Chapter 13
Integrating AI, Green Marketing, and Influencer Strategies:
Shaping Sustainable Consumer Behavior in the Digital Age

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ABSTRACT

In the face of growing environmental concerns, such as global warming, climate change, and pollution, conscious consumerism and sustainable consumption have emerged as critical imperatives. These challenges have prompted businesses to adopt green marketing—an eco-friendly approach to the marketing mix that addresses both consumer concerns and environmental impact. Green marketing is increasingly recognized in developed countries, but it has recently gained traction in developing nations like India. This shift in focus has also sparked a trend in influencer marketing, where brands partner with prominent vloggers to promote green products on social media platforms like TikTok and Instagram. Such strategies have significant influence, especially on younger audiences who often lack the critical thinking skills to evaluate advertisements effectively.

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INTRODUCTION

Businesses operate in a dynamic environment i.e an ever-changing environment where the needs and preferences of consumers keep changing from time to time. Keeping in mind the marketing philosophy, businesses need to ensure customer satisfaction by offering a product that the customers want. The launch of Eco mark scheme by the govt in 1991, led to the birth of Green Marketing practices in India. Its aim was to create awareness about eco-friendly products amongst the denizens. In recent times, businesses in India have had to switch to Green Marketing to meet the needs of customers who show a concern towards protecting the environment.

Environmental awareness has evolved into a worldwide concern and a significant topic in academic research. The concept of environmental sustainability has significantly influenced consumer behaviour since the 1970s. This alteration has caused a notable disturbance in the way consumers see things, with an increasing worry about safeguarding and preventing any additional harm to the environment. Green marketing is an initiative aimed at mitigating the negative effects on the environment by using a new approach that incorporates eco-friendly principles in the design, production, packaging, labelling, and consumption of products.

Companies frequently employ diverse strategies in various sectors of the market in order to get an edge over rivals by altering consumer perception through the introduction of innovative environmentally-friendly products (Qiu et al., 2023). Recently, there has been a focus on green marketing mostly in relation to product packaging, labelling, and incentive methods. A comprehensive evaluation should be conducted to ascertain the extent to which various organisations are engaging in environmentally-friendly initiatives.

The consumer's purchasing decision-making process typically comprises five stages: recognition of a perceived need for a particular benefit, doing a research search, evaluating several options, reaching the buy decision, and conducting an after the purchase review. During the customer purchase choice process, several aspects such as social, cultural, emotional, behavioural, marketing mix, and situational factors all have an impact to some extent.

Both the organisations and consumers have a shared duty for environmental matters and contribute to the cause by producing and buying eco-friendly items. It is important to acknowledge that ecological dedication and involvement in green initiatives are two distinct matters. Both organisations and consumers have significant roles to fulfil in this regard. However, the choice made by the customer is particularly crucial as it serves as a driving force for producers to offer environmentally friendly products (Mehraj et al., 2023). Consumers generally refrain from purchasing products that pose risks to the well-being of humans, the surroundings, animals, plants, and ecosystems (Sharma et al., 2023).