




# Chapter 8

## The Influence of Environmentally Mindful Marketing Tactics on the Perceptual Framework and Predispositions of Generation Z Shoppers in the Indian App

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### ABSTRACT

*Green marketing decisively helps businesses distinguish themselves from their competition, strengthen their image, and obtain the attention of consumers who increasingly prefer environmentally conscious businesses. By elevating a business's reputation and image, green marketing creates an effect on how people consider a brand and enhances customer loyalty and retention. The "green generation," or Generation Z, is well-known for its sustainable product preferences and ecological concerns. The study analysed how green marketing techniques relate to and affect Gen Z customers' purchasing habits in India's garment industry. The study targeted 300+ Gen Z consumers through an online cross-sectional survey to get information on their perceptions of green brands, green marketing tactics, purchase intentions, and buying patterns. This study found that green marketing tactics used by fashion firms have a favorable impact and the ability to affect various aspects of customer behavior.*

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## **1. INTRODUCTION**

The marketing industry has changed dramatically to incorporate green marketing as a fundamental idea and to react to the company's shift in perspective. As a result, diverse disciplines have been fast to adopt environmentally friendly behaviours and apply them to various elements of their activities (Smith, J., 2020). Green marketing, defined as the promotion and sale of environmentally friendly products or services, has gained increasing attention in recent years (Chen & Chang, 2013). While many businesses have adopted green marketing practices, there are still several challenges that need to be addressed, such as new concept development, cost factors, attitudes towards green products, appropriateness of green marketing strategies, non-cooperation among stakeholders, and avoiding green myopia (Peattie & Crane, 2005).

To further investigate the impact of green marketing on consumer behaviour, this study aims to examine the relationship between green marketing and the buying behaviour of Generation Z consumers in India, with a focus on the apparel sector. The research question is "What is the impact of green marketing on consumer behaviour determinants in the Indian apparel sector?" By responding to this query, the research hopes to shed light on how the Indian apparel industry responds to consumer behavior and establish the strength and direction of the correlation between green marketing and consumer behavior (Sharma & Banwet, 2018).

The use of green marketing by marketers should be done for five major reasons: possibilities or competitive advantages; government pressure; competitive pressure; cost or profit challenges; and corporate social responsibilities (CSR) (Keller, 2021). There is a knowledge gap on the contribution of each of these aspects to the adoption of green marketing strategies. Although some study has looked at each of these components' independent effects on the adoption of green marketing, more analysis that weighs the relative importance of each aspect is required. To quantify the relative importance of each component in promoting the adoption of green marketing among a sample of marketers, a quantitative survey or experiment might be conducted. It will be possible to create more effective strategies for promoting environmentally sustainable practices in the marketing industry and gain a deeper understanding of the elements that drive the adoption of green marketing by filling in this research gap.

## **2. REVIEW OF PREVIOUS STUDY**

Although it has emerged as a popular issue, the idea of "green marketing" was first identified as ecological marketing in the late 1970s (Henion, 1976). Three historical periods can be distinguished in the development of the green marketing idea (Hunt, 2011). The first stage began in the 1970s with a number of marketing initiatives targeting environmental problems like pesticide use and air pollution. The second stage of this notion occurred in the following decade when marketers met opposition from environmental groups and consumers. The third stage of green marketing began in 2000, when modern technology, the introduction of more substantial government restrictions, and environmental consciousness promoted interest in the green marketing idea among academics and practitioners alike (Punitha and Rasdi, 2013).

Consumer awareness and brand goals are the primary motivators for businesses to go green (Ahuja 2021) by integrating environmentally-friendly activities to marketing activities (Troumbis, 1991). Studies have shown that an increasing number of the general population have altered their behaviour to accommodate issues that matter to them (Rosenberger, 2001). There seems to be a shift in the behaviour pattern in companies to match that of their customers (Lotf, 2018). Green marketing has led to many positive

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