining the combined influence of Green Trust, Environmental Awareness, Green Brand Image, and Perceived Consumer Effectiveness. The findings may help researchers, marketers, and policymakers develop better strategies to promote environmentally responsible purchasing behavior and support sustainable development.

REFERENCES

- [1] I. Ajzen, "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes*, vol. 50, no. 2, pp. 179–211, 1991.
- [2] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, *Multivariate Data Analysis*, 8th ed. Boston, MA, USA: Cengage Learning, 2019.
- [3] Y. S. Chen and C. H. Chang, "Towards Green Trust: The Influences of Green Perceived Quality, Green Perceived Risk, and Green Satisfaction," *Management Decision*, vol. 51, no. 1, pp. 63–82, 2013.
- [4] W. Ahmad and Q. Zhang, "Bridging the Attitude–Behavior Gap in Sustainable Consumption: The Moderating Role of Environmental Concern," *Sustainability*, vol. 15, no. 4, Art. no. 3567, 2023.
- [5] D. Arli, L. P. Tan, F. Tjiptono, and L. Yang, "Green Consumption Behavior and Environmental Responsibility: Evidence from Emerging Markets," *Journal of Cleaner Production*, vol. 384, 2023.
- [6] G. El Haffar, F. Durif, and L. Dubé, "Towards Closing the Attitude–Behavior Gap in Green Consumption: A Systematic Literature Review," *Journal of Cleaner Production*, vol. 275, 2022.
- [7] I. Hameed, Z. Hyder, M. Imran, and K. Shafiq, "Greenwash and Green Purchase Behavior: An Environmentally Sustainable Perspective," *Environment, Development and Sustainability*, vol. 23, 2021.
- [8] Y. Joshi and Z. Rahman, "Sustainable Consumption: Bridging the Intention–Behavior Gap in Emerging Markets," *Journal of Consumer Marketing*, vol. 41, no. 2, 2024.
- [9] S. Khan, G. Liu, and J. Xue, "The Role of Green Trust in Shaping Sustainable Purchase Behavior: Evidence from Emerging Economies," *Journal*

- of Retailing and Consumer Services*, vol. 75, 2024.
- [10] H. Lee and Y. Kim, "Green Brand Image and Sustainable Purchase Decisions: The Mediating Effect of Consumer Scepticism," *Sustainability*, vol. 16, no. 3, 2024.
 - [11] T. N. Nguyen, A. Lobo, and S. Greenland, "Pro-Environmental Purchase Behavior: The Role of Green Trust and Perceived Consumer Effectiveness," *Journal of Retailing and Consumer Services*, vol. 64, 2022.
 - [12] A. Sharma and C. Oropom, "Green Purchase Behavior: The Impact of Perceived Consumer Effectiveness and Environmental Knowledge," *Business Strategy and the Environment*, vol. 33, no. 1, 2024.
 - [13] Y. Sun, S. Wang, and J. Li, "Environmental Awareness and Green Consumption: An Empirical Study in Developing Countries," *Sustainability*, vol. 13, no. 9, 2021.
 - [14] J. Wang and J. Tao, "Consumer Trust and Sustainable Consumption: Evidence from Green Product Markets," *Journal of Cleaner Production*, vol. 382, 2023.
 - [15] S. Wang, S. Lin, and J. Li, "Empowering Consumers for Sustainability: The Role of Perceived Consumer Effectiveness," *Sustainable Production and Consumption*, vol. 36, 2023.
 - [16] L. Zhang, D. Li, C. Cao, and S. Huang, "The Influence of Green Brand Image on Green Consumption Behavior: The Mediating Role of Green Trust," *Journal of Business Research*, vol. 157, 2023.
 - [17] Y. Zhou, J. Thøgersen, and Y. Ruan, "Bridging the Green Gap: The Role of Perceived Consumer Effectiveness in Sustainable Consumption," *Journal of Environmental Psychology*, vol. 85, 2023.