


# Chapter 6


## The Impact of Green Marketing Strategies on Consumer Purchase Intention of Green Product

**Devi Mano**

 <https://orcid.org/0009-0007-3707-8310>


*Vels Institute of Science, Technology, and Advanced Studies, India*

**D. Anitha Kumari**

 <https://orcid.org/0009-0000-4863-8714>

*Vels Institute of Science, Technology, and Advanced Studies, India*

**N. Mari Anand**

 <https://orcid.org/0000-0002-6443-249X>

*University of Technology and Applied Sciences, Salalah, Oman*

### ABSTRACT

*As environmental awareness grows worldwide, both consumers and businesses are becoming more conscious of sustainability. This study explores how green marketing strategies influence consumers' intentions to buy eco-friendly products. Companies today are adopting various green practices—such as eco-labeling, sustainable packaging, green advertising, and fair pricing—to appeal to environmentally aware customers. The research aims to understand how these strategies shape consumer trust, perception, and willingness to purchase green products. Using survey data and quantitative analysis, the study examines the strength of the relationship be-*

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*tween different aspects of green marketing and consumers' buying intentions. The results reveal that honest, transparent, and credible green marketing practices can significantly improve consumer attitudes and encourage eco-friendly purchasing behavior. The paper also highlights ongoing challenges like greenwashing and the need for greater consumer awareness.*

## **INTRODUCTION**

Growing concerns about climate change, pollution, and the depletion of natural resources have brought sustainability to the center of global attention. As people become more aware of environmental issues, both consumers and businesses are rethinking their choices. Companies are moving away from traditional marketing approaches and adopting green marketing, which focuses on creating, promoting, and delivering products that are environmentally friendly and socially responsible. The goal is not just to meet consumer needs but also to reduce the environmental impact of production and consumption. In recent years, growing environmental concerns and global sustainability movements have significantly influenced consumer behavior and business practices. As issues such as climate change, resource depletion, and pollution gain prominence, both consumers and organizations have become increasingly aware of the need for eco-friendly alternatives. This shift has given rise to green marketing, a strategic approach that emphasizes the promotion of environmentally sustainable products and practices. Green marketing not only focuses on highlighting the ecological benefits of products but also aims to build a positive corporate image and foster long-term consumer trust.

In today's marketplace, green consumerism is on the rise. Consumers are increasingly making purchase decisions based on ethical and environmental values. To meet these changing preferences, businesses across sectors—such as food, fashion, electronics, and automobiles—are embracing green marketing strategies like eco-labeling, recyclable packaging, green advertising, and sustainable pricing. These initiatives aim to build trust and project an image of environmental care, appealing to customers who value sustainability. However, the real effectiveness of these strategies depends on how well they shape consumer attitudes, trust, and ultimately, their intention to purchase green products. In today's competitive marketplace, consumers are increasingly evaluating products not only based on quality and price but also on the ethical and environmental practices of the companies behind them. This shift in consumer values has compelled businesses to integrate sustainability into their core marketing philosophies. As a result, green marketing is no longer viewed merely as a promotional tactic but as a holistic approach encompassing product innovation, supply chain management, and corporate responsibility. Companies that demon-

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