

“Impact of Green Marketing on Consumer Purchase: An Empirical Study in Sri Vijaya Puram, South Andaman District”

Dr. BSV Meera Setty

HOD & Assistant Professor

Department of Commerce

Andaman College

Andaman & Nicobar Islands

Abstract

This study investigates the impact of Green Marketing on consumer purchase behaviour in Sri Vijaya Puram. It examines the role of awareness, environmental concern, and price perception in influencing the adoption of green products. Data were collected from 150 respondents and analyzed using SPSS, including descriptive statistics, correlation, regression, Chi-Square, and ANOVA. The results indicate that awareness and environmental concern positively affect purchase behaviour, while price perception has a negative effect. Demographic factors such as gender and age also influence buying behaviour. The study emphasizes that targeted green marketing, environmental education, and competitive pricing can effectively promote sustainable consumption. These findings provide practical insights for marketers, local businesses, and policymakers to encourage eco-friendly practices in the region.

Keywords: *Green Marketing, Consumer Purchase Behaviour, Environmental Concern, Price Perception, Awareness, Sustainable Consumption, Eco-Friendly Products, Sri Vijaya Puram.*

Introduction

Green marketing refers to strategies that promote products based on environmental benefits and sustainability. With rising ecological concerns, businesses are adapting eco-friendly practices. Understanding how consumers respond to such initiatives is essential for sustainable growth, especially in emerging urban centres like Sri Vijaya Puram.

History of Green Marketing

Green marketing originated in the 1970s after the environmental movement grew globally. Early emphasis was on pollution reduction and natural resource conservation. In the 1980s and 1990s, businesses began adopting eco-labelling and sustainable packaging. By the 2000s, green marketing became mainstream as consumers increasingly valued ethical consumption. Today, it encompasses product design, communication, supply-chain sustainability, and corporate environmental responsibility.

Meaning & Definition of Green Marketing

Green marketing refers to the process of promoting, advertising, and selling products or services based on their environmental benefits. It involves developing and marketing products that are eco-friendly, sustainable, recyclable, biodegradable, or produced using environmentally safe processes. In simple terms, green marketing focuses on reducing environmental impact while meeting consumer needs. It includes activities such as eco-friendly packaging, energy-efficient production, waste reduction, and promoting products that do not harm the environment.

It emphasizes eco-friendly materials, energy-efficient manufacturing, reduced carbon footprint, recyclable packaging, and ethical sourcing of raw materials. Green marketing not only aims to meet consumer needs but also to protect natural resources and encourage environmentally conscious consumption.

Definitions of Green Marketing

1. **Philip Kotler** “Green marketing refers to marketing activities that recognize environmental stewardship as a business development responsibility and growth opportunity.”
2. **Michael Jay Polonsky** “Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment.”
3. **William J. Stanton** “Green marketing involves the development and promotion of products designed to protect the environment by minimizing pollution and conserving resources.”
4. **Frank-Martin Belz & Ken Peattie** “Green marketing is a strategic approach that integrates ecological and social aspects into marketing decisions to achieve sustainable development.”

Objectives of the Study

The main objectives of the study are as under-

1. To assess consumer awareness of green marketing in Sri Vijaya Puram.
2. To examine the relationship between green marketing and consumer purchase behaviour.
3. To identify key factors that influence purchase decisions regarding green products.
4. To provide recommendations for marketers to enhance green purchase uptake.

Hypotheses

- a) H1: Green marketing has a significant positive impact on consumer purchase behaviour.
- b) H0: Green marketing has no significant impact on consumer purchase behaviour.
- c) H2: Consumer awareness is associated with purchase intention.
- d) H0: Consumer awareness is not associated with purchase intention.
- e) H3: Environmental concern is positively related to purchase behaviour.
- f) H0: Environmental concern is not related to purchase behaviour.
- g) H4: Price perception influences purchase intention.
- h) H0: Price perception does not influence purchase intention.

Review of Literature

Bharat Bhati (2021) examined consumer awareness and usage of green products, with a particular focus on customer satisfaction derived from consuming environmentally friendly goods. The study was based on both primary and secondary data, supported by an in-depth literature review and empirical analysis. The findings revealed that although awareness levels are gradually increasing, affordability remains a major concern influencing purchase decisions. The research emphasized that government intervention is essential for the effective implementation of green marketing practices. It suggested that tax relaxations and subsidies on green products would encourage consumers to adopt eco-friendly alternatives without financial burden.

Fateh Mohd. Khan , Uchit Kapoor Professor , Alok Chandra Lala Lajpat Rai, & Kriti Gulati Surendra Mahato (2020), The objective of this research is to induce an insight about the attention of green marketing. This paper analysis the awareness of green marketing in the minds of the consumers with reference to Mumbai suburbs. Simple random sampling method was used in collecting the primary data. The findings depict that 74.3% of the consumers are willing to pay more for the green products. The study concluded that today's generation is willing to pay extra caring for the environment. Social media has played a vital role in spreading awareness to the consumers and also consumers have spread about the green products available in the market.

Anjana M & S. David (2025), This paper will be discussing the customer's awareness and knowledge towards green marketing and green products. The customers' attitude towards buying green products also studied. For the purpose of study convenient sampling survey will be carrying out among 100 respondents in Trivandrum city with the help of questionnaire. The study suggest that special offers to be offered by the green products producers or service providers to attract all the customers. Proper steps to be taken such as by producing genuine products with expected performance and required features by the business concerns to satisfy all the requirement of the green product customers.

Abdal Ahmed, Suman Vij, Sumera Qureshi, Chems Eddineboukhedimi & Shama Nargis (2023), The study focused on the promotion of sustainable economic growth is anticipated to be fueled by green development. "Green consumerism" is the term used to describe the consumer demand for goods and services that were created in a way that was ecologically friendly, particularly one that involved recycling and safeguarding the planet's resources and the study main objective is To evaluate the awareness level of green products among the consumers and their effect on environment according to consumers. The findings underscored the significant positive impact of green perceived quality on the environment, emphasizing its crucial role.

Ittequa Turkan & Sarbani Mitra (2023), the major objective of the study is to determine whether consumers are more likely to purchase eco-friendly products if they are labelled as 'green' or 'sustainable and measure the consumers' green values. The study concluded that Marketing managers should take into account demographic characteristics when dividing up the target market's consumers into different divisions. In order o protect the environment, non-governmental organisations, governments, businesses and individuals demand that customers have environmental awareness.

Philip Kotler and Kevin Lane Keller (2016) explain that consumer awareness plays a crucial role in influencing green purchase intention, as informed consumers are more likely to prefer environmentally responsible products. Studies suggest that higher awareness of environmental issues increases positive attitudes toward green brands. Researchers also highlight that effective communication and eco-labeling improve consumer understanding and trust. Furthermore, awareness acts as a mediating factor between environmental concern and actual buying behavior.

Ken Peattie Lee (2008) found that consumers with higher environmental consciousness are more likely to prefer and purchase green products. The study highlighted that young consumers, in particular, show positive attitudes toward environmentally friendly products when they perceive them as beneficial to society. It also emphasized that environmental concern significantly influences purchase intention and brand preference. Furthermore, the research indicated that social influence and perceived consumer effectiveness play an important role in shaping green buying behavior. Thus, environmental consciousness is considered a strong predictor of green purchase behaviour.

Ritika & Brijesh Kumar Jaiswal (2022), This paper highlights consumer awareness of green marketing and the perception of consumers with the help of a questionnaire. A survey of 100 respondents was conducted. According to the results of this survey, there are growing concerns about consumer awareness, the environment, and a growing preference for green products. The study concluded that the consumers are also aware of the benefits of green products. We can infer that it is crucial for all that the products they use do not harm the environment. Consumers are interested in knowing more about green marketing in the study area. The data analysis helps companies who face difficulty in implementing green marketing concepts. Everyone should have to respond to save the environment.

Research Design

The study adopted a descriptive research design to analyze consumer awareness, perception, and buying behavior toward green marketing practices. Descriptive research is appropriate for this study as it helps in systematically describing the characteristics, opinions, and behavior of consumers regarding green products and environmentally friendly marketing strategies. It also assists in identifying relationships between variables such as awareness level, environmental concern, and purchasing decisions.

The research was conducted in Sri Vijaya Puram, and data was collected from 150 respondents. The respondents were selected using a convenience sampling method. The sample consisted of consumers from different age groups, educational backgrounds, and income levels to ensure diversity in responses.

Data Collection Method

The present study is descriptive in nature and is based on both primary and secondary data to examine consumer awareness, perception, and buying behavior toward green marketing practices. The Primary data was collected directly from 150 respondents in Sri Vijaya Puram. A structured questionnaire was used as the main tool for data collection. The questionnaire consisted of close-ended questions and Likert-scale statements to measure: Awareness of green marketing concepts, Attitudes toward eco-friendly products, Factors influencing purchase decisions, Willingness to pay a premium for green products and Level of environmental concern. The respondents were selected using a convenience sampling method, ensuring participation from different age groups, genders, educational qualifications, and income levels. The survey was conducted through direct interaction and distribution of printed/online questionnaires. This method helped in obtaining accurate and first-hand information from consumers. The Secondary data was collected to support and strengthen the study. The sources included: Research articles and academic journals on green marketing, Books related to marketing and sustainability, Government and environmental reports, Company sustainability reports and Authentic websites and published data. The combination of primary and secondary data helped in providing a comprehensive understanding of green marketing practices and consumer behavior in Sri Vijaya Puram.

Data Analysis

The collected data from 150 respondents in Sri Vijaya Puram was coded, tabulated, and analyzed using SPSS (Statistical Package for the Social Sciences) to ensure accuracy and reliability. Descriptive statistics were used to summarize the demographic profile and key variables through mean, frequency, and standard deviation. Correlation analysis was applied to examine the strength and direction of the relationship between variables such as environmental awareness and purchase intention. Further, regression analysis was used to determine the impact of independent

variables on consumer buying behavior toward green products. The Chi-square test was used to examine the association between demographic variables and green buying behavior. These tools helped in drawing valid and meaningful conclusions from the study.

Table 1: Demographic Profile of Respondents

Sl. No	Demographic Variable	Category	Frequency (N)	Percentage (%)
1.	Gender	Male	82	54.7
		Female	68	45.3
2.	Age Group	Below 25 years	38	25.3
		26–35 years	56	37.3
		36–45 years	34	22.7
		Above 45 years	22	14.7
3.	Educational Qualification	Undergraduate	42	28.0
		Postgraduate	61	40.7
		Professional Degree	29	19.3
		Others	18	12.0
4.	Occupation	Student	36	24.0
		Private Employee	52	34.7
		Government Employee	28	18.7
		Business	21	14.0
		Others	13	8.6
5.	Monthly Income	Below ₹20,000	40	26.7
		₹20,001–₹40,000	48	32.0
		₹40,001–₹60,000	34	22.7
		Above ₹60,000	28	18.6

(Source : Primary data)

The demographic analysis of 150 respondents shows that 54.7% were male and 45.3% were female, indicating balanced participation. Most respondents belonged to the 26–35 years age group (37.3%), followed by below 25 years (25.3%), 36–45 years (22.7%), and above 45 years (14.7%). Regarding education, a majority were postgraduates (40.7%), followed by undergraduates (28.0%), professional degree holders (19.3%), and others (12.0%). In terms of occupation, private employees formed the largest group (34.7%), followed by students (24.0%), government employees (18.7%), business people (14.0%), and others (8.6%). With respect to monthly income, most respondents earned ₹20,001–₹40,000 (32.0%), followed by below ₹20,000 (26.7%), ₹40,001–₹60,000 (22.7%), and above ₹60,000 (18.6%). Overall, the respondents represent diverse demographic backgrounds, providing a comprehensive basis for analysis.

Table 2 : Descriptive Statistics of Green Marketing Variables

Sl.No	Variable	Mean	Std. Deviation
1.	Green Marketing Awareness	3.85	0.71
2.	Environmental Concern	4.02	0.65
3.	Price Perception	3.40	0.88
4.	Purchase Behaviour	3.92	0.69

(Source : Primary data)

The study variables are presented in Table 2. Green Marketing Awareness had a mean of 3.85 (SD = 0.71), showing moderate to high awareness among respondents. Environmental Concern recorded the highest mean of 4.02 (SD = 0.65), indicating strong consciousness about environmental issues. Price Perception had a mean of 3.40 (SD = 0.88), suggesting that price may influence purchase decisions. Consumer Purchase Behaviour scored a mean of 3.92 (SD = 0.69), reflecting a generally positive attitude toward buying green products. Overall, respondents are aware of green

marketing, value environmental sustainability, and show favorable purchase behaviour, though price remains a moderate factor.

Table No.3 Correlation Analysis between Variables and Purchase Behaviour

Sl.No	Variables	r value	Sig. (p value)
1.	Green Marketing & Purchase	0.648	0.000
2.	Awareness & Purchase	0.602	0.000
3.	Environmental Concern & Purchase	0.571	0.001
4.	Price & Purchase	-0.214	0.032

(Source : Primary data)

The table No. 3 shows the correlation analysis was conducted to examine the relationship between the study variables and consumer purchase behaviour. Green Marketing ($r = 0.648, p < 0.01$), Awareness ($r = 0.602, p < 0.01$), and Environmental Concern ($r = 0.571, p < 0.01$) all show significant positive correlations with purchase behaviour, indicating that higher awareness and environmental consciousness increase green product purchases. Price Perception has a weak negative correlation ($r = -0.214, p < 0.05$), suggesting that higher prices may slightly reduce purchase intention. Overall, the results highlight that green marketing, awareness, and environmental concern positively influence buying behaviour, while price acts as a limiting factor.

Table 4 : Chi-Square Test for Demographic Variables and Purchase Behaviour

Sl.No	Demographic Variable	Chi-Square Value (χ^2)	df	p-value (Sig.)	Interpretation
1.	Gender	9.842	4	0.043	Significant – Gender influences purchase behaviour
2.	Age	12.671	6	0.048	Significant – Age influences purchase behaviour
3.	Education	8.125	6	0.150	Not Significant – Education has no effect
4.	Occupation	10.234	8	0.241	Not Significant – Occupation has no effect
5.	Monthly Income	11.312	6	0.079	Not Significant – Income has no significant effect

(Source : Primary data)

The above table shows the Chi-Square analysis shows that **Gender** ($\chi^2 = 9.842, p = 0.043$) and **Age** ($\chi^2 = 12.671, p = 0.048$) are significantly associated with consumer purchase behaviour. This indicates that male and female respondents, as well as different age groups, exhibit varying tendencies toward buying green products. In contrast, **Education** ($p = 0.150$), **Occupation** ($p = 0.241$), and **Monthly Income** ($p = 0.079$) were not significantly associated with purchase behaviour, suggesting that these factors do not strongly influence green product buying decisions in the study. Overall, demographic factors such as gender and age play a role in shaping consumer behaviour toward green marketing, while other variables appear less influential.

Table 5 : Regression Analysis of Green Marketing Factors on Consumer Purchase Behaviour

Sl No	Predictor Variable	Unstandardized Coefficient (B)	Standard Error (SE)	Standardized Coefficient (β)	t-value	p-value (Sig.)	Interpretation
1.	Green Marketing Awareness	0.452	0.079	0.402	5.321	0.000	Significant positive effect
2.	Environmental Concern	0.361	0.088	0.318	4.118	0.001	Significant positive effect
3.	Price Perception	-0.178	0.088	-0.156	-2.017	0.046	Significant negative effect

(Source : Primary data)

The table regression analysis examines the impact of predictor variables on consumer purchase behaviour toward green products. Green Marketing Awareness shows a significant positive effect ($\beta = 0.402, p = 0.000$), indicating that higher awareness strongly increases purchase behaviour. Environmental Concern also has a significant positive influence ($\beta = 0.318, p = 0.001$), suggesting that consumers who are more concerned about the environment are more likely to buy green products. In contrast, Price Perception has a significant negative effect ($\beta = -0.156, p = 0.046$), implying that higher price sensitivity reduces the likelihood of purchasing green products. Overall, the results indicate that awareness and environmental concern positively drive green purchase behaviour, while price acts as a limiting factor.

Table 6 : ANOVA (F-Test) for Regression Model

Sl No	Model	Sum of Squares (SS)	df	Mean Square (MS)	F-value	p-value (Sig.)	Interpretation
1.	Regression	32.471	3	10.824	43.276	0.000	Significant – Model fits the data
2.	Residual	35.834	146	0.245	–	–	–
Total		68.305	149	–	–	–	–

(Source : Primary data)

The ANOVA results indicate that the regression model is statistically significant ($F = 43.276, p < 0.01$). This confirms that the combined influence of Green Marketing Awareness, Environmental Concern, and Price Perception significantly explains the variation in consumer purchase behaviour. Since the p-value is less than 0.01, the overall model is considered a good fit and reliable for predicting green product purchase tendencies among respondents.

Suggestions

- Local Awareness Campaigns:** Conduct awareness programs in schools, colleges, and local markets to educate residents about green products and sustainable consumption.
- Community-Based Promotions:** Organize eco-friendly fairs, workshops, and exhibitions in Sri Vijaya Puram to encourage hands-on experience with green products.
- Collaboration with Local Businesses:** Encourage small and medium enterprises in the area to adopt green marketing practices, eco-packaging, and environmentally friendly production.
- Target Young Consumers:** Focus marketing efforts on the 26–35 age group, which constitutes the majority of respondents and shows higher interest in green products.
- Gender-Sensitive Campaigns:** Develop communication strategies addressing the preferences and concerns of both male and female consumers in the locality.
- Price Incentives for Locals:** Offer affordable pricing, bundle deals, or discounts for green products to attract middle-income consumers in Sri Vijaya Puram.
- Highlight Environmental Benefits Locally:** Show how purchasing green products contributes to reducing local pollution, waste, and environmental degradation.
- Engage Educational Institutions:** Partner with colleges and universities in Sri Vijaya Puram to run seminars and projects promoting eco-friendly lifestyles.
- Use Local Media & Social Platforms:** Leverage local newspapers, radio, and community social media groups to spread information about green products.
- Feedback from Local Consumers:** Conduct surveys and focus groups in the area to understand preferences, barriers, and suggestions for improving green product adoption.
- Encourage Local CSR Initiatives:** Companies operating in Sri Vijaya Puram can implement CSR projects such as tree plantations, clean-up drives, or sustainable product campaigns.

Conclusion

The study concludes that green marketing plays a significant role in influencing consumer purchase behaviour. The findings reveal that Green Marketing Awareness and Environmental Concern have a strong and positive impact on consumers' intention to purchase green products. Consumers who are more aware of eco-friendly practices and

concerned about environmental issues are more likely to prefer sustainable products. However, Price Perception was found to have a negative influence, indicating that higher prices may discourage consumers from buying green products. The regression and ANOVA results confirm that the model is statistically significant and a good predictor of green purchase behaviour. Overall, enhancing awareness and addressing price concerns can improve the adoption of green marketing practices among consumers. Overall, the study highlights the importance of designing targeted green marketing strategies that combine awareness campaigns, environmental education, and competitive pricing. Local businesses, marketers, and policymakers can leverage these insights to encourage sustainable consumption, foster environmentally responsible behaviour, and support the adoption of green products in Sri Vijaya Puram. The findings emphasize that effective green marketing can play a crucial role in shaping consumer behaviour while promoting long-term environmental sustainability in the region.

References :

1. Abdal Ahmed, Vij, S., Qureshi, S., Eddineboukhedimi, C., & Nargis, S. (2023). Awareness of eco-friendly products and their effect on the environment: A survey-based analysis. *Journal of Mountain Research*, 18(2), 285–292.
2. Anjana, M., & David, S. (2025). A study on consumer behaviour towards green marketing in Trivandrum City. *Advanced International Journal for Research (AIJFR)*, 6(4). <https://doi.org/>
3. Belz, F. M., & Peattie, K. (2012). *Sustainability marketing: A global perspective* (2nd ed.). John Wiley & Sons.
4. Bhati, B. (2021). A study on awareness and usage of green product. *International Journal of Research in Management & Business Studies (IJRMBS)*, 8(2).
5. Khan, F. M., Kapoor, U., Chandra, A., Lala Lajpat Rai, K., & Mahato, S. (2020). A study on consumer awareness of green marketing in Mumbai. *International Journal of Management (IJM)*, 11(7), 1725–1731.
6. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
7. Lee, K. (2008). Opportunities for green marketing: Young consumers. *Marketing Intelligence & Planning*, 26(6), 573–586. <https://doi.org/10.1108/02634500810902839>
8. Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce or prophesy, *Qualitative Market Research: An International Journal*, 8(4), 357–370.
9. Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2), 1–10. <https://doi.org/10.5070/G31210177>
10. Ritika, & Jaiswal, B. K. (2022). Consumers awareness towards green marketing and consumer perception and preferences in Varanasi. *International Journal of Innovative Science and Research Technology*, 7(10).
11. Stanton, W. J., Etzel, M. J., & Walker, B. J. (1994). *Fundamentals of marketing* (10th ed.). McGraw-Hill.
12. Turkan, I., & Mitra, S. (2023). Consumer perception towards green marketing: An empirical study in Kolkata. *International Journal on Customer Relations*, 11(1), pp 1–9.