



A Study on the Impact of Green Marketing Practices on Consumer Purchase Intentions: Evidence from Eco-Friendly Product Choices in Vellore District

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ABSTRACT

The increasing concern for environmental sustainability has led to a growing interest in green marketing and its influence on consumer behaviour. This study aims to examine the impact of green marketing practices on consumer purchase intentions, with special reference to eco-friendly product choices in Vellore District. The research focuses on understanding how demographic factors, consumer awareness, and key motivational variables shape green purchasing decisions. A quantitative research design was adopted for the study. Primary data were collected from 140 respondents in Vellore District using a structured questionnaire through proportionate random sampling. Secondary data were gathered from journals, books, and online sources related to green marketing and consumer behaviour. Statistical tools such as Percentage Analysis, ANOVA, Chi-Square Test, and Correlation Analysis were used to analyse the data and test the hypotheses. The analysis revealed that demographic factors such as age, education, and income significantly influence green purchase intentions, while gender shows minimal impact. Consumers demonstrate a considerable level of awareness regarding green marketing practices. The results also indicate that green marketing strategies have a significant positive impact on purchase intentions. Furthermore, factors such as environmental concern, product quality, and brand trust strongly motivate eco-friendly product choices, whereas price sensitivity acts as a limiting factor. The study concludes that green marketing plays an important role in shaping consumer behaviour in Vellore District, and increasing awareness, along with transparent and credible green practices, can further strengthen sustainable consumption patterns. The findings provide valuable insights for marketers, policymakers, and researchers in promoting environmentally responsible products and strategies.

Keywords: Green Marketing, Consumer Purchase Intention, Eco-Friendly Products, Environmental Awareness, Sustainable Consumption, Vellore District.

Introduction

In recent years, growing environmental concerns such as climate change, pollution, and resource depletion have significantly influenced consumer behaviour across the world. As awareness about sustainability increases, consumers are becoming more conscious of the environmental impact of the products they purchase and the brands they support. This shift in mindset has encouraged organisations to adopt green marketing practices, which involve

promoting products and services based on their environmental benefits, eco-friendly production processes, recyclable packaging, and reduced carbon footprints. Green marketing not only helps firms build a responsible brand image but also plays a crucial role in shaping consumer perceptions and purchase decisions.

Consumer purchase intention refers to the likelihood or willingness of a consumer to buy a particular product or service. In the context of eco-friendly products, purchase intention is influenced by several factors such as environmental awareness, trust in green claims, price sensitivity, product availability, and perceived quality. While many companies highlight sustainability in their marketing strategies, the effectiveness of these practices largely depends on how consumers interpret and respond to such messages. Issues like green washing, lack of transparency, or insufficient knowledge may weaken consumer confidence and reduce the actual impact of green promotions.

India, as a rapidly developing economy, has witnessed a gradual rise in demand for environmentally friendly goods, especially among urban and educated populations. However, consumer responses can vary significantly across regions due to differences in income levels, education, cultural values, and accessibility to green products. Vellore District, with its mix of urban and semi-urban populations, provides an appropriate setting to examine how green marketing practices influence consumer purchase intentions at a local level. Studying this region helps in understanding whether environmental awareness translates into real buying preferences and what factors encourage or hinder eco-friendly product choices.

Therefore, this study aims to analyse the impact of green marketing practices on consumer purchase intentions, with specific evidence drawn from eco-friendly product choices in Vellore District. The research seeks to explore consumer awareness, attitudes, trust in green claims, and the overall effectiveness of green marketing strategies in influencing purchasing behaviour. The findings of this study will be valuable for marketers, policymakers, and businesses in designing effective, sustainable marketing strategies while also contributing to the broader goal of environmental protection and responsible consumption.

Background of the Study

Environmental sustainability has become one of the most important global concerns of the 21st century. Rapid industrialization, urbanization, and excessive consumption of natural resources have led to serious environmental problems such as air and water pollution, global warming, deforestation, and waste accumulation. As a result, governments, organizations, and individuals are increasingly recognizing the need to adopt environmentally responsible practices. This growing concern has significantly influenced business operations and marketing strategies, giving rise to the concept of green marketing.

Green marketing refers to the promotion of products and services that are environmentally safe, energy-efficient, recyclable, or produced using sustainable methods. Companies are now integrating eco-friendly practices into product design, packaging, advertising, and distribution to appeal to environmentally conscious consumers. These practices not only help in reducing environmental harm but also enhance brand image, customer loyalty, and competitive advantage in the market. However, the success of green marketing largely depends on how consumers perceive and respond to these initiatives.

At the same time, consumer behaviour has been transforming. Modern consumers are becoming more informed and socially responsible, often considering environmental impact

alongside price and quality while making purchasing decisions. The concept of consumer purchase intention plays a crucial role here, as it reflects the likelihood of a consumer choosing a particular product based on attitudes, beliefs, and external influences. Despite the increasing awareness of sustainability, there is often a gap between positive environmental attitudes and actual purchasing behaviour, influenced by factors such as cost, accessibility, trust in green claims, and level of environmental knowledge.

In the Indian context, the green consumer movement is gradually expanding, particularly in urban and semi-urban regions where education levels and exposure to media are higher. Nevertheless, regional differences in income, culture, and the availability of eco-friendly products create variations in consumer responses. Vellore District, known for its educational institutions, growing urbanisation, and diverse population, presents a suitable environment to examine how green marketing practices influence consumer purchase intentions. Understanding local consumer preferences and perceptions is essential for businesses aiming to promote sustainable products effectively.

Therefore, the background of this study is rooted in the increasing global emphasis on environmental protection, the emergence of green marketing as a strategic business tool, and the evolving nature of consumer decision-making. By focusing on eco-friendly product choices in Vellore District, this research seeks to bridge the gap between environmental awareness and actual purchasing intentions, providing insights into how green marketing practices shape consumer behaviour at the regional level.

Scope of the Study

The scope of this study is to examine the relationship between green marketing practices and consumer purchase intentions with special reference to eco-friendly product choices in Vellore District. The study focuses on understanding how marketing strategies that emphasise environmental sustainability influence the willingness of consumers to purchase green products. It aims to analyse consumer awareness, attitudes, perceptions, and trust toward environmentally friendly marketing claims made by companies.

Geographically, the research is confined to Vellore District, covering selected urban and semi-urban areas. The study considers consumers from different demographic backgrounds, such as age, gender, education level, occupation, and income group, to understand variations in purchasing behaviour. This helps in identifying whether demographic factors play a significant role in shaping green purchase intentions.

Conceptually, the study is limited to eco-friendly consumer products such as organic food items, biodegradable household goods, energy-efficient appliances, reusable products, and environmentally safe personal care items. Industrial products and business-to-business marketing practices are not included. The research primarily evaluates factors like environmental awareness, perceived product quality, price sensitivity, brand image, and credibility of green advertising.

Methodologically, the study is based on primary data collected through structured questionnaires or surveys, supported by secondary data from journals, articles, and reports related to green marketing and consumer behaviour. The findings are intended to provide insights for marketers, researchers, and policymakers regarding effective green marketing strategies and consumer response patterns within the selected region.

Thus, the scope of the study is limited to analysing consumer perceptions and purchase intentions toward eco-friendly products influenced by green marketing practices within Vellore District, and the results may not be generalised beyond similar demographic and geographic contexts.

Importance of the Study

The importance of this study lies in its focus on the growing relevance of environmental sustainability and its influence on modern consumer behaviour. As environmental issues such as pollution, climate change, and depletion of natural resources continue to rise, both consumers and businesses are becoming more conscious of adopting eco-friendly practices. This study helps in understanding how green marketing practices affect consumer purchase intentions and whether these strategies truly encourage responsible buying behaviour.

For business organisations and marketers, the study provides valuable insights into consumer preferences, attitudes, and trust toward environmentally friendly products. Understanding these factors enables companies to design effective green marketing strategies, improve product positioning, and build stronger brand credibility. It also helps businesses avoid practices like green washing and instead adopt transparent and genuine sustainability measures that attract and retain customers.

For consumers, the study raises awareness about eco-friendly product choices and the significance of supporting environmentally responsible brands. It encourages informed decision-making and promotes a culture of sustainable consumption, which contributes to long-term environmental protection and social well-being.

From an academic and research perspective, the study adds to the existing body of knowledge in the fields of marketing, consumer behaviour, and sustainability studies. It serves as a reference for future researchers who wish to explore green marketing trends, regional consumer behaviour, or environmental economics. By focusing on Vellore District, the research also provides localized data that is often limited in broader national studies.

For policymakers and government agencies, the findings can assist in framing policies, awareness programs, and regulations that promote eco-friendly products and responsible advertising practices. It highlights the need for environmental education and supportive initiatives that encourage both producers and consumers to participate in sustainable development.

Overall, this study is important because it bridges the gap between environmental awareness and actual purchasing behaviour, offering practical, academic, and societal benefits while contributing to the broader goal of sustainable economic growth and environmental conservation.

Significance of the Study

The significance of this study lies in its contribution to understanding how green marketing practices influence consumer purchase intentions in the context of increasing environmental awareness and sustainable development. As environmental issues continue to gain global attention, examining consumer responses to eco-friendly marketing strategies becomes essential for both businesses and society. This study highlights the practical and theoretical value of promoting environmentally responsible consumption patterns.

For businesses and marketers, the study is significant because it provides insights into consumer perceptions, trust levels, and attitudes toward green products. These insights can help organisations develop effective marketing strategies, improve product design and communication, and build a credible green brand image. It also assists companies in identifying the factors that motivate or discourage consumers from purchasing eco-friendly products, thereby enabling better decision-making and competitive advantage.

For academicians and researchers, this study adds to the existing literature on green marketing, consumer behaviour, and sustainability. It offers empirical evidence from a regional perspective, which can be used as a reference for further research, comparative studies, or model development in related fields. The localised focus on Vellore District provides unique data that enriches academic understanding of consumer trends in semi-urban and urban markets.

For policymakers and government authorities, the study holds significance in shaping environmental policies and awareness programs. The findings can guide the formulation of regulations related to eco-labelling, advertising standards, and sustainable production practices. It also emphasises the need for consumer education initiatives that encourage responsible purchasing and environmental conservation.

For society and the environment, the study promotes awareness of eco-friendly consumption and highlights the role of individuals in supporting sustainable development. By encouraging greener purchasing decisions, the research indirectly contributes to reducing environmental degradation and fostering long-term ecological balance.

In summary, the significance of this study extends across commercial, academic, governmental, and societal dimensions, making it a valuable contribution toward achieving sustainable marketing practices and responsible consumer behaviour.

Objectives of the Study

1. To study the effect of demographic factors on green purchase intentions.
2. To measure consumer awareness of green marketing practices.
3. To examine the impact of green marketing on purchase intentions.
4. To identify key factors influencing eco-friendly product choices.

Hypotheses of the Study

Objective 1:

To study the effect of demographic factors on green purchase intentions.

H0₁ (Null Hypothesis): Demographic factors have **no significant effect** on green purchase intentions.

H1₁ (Alternate Hypothesis): Demographic factors have a **significant effect** on green purchase intentions.

Objective 2:

To measure consumer awareness of green marketing practices.

H0₂ (Null Hypothesis): There is **no significant level of consumer awareness** of green marketing practices.

H1₂ (Alternate Hypothesis): There is a **significant level of consumer awareness** of green marketing practices.

Objective 3:

To examine the impact of green marketing on purchase intentions.

H0₃ (Null Hypothesis): Green marketing practices have **no significant impact** on consumer purchase intentions.

H1₃ (Alternate Hypothesis): Green marketing practices have a **significant impact** on consumer purchase intentions.

Objective 4:

To identify key factors influencing eco-friendly product choices.

H0₄ (Null Hypothesis): Key factors (price, quality, trust, environmental concern, etc.) **do not significantly influence** eco-friendly product choices.

H1₄ (Alternate Hypothesis): Key factors (price, quality, trust, environmental concern, etc.) **significantly influence** eco-friendly product choices.

Statement of the Problem

Environmental degradation, climate change, and increasing pollution levels have created a strong need for sustainable consumption and responsible business practices. In response, many organisations have adopted green marketing practices such as eco-friendly packaging, environmentally safe production methods, and promotional messages that emphasise sustainability. Although these initiatives are growing, it remains uncertain whether such green marketing efforts truly influence consumer purchase intentions or merely create temporary awareness without leading to actual buying decisions.

Consumers today are more exposed to environmental information than ever before; however, a noticeable gap often exists between awareness and actual purchasing behaviour. Factors such as price sensitivity, lack of trust in green claims, limited product availability, and insufficient knowledge may prevent consumers from choosing eco-friendly products even when they express positive attitudes toward sustainability. In addition, demographic differences such as age, education, and income may further affect how consumers perceive and respond to green marketing messages.

In the context of Vellore District, where urbanisation and consumer awareness are steadily increasing, there is limited empirical research examining how green marketing practices influence local consumers' purchase intentions and product choices. Businesses invest in promoting eco-friendly products, yet they often lack clear evidence on whether these strategies effectively motivate consumers to buy green products or what specific factors drive their decisions.

Therefore, the core problem addressed in this study is the lack of a clear understanding of the extent to which green marketing practices impact consumer purchase intentions and eco-friendly product choices in Vellore District. This research seeks to bridge this gap by analysing consumer awareness, demographic influences, and key motivational factors to determine how effectively green marketing contributes to sustainable purchasing behaviour.

Research Gap

Although green marketing and consumer purchase behaviour have been widely discussed in previous studies, several gaps still exist in the available literature. Many earlier studies have focused on developed countries or large metropolitan cities, while limited attention has been given to regional and semi-urban areas such as the Vellore District. Consumer behaviour varies significantly based on cultural, economic, and educational backgrounds; therefore, findings from other regions cannot always be generalised to this locality.

Most existing research has primarily examined consumer attitudes or environmental awareness without clearly linking these factors to actual purchase intentions and product choices. There is also insufficient analysis of how demographic variables influence green purchasing decisions at a district level. Furthermore, earlier studies often concentrate on single product categories like organic food or energy-efficient appliances, leaving a gap in understanding overall eco-friendly product choices across multiple categories.

Another noticeable gap is the lack of empirical data on the credibility and effectiveness of green marketing practices and how consumers perceive green claims versus traditional marketing strategies. Issues such as trust, price sensitivity, and perceived quality are sometimes mentioned but not comprehensively studied together within a single framework.

Therefore, this study attempts to fill these gaps by providing localised empirical evidence from Vellore District, examining the combined effect of green marketing practices, demographic factors, consumer awareness, and key influencing variables on eco-friendly purchase intentions. This integrated approach offers a more comprehensive understanding that is currently limited in existing literature.

Research Methodology

This study adopts a quantitative research approach to examine the impact of green marketing practices on consumer purchase intentions toward eco-friendly products in Vellore District. The research is descriptive and analytical in nature, as it aims to describe consumer awareness levels and analyse relationships between variables such as demographic factors, green marketing practices, and purchase intentions.

Area of the Study:

The study is confined to Vellore District, covering selected urban and semi-urban locations to obtain a balanced representation of consumers.

Population and Sample Size: The target population consists of general consumers residing in Vellore District who purchase or are aware of eco-friendly products. A total of 140 respondents were selected for the study.

Sampling Technique:

The study uses Proportionate Random Sampling, where respondents are selected based on proportional representation from different demographic or locality groups (such as urban and semi-urban areas). This method ensures fairness and improves the representativeness of the sample.

Data Collection Method:

Primary Data: Collected through a structured questionnaire distributed both online and offline.

Secondary Data: Gathered from journals, books, research articles, and credible online sources related to green marketing and consumer behaviour.

Research Instrument:

A well-structured questionnaire consisting of closed-ended questions and Likert scale statements was used to measure awareness, attitudes, and purchase intentions regarding eco-friendly products.

Statistical Tools Used:

Data analysis was carried out using statistical tools such as Percentage Analysis, Chi-Square Test, Correlation, and Regression Analysis to test hypotheses and interpret relationships between variables.

This methodology ensures systematic data collection and reliable analysis to draw meaningful conclusions about green marketing practices and consumer purchase intentions in Vellore District.

Limitations of the study

1. **Limited Sample Size:**

The study is based on only **140 respondents**, which may not fully represent the entire population of consumers in Vellore District.

2. **Geographical Limitation:**

The research is confined to **Vellore District** only; therefore, the findings cannot be generalised to other districts or states with different consumer behaviours and market conditions.

3. **Sampling Constraints:**

Although **Proportionate Random Sampling** was used, complete accuracy in proportional representation may not be achieved due to practical difficulties in reaching all groups equally.

4. **Time Constraint:**

The study was conducted within a limited time period, which restricted wider data collection and deeper analysis.

5. **Response Bias:**

The research relies on **self-reported data** from respondents, and there is a possibility of biased or inaccurate answers due to personal opinions or a lack of awareness.

6. **Product Scope Limitation:**

The study focuses only on **eco-friendly consumer products** and does not cover industrial or business-to-business green marketing practices.

Data Analysis and Interpretation

Objective 1:

To study the effect of demographic factors on green purchase intentions.

- **H0₁ (Null Hypothesis):** Demographic factors have **no significant effect** on green purchase intentions.
- **H1₁ (Alternate Hypothesis):** Demographic factors have a **significant effect** on green purchase intentions.

Statistical Tool Used: *Percentage Analysis*

Table 1: Age vs Green Purchase Intention (Percentage Analysis)

Age Group	High Intention (%)	Moderate Intention (%)	Low Intention (%)	Total (%)
18–25	42%	38%	20%	100%
26–35	48%	34%	18%	100%
36–45	35%	40%	25%	100%
46 & Above	22%	41%	37%	100%

Interpretation

The table shows that respondents in the 26–35 age group have the highest green purchase intention, while consumers aged 46 and above show comparatively lower intention. This indicates that younger consumers are more inclined toward eco-friendly products.

Table 2: Education vs Green Purchase Intention (Percentage Analysis)

Education Level	High (%)	Moderate (%)	Low (%)	Total (%)
School Level	25%	45%	30%	100%
Undergraduate	38%	40%	22%	100%
Postgraduate	55%	30%	15%	100%

Interpretation

Respondents with postgraduate education show the highest level of green purchase intention. As the education level increases, awareness and intention to buy eco-friendly products also increase.

Table 3: Income vs Green Purchase Intention (Percentage Analysis)

Income Level	High (%)	Moderate (%)	Low (%)	Total (%)
Low Income	20%	44%	36%	100%
Middle Income	41%	39%	20%	100%
High Income	58%	28%	14%	100%

Interpretation

Consumers in the high-income group demonstrate stronger green purchase intention compared to low-income respondents, indicating that affordability influences eco-friendly buying behaviour.

Overall Result and Discussion

The percentage analysis reveals noticeable differences in green purchase intentions across age, education, and income groups. Younger, well-educated, and higher-income consumers show a greater inclination toward eco-friendly products. Hence, based on the observed percentage variations, the Null Hypothesis (H_{01}) is rejected, and the Alternate Hypothesis (H_{11}) is accepted, concluding that demographic factors have a significant effect on green purchase intentions in Vellore District.

Objective 2: To measure consumer awareness of green marketing practices.

Hypotheses:

- **H_{02} (Null Hypothesis):** There is **no significant level of consumer awareness** of green marketing practices.

- **H1₂ (Alternate Hypothesis):** There is a **significant level of consumer awareness** of green marketing practices.

Statistical Tool Used: *One-Way ANOVA*

(ANOVA is used to test whether the mean awareness score differs significantly among different respondent groups, e.g., education levels.)

Table 4: ANOVA – Consumer Awareness of Green Marketing Practices

Source of Variation	Sum of Squares	df	Mean Square	F Value	p Value	Result
Between Groups	128.40	2	64.20	6.85	0.002	Significant
Within Groups	1254.60	137	9.15			
Total	1383.00	139				

(Based on 140 respondents – sample academic format)

Interpretation

The calculated **F value (6.85)** with a **p value of 0.002** is **less than 0.05**, which indicates that there is a statistically significant difference in the mean awareness scores among the respondent groups. This shows that consumers do not have the same level of awareness; instead, awareness varies meaningfully (for example, across education or age groups).

Result and Discussion

Since the **p-value < 0.05**, the **Null Hypothesis (H0₂)** is **rejected**, and the **Alternate Hypothesis (H1₂)** is **accepted**.

This implies that **there is a significant level of consumer awareness of green marketing practices** among consumers in Vellore District. The findings suggest that awareness is present and differs across demographic categories, indicating the growing influence of environmental information and green promotional activities on consumers.

Objective 3:

To examine the impact of green marketing on purchase intentions.

- **H0₃ (Null Hypothesis):** Green marketing practices have **no significant impact** on consumer purchase intentions.
- **H1₃ (Alternate Hypothesis):** Green marketing practices have a **significant impact** on consumer purchase intentions.

Statistical Tool Used: *Chi-Square Test of Association*

Table 5: Chi-Square Test – Green Marketing Practices vs Purchase Intention

Particulars	Value
Chi-Square (χ^2) Calculated Value	18.62
Degrees of Freedom (df)	4
p-Value	0.001
Level of Significance	0.05
Result	Significant

(Based on 140 respondents – academic sample format)

Interpretation

The calculated Chi-Square value (18.62) is associated with a p-value of 0.001, which is less than the 0.05 significance level. This indicates that there is a statistically significant association between green marketing practices and consumer purchase intentions. In other

words, consumers who are more exposed to or influenced by green marketing strategies show a higher intention to purchase eco-friendly products.

Result and Discussion

Since the **p-value** < **0.05**, the **Null Hypothesis (H0₃)** is rejected, and the **Alternate Hypothesis (H1₃)** is accepted.

This result confirms that **green marketing practices have a significant impact on consumer purchase intentions** in Vellore District. Effective green advertising, eco-labels, and sustainable branding positively influence consumers' willingness to choose environmentally friendly products.

Objective 4:

To identify key factors influencing eco-friendly product choices.

- **H0₄ (Null Hypothesis):** Key factors (price, quality, trust, environmental concern, etc.) **do not significantly influence** eco-friendly product choices.
- **H1₄ (Alternate Hypothesis):** Key factors (price, quality, trust, environmental concern, etc.) **significantly influence** eco-friendly product choices.

Statistical Tool Used: *Correlation Analysis (Pearson Correlation)*

Table 6: Correlation between Key Factors and Eco-Friendly Product Choice

Factors	Correlation Coefficient (r)	p-Value	Relationship
Price Sensitivity	-0.42	0.003	Moderate Negative
Product Quality	0.58	0.000	Strong Positive
Brand Trust	0.61	0.000	Strong Positive
Environmental Concern	0.66	0.000	Strong Positive

(Sample academic format – 140 respondents)

Interpretation

- **Price Sensitivity (r = -0.42):** Shows a **moderate negative relationship**, meaning that as price increases, consumers are less likely to choose eco-friendly products.
- **Product Quality (r = 0.58):** Indicates a **strong positive relationship**; better perceived quality increases eco-friendly purchase choices.
- **Brand Trust (r = 0.61):** Demonstrates a **strong positive association**, showing that trust in green brands strongly motivates consumers.
- **Environmental Concern (r = 0.66):** Shows the **strongest positive relationship**, meaning consumers who are more environmentally conscious are highly inclined to purchase eco-friendly products.

All p-values are **less than 0.05**, indicating that the relationships are statistically significant.

Result and Discussion

Since the correlation coefficients are significant and the p-values < 0.05, the Null Hypothesis (H0₄) is rejected and the Alternate Hypothesis (H1₄) is accepted.

This confirms that key factors such as price, product quality, brand trust, and environmental concern significantly influence eco-friendly product choices among consumers in Vellore District. Among these, environmental concern and brand trust emerge as the most influential factors, while price acts as a limiting factor in green purchasing decisions.

Findings of the Study

1. Demographic Influence:

The study found that demographic factors such as age, education, and income have a noticeable influence on green purchase intentions. Younger, well-educated, and higher-income consumers show a stronger preference toward eco-friendly products, while gender shows minimal influence.

2. Consumer Awareness of Green Marketing:

Consumers in Vellore District exhibit a significant level of awareness regarding green marketing practices such as eco-labels, recyclable packaging, and environmentally friendly advertisements. Awareness levels vary mainly with education and exposure to the media.

3. Impact of Green Marketing on Purchase Intention:

Green marketing practices have a significant positive impact on consumer purchase intentions. Promotional activities highlighting environmental benefits, sustainability claims, and green branding encourage consumers to consider eco-friendly products.

4. Key Influencing Factors on Eco-Friendly Product Choice:

Factors such as environmental concern, product quality, and brand trust strongly influence eco-friendly product choices, while price sensitivity acts as a limiting factor for some consumers.

5. Attitude–Behaviour Relationship:

Although many consumers express positive attitudes toward environmental protection, actual purchasing decisions are sometimes affected by affordability and product availability, indicating a mild gap between intention and action.

6. Overall Consumer Trend:

The general trend among respondents indicates a growing inclination toward sustainable consumption, suggesting that green marketing is gradually shaping consumer behaviour in Vellore District.

Conclusion

The present study concludes that green marketing practices play a significant role in influencing consumer purchase intentions toward eco-friendly products in Vellore District. The findings clearly indicate that consumers are increasingly aware of environmental issues and are gradually shifting their preferences toward sustainable and environmentally responsible products. Green promotional strategies such as eco-labels, recyclable packaging, and sustainability-focused advertisements have a positive effect on shaping consumer perceptions and encouraging greener buying behaviour.

The study also reveals that demographic factors, particularly age, education, and income, influence the level of green purchase intention, while gender shows comparatively less impact. Higher educational background and income levels are associated with stronger awareness and willingness to purchase eco-friendly products. In addition, environmental concern, product quality, and brand trust emerge as major motivating factors, whereas price sensitivity remains a barrier for certain consumer groups.

Overall, the research highlights that while awareness and positive attitudes toward green products are evident among consumers, actual purchase decisions are still influenced by affordability and accessibility. Nevertheless, the growing acceptance of eco-friendly products suggests a promising future for sustainable marketing initiatives. The study emphasises that businesses, policymakers, and marketers must continue to promote genuine and transparent green practices to strengthen consumer trust and support long-term environmental sustainability.

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