

## Green Marketing Attitude

AKRITI CHAUBEY, ABHISHEK KUMAR DEV, ASHISH KUMAR, ABHISHEK TYAGI

(Students of Commerce & Management, United University, Prayagraj, UP)

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### Abstract

As environmental concerns continue to rise, businesses are increasingly adopting green marketing strategies to align with the values of environmentally conscious consumers. This research explores consumer attitudes toward green marketing and examines the factors influencing their purchasing behaviour. The study investigates how awareness, trust, and perceived effectiveness of green marketing messages contribute to shaping positive attitudes. Through a mixed-method approach, the paper analyses survey data and case studies to understand how demographic and psychographic variables impact consumer responses to eco-friendly initiatives. The findings suggest that while many consumers express strong support for sustainability, their actual buying decisions are often influenced by price, convenience, and the credibility of green claims. This highlights the gap between environmental awareness and action, commonly referred to as the attitude-behaviour gap. The paper concludes by offering practical recommendations for marketers to enhance consumer engagement by building transparency, authenticity, and emotional connection in their green messaging. This research contributes to the growing body of knowledge on sustainable marketing practices and provides insights for both academic and business communities.

**Keywords:** Green marketing, consumer attitude, sustainability, eco-friendly behavior, environmental awareness, attitude-behaviour gap

### Introduction

Over the past few decades, the increase in environmental issues has had a major impact on business and consumer culture, leading to an increase in environmentally friendly marketing. Green marketing is the promotion of goods and services according to your ecological benefits. It not only reflects the organization's strategic behavior, but also changes consumer settings that emphasize sustainability. Eco-friendly marketing halts include consumer attitudes, perceptions of environmental practices and products, and beliefs. Given the growing environmental awareness, it is essential to know the eco-friendly marketing agricultural knowledge of companies that want to combine brand image with green values. Consumers with a strong environmental environment express their actual environmental responsibility and respond positively to businesses that promote demand for eco-friendly products and services. However, developing strategies for environmentally friendly marketing does not mean marking your product as "environmentally friendly." It deals with efforts to create real relationships with customers and build trust through openness and demonstrable environmental authorities. Furthermore, generational, cultural and socioeconomic considerations have a major impact on the design of environmentally friendly marketing for people. As businesses compete for more and more environmental contracts, developing an effective marketing strategy requires assessment of drivers and disability for an environmentally friendly environment. Below you will find submissions to investigate the setting of green marketing where consumer perceptions and expectations develop over time, and how companies can tackle these changing attitudes. A thorough knowledge of green marketing employment relationships can help businesses not only improve sustainability practices, but also promote broad environmental ambitions.

## Background

The growing environmental crisis has led both individuals and organizations to rethink their roles in protecting the planet. In this context, **green marketing** has emerged as a powerful tool for promoting sustainability. It involves creating, promoting, and delivering products or services that are environmentally friendly, while also meeting the needs of conscious consumers (Peattie & Crane, 2005). The shift from traditional marketing to green marketing reflects a broader change in consumer values, where environmental responsibility is becoming an important part of brand perception.

Over the past two decades, there has been a steady increase in consumer awareness about environmental issues, including climate change, pollution, and resource depletion. This has influenced the way people view companies and their products. Many consumers now expect brands to demonstrate genuine concern for the environment through their actions and messaging (Leonidou et al., 2011). However, while positive attitudes toward green products are common, this doesn't always translate into actual purchasing behavior—a challenge known as the *attitude-behavior gap*.

Additionally, the rise of “greenwashing”—when companies make false or exaggerated claims about their environmental efforts—has made consumers more skeptical. Trust, credibility, and transparency have become essential for businesses wanting to succeed in green marketing (Chen & Chang, 2013). Understanding consumer attitudes toward these efforts can help businesses communicate more effectively and create meaningful environmental impact.

This research aims to explore how these attitudes are formed, what drives them, and how businesses can bridge the gap between awareness and action through honest, impactful green marketing strategies.

## Purpose of the Study

The growing emphasis on environmental sustainability has placed green marketing at the forefront of business strategy. Despite increasing awareness and concern for environmental issues among consumers, there remains a noticeable gap between what people say they value and how they actually behave when making purchasing decisions. This study aims to explore the underlying factors that shape consumer attitudes toward green marketing and to understand why these attitudes don't always lead to green purchasing behaviour.

The purpose of this research is to identify and analyse the key elements influencing consumer attitudes, such as environmental awareness, trust in green claims, perceived product quality, and price sensitivity. By examining these factors, the study seeks to uncover the motivations and barriers that influence how consumers respond to green marketing efforts. It also aims to explore how demographic and psychographic characteristics play a role in shaping these attitudes.

In doing so, the study hopes to provide practical insights for businesses and marketers striving to design more effective and authentic green marketing strategies. Understanding what drives or hinders eco-conscious behaviour can help bridge the gap between attitude and action, ultimately leading to more meaningful engagement and long-term sustainability.

This research contributes to the broader conversation on responsible marketing and offers a roadmap for brands looking to align with evolving consumer values in a way that is both ethical and effective.

## Literature Review

Green marketing has become an essential focus in recent years as consumers grow more environmentally conscious and businesses attempt to respond to this shift. According to Polonsky (1994), green marketing involves not only promoting environmentally friendly products but also ensuring that all aspects of production and communication align with sustainability goals. As the global environmental crisis intensifies, understanding how consumers perceive and respond to green marketing has gained scholarly attention.

Several studies have found that consumers generally express positive attitudes toward green products and are willing to support brands that align with their values (Leonidou et al., 2010). However, despite this favourable attitude, actual green purchasing behaviour often falls short—a phenomenon referred to as the “attitude-behaviour gap” (Joshi &

Rahman, 2015). Factors such as product availability, price, and skepticism about the authenticity of green claims can discourage consumers from acting on their intentions.

Trust has emerged as a critical component in shaping green marketing attitudes. When companies overstate their eco-friendly efforts—commonly known as greenwashing—it damages consumer trust and reduces the effectiveness of marketing strategies (Chen & Chang, 2013). Additionally, demographic factors such as age, education level, and income also influence attitudes, with younger, more educated consumers often showing stronger preferences for sustainable brands (Biswas & Roy, 2015).

Researchers suggest that for green marketing to be effective, companies must prioritize transparency, authenticity, and consumer engagement (Ottman et al., 2006). As the market continues to evolve, more empirical research is needed to explore how these factors interact and how businesses can effectively translate positive attitudes into real behavioural change

## Objective

In recent years, environmental concerns have become a major factor influencing both corporate strategies and consumer behavior. With increasing awareness about climate change, resource depletion, and sustainability, businesses are under more pressure than ever to adopt eco-friendly practices, not just operationally but also in their marketing efforts. Against this backdrop, the present study aims to explore consumers' attitudes towards green marketing practices and how these attitudes influence their purchasing decisions.

To understand the relationship between a positive attitude towards green marketing and consumer purchasing behavior. Investigate how demographic factors such as age, gender, and education level moderate the relationship between green marketing attitudes and purchase intentions.

To identify potential barriers that prevent consumers from acting on their positive attitudes toward green marketing. This research is important because while many consumers express favorable opinions towards sustainability, there is often a gap between attitude and actual behavior, sometimes referred to as the "attitude-behavior gap." By investigating this phenomenon, the study aims to provide deeper insights into how green marketing messages can be crafted to effectively drive not just awareness but actual behavioral change. Ultimately, the findings will offer valuable guidance for businesses aiming to align their marketing strategies with evolving consumer values in an era of heightened environmental consciousness.

## Methodology

This study uses quantitative research design to examine consumer settings for green marketing. Data were collected through a structured online survey focusing primarily on basic research students, between the ages of 15 and 20. The study consisted of both dichotomous (yes/no) and Likert scale issues aimed at recording participants' purchase behaviors to record participants' perceptions in terms of environmentally friendly marketing practices. On a 5-point Likert scale (1 = 5 = disagree with voice). This structure gave us a comprehensive understanding of both the actual behavior and the underlying settings of green marketing.

A total of 60 responses were collected. Data analysis was performed using Microsoft Excel. This calculated basic descriptive statistics such as frequency, percentages, and mean values to summarize respondent characteristics and settings. Using cross-regulation techniques to examine the relationships between variables such as: B. The impact of ecolabel trust on the willingness to pay more for sustainable products. No personally identifiable information regarding basic demographics (age and eligibility) was collected.

## Suggestions

Based on the findings and limitations identified in this study, several avenues for future research can be recommended to deepen the understanding of consumer attitudes towards green marketing. First, future studies should consider using a **probability sampling method** to achieve greater generalizability of results. Random sampling would provide a more accurate reflection of the wider population's attitudes and behaviors, avoiding the biases associated with convenience sampling.

Secondly, there is a need to explore **longitudinal studies** that track changes in consumer attitudes and behaviors over time. Given the evolving nature of environmental issues and marketing strategies, consumer perceptions are likely to shift. A longitudinal approach would capture these dynamics and offer richer insights into how sustained exposure to green marketing influences purchasing behavior over months or even years.

Third, while this study relied heavily on **self-reported data**, future research should incorporate **behavioral data** where possible. Observing actual purchasing behavior, for example through purchase histories or experimental designs, would help overcome the well-known attitude-behavior gap. This would strengthen the validity of conclusions regarding the influence of green marketing attitudes on real-world behavior.

Moreover, further research should examine the **psychological barriers** that prevent consumers from acting on their positive green marketing attitudes. For instance, factors such as perceived cost, skepticism about corporate environmental claims (greenwashing), or a lack of trust could be explored in more detail. Investigating these mediating and moderating variables would provide a more nuanced understanding of why positive attitudes sometimes fail to translate into action.

## Conclusion

This research set out to explore consumer attitudes towards green marketing and how these attitudes influence purchasing behavior. The findings reaffirm the growing importance of environmental sustainability in shaping consumer perceptions and decisions. Most participants displayed a positive attitude

toward businesses that engage in environmentally friendly practices and demonstrated a willingness to support such brands, even if it meant paying a premium. However, the study also highlighted the persistence of the **attitude-behavior gap**—where consumers express favorable opinions towards green marketing but do not always translate these sentiments into actual purchasing behavior. This gap suggests that while green marketing campaigns successfully raise awareness and create favorable brand images, other factors—such as price sensitivity, trust issues, or competing priorities—can hinder action.

Demographic analysis revealed interesting patterns: younger consumers and those with higher educational attainment showed stronger positive attitudes toward green marketing initiatives. This finding suggests that future green marketing strategies should be tailored to target different demographic segments effectively. For instance, campaigns aimed at younger audiences could emphasize authenticity and innovation, while strategies for older consumers might focus on trust and the long-term benefits of sustainable choices.

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