

Green Marketing and Its Influence on Consumer Purchasing Behaviour

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Abstract:

As global environmental concerns continue to mount, businesses have increasingly turned to green marketing strategies to align with consumer demand for eco-friendly products and services. This study examines the intricate relationship between green marketing and consumer purchasing behavior, shedding light on the factors influencing environmentally-conscious consumer choices.

The research explores the multifaceted dynamics of green marketing, considering various elements such as environmental messaging, sustainability labels, product design, and corporate social responsibility. It investigates how these factors impact consumer perceptions, attitudes, and behaviors toward green products, while also addressing the prevalence of green washing in the marketplace.

Through a comprehensive review of existing literature and empirical studies, this research delves into the complexities of consumer decision-making processes in the context of green marketing. It examines the role of personal values, social influences, cultural factors, and trust in shaping consumer responses to sustainability-oriented marketing efforts.

The study also highlights the long-term implications of green marketing, focusing on consumer loyalty to green brands and sustained environmentally responsible purchasing behavior. It emphasizes the potential for green marketing to drive lasting positive changes in consumer behavior and contribute to the broader sustainability agenda.

Furthermore, the research considers the ethical and policy dimensions of green marketing, emphasizing the importance of transparent and responsible marketing practices. It discusses the role of government regulations and educational initiatives in fostering a marketplace where green marketing aligns with genuine environmental commitments.

In an era marked by increasing environmental awareness and calls for sustainability, understanding how green marketing influences consumer choices is not only of academic interest but also holds significant practical implications for businesses, policymakers, and consumers themselves. This study provides valuable insights into the evolving landscape of green marketing and its transformative potential in promoting sustainable consumption patterns.

1. Introduction

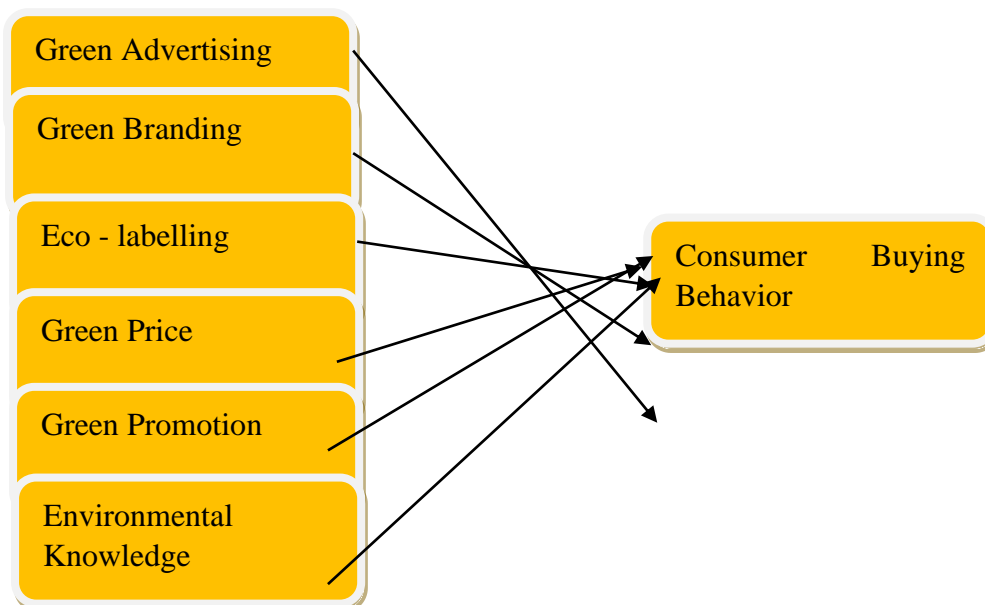
Green marketing is the marketing of products which are eco-friendly and environmentally safe. green marketing refers to the process of selling products and services based on the strength of their environmental benefits such a product or service may be eco-friendly itself or produced or packaged in an environmental friendly way. Green marketing involves developing and promoting products and services which satisfy customers wants and needs for quality performance affordable pricing and convenience - all without causing a detrimental impact on the environment. It refers to holistic marketing concept with growing awareness about the implications of global warming non-biodegradable solid waste, harmful impact of pollutants etc. The other name of green marketing is environmental marketing, ecological marketing, eco -friendly marketing and sustainable marketing consumers are beginning to recognize that competition in the market place should not be among companies harming the environment but among those making to save it. People are concerned about the

environment and are changing their behavior pattern so, as to be less hostile towards it. Green marketing relates to the activities of selling products and/or services with greater focus on the environmental sustainability. Such products or services may be produced or processed in an eco-friendly manner as follows:

- Manufactured by sustainable fashion
- Abstinence from use of hazardous materials or ozone-depleting substances.
- Designed to be repairable or reusable and not "throw away".

Green marketing is practiced by companies that are committed toward sustainable development and corporate social responsibility. Many organizations are striving to implement sustainable environmental oriented business practices. Eco-friendly products could be manufactured according to the consumer preferences and also minimize the costs, including packaging, transportation, energy/water usage, etc While globalization process continues in the full speed across the worlds, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more on the recent years and people have started worries about the future of the world and as result of this mostly prefer environmental friendly products. In returns to these attitudes of the consumers, companies have started to from of their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities

2. Conceptual Model Of The Study



3. Review Of Literature

According to (Grillo, Tokarczyk, & Hansen, 2008). Advertising through various media has a major role in communication and creation of awareness about environmental topics in general public and encourages demand for green products in the market.

Fowler and Close (2012) defined green advertising as a type of advertising that “explicitly or implicitly promotes an awareness of environmental issues and/or suggests behaviours useful in minimizing or correcting these environmental issues”.

Syeda shazia bukhari (2011) describe consumer purchasing behaviour on green marketing as companies need to increase their communication with the customers on going green, and that attributes like price and quality are more important than “environmental responsibility”

Bhatia ,mayank jain , amit says that Consumers' level of awareness about green products found to behind but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. Newspaper remains leading source of information

A. Shaji George and A. S. Hovan George (2022) described a brief assessment of environmental concerns and identifies consumers' green values, their level of awareness of environmental issues, as well as green environmentally friendly products and practices.

According to Bijit Ghosh (2020) the green purchase intention is increased by the pro-environmental attitudes, there is a moderating role of price sensitivity in the negative sense. The study has been concluded by putting forward recommendations for marketers and policymakers regarding forthcoming eco-friendly campaigns.

4. Research question:

- ❖ What are the factors that influence the consumer persuasion to buy green products?
- ❖ What is the relationship between consumer purchasing decision and green marketing?
- ❖ How was the consumer's beliefs and attitudes about the green products?

5. Objectives:

- ❖ To identify the factors that influences the customer persuasion to buy green products.
- ❖ To establish a relationship between consumer purchasing decision and green marketing.
- ❖ To understand the Consumer's beliefs and attitudes about the green products.

6. Statement Of Problem

In recent years, the global shift towards environmental sustainability has led to an increasing emphasis on green marketing strategies by businesses across industries. Companies are increasingly promoting their products and services as eco-friendly, aiming to capture environmentally-conscious consumers. However, despite the growing prevalence of green marketing efforts, there exists a pressing need to comprehensively understand the complex relationship between green marketing practices and their impact on consumer purchasing behavior. While previous research has explored aspects of green marketing and its influence on consumers, several significant gaps and unresolved questions persist:

1. **Lack of Understanding of Consumer Motivations:** The reasons and underlying factors that make people choose green brands or goods are still not well understood. A lot of the study that has been done so far doesn't go deep enough into the psychological, social, and environmental factors that affect how green consumers act.
2. **Looking at How Reliable Green Claims Are:** Green washing, the act of tricking people with false or overblown environmental claims, continues to hurt the credibility of green marketing. A key part of the problem is finding out how well customers can tell the difference between real environmental commitments and marketing tricks.
3. **Changes in Context and culture Aspects:** It is known that consumer behaviour is different in different culture and demographic settings. There is a need to learn more about how differences in culture, socioeconomic position, and regions affect the success of green marketing campaigns and the use of environmentally friendly products.
4. **Long-Term Effects and Customer Loyalty:** Most studies that have been done so far have only looked at the short-term effects of green marketing efforts. Not much is known about the long-term effects on consumers' loyalty to green brands and their continued efforts to buy things that are good for the earth.
5. **New technologies and online channels:** The fast growth of digital marketing channels and the use of technology in green marketing strategies make people wonder how new media platforms and online ways of communicating affect how people react to eco-friendly goods and messages.

6. **Implications for Policy and Regulation:** Green marketing can be greatly affected by government rules and policies that aim to encourage sustainability. It is important to look into how rules like eco-labeling and carbon footprint reports affect people's decisions.

Filling in these gaps is important for businesses that want to make green marketing strategies that work, for policymakers who want to make rules that last, and for customers who want to make smart decisions. The goal of this study is to fill in these gaps in our knowledge by looking at the link between "green marketing" and how people buy things in a thorough way. This will help us understand the complex factors that influence people's choices when they care about the environment.

7. Research Methodology

7.1 Data sources

Data for this study was sourced primarily from surveys that included questions on various aspects. These questions inquired about the influence of green marketing activities on participants' purchase decisions, whether they would consider repurchasing, and the extent to which they would be willing to pay extra. In the majority of questions, a Likert scale was employed for respondents to express their opinions and preferences.

7.2 Research tools:

The data gathered from multiple reliable primary sources underwent a series of statistical analyses for validation and interpretation. Descriptive statistical methods, including Mean, Standard Deviation, and Percentiles, were employed to gain insights into the respondents' characteristics as a group. Once collected, the data was processed using the Statistical Package for Social Sciences (SPSS). The analytical techniques applied included independent t-tests, multiple regression analysis, and binary logistic regression analysis.

7.3 Sample size:

A random sampling approach was implemented, and a survey was conducted with approximately 282 consumers who reside in Chennai.

7.4 Statistics obtained from data analysis

Data was collected through a questionnaire that utilized a Likert Scale ranging from 1 (indicating strong agreement) to 5 (indicating strong disagreement). The survey included questions such as whether participants prefer green products, whether they are willing to pay extra for them, and if their purchasing decisions are influenced by green marketing efforts. The gathered data was then analyzed using SPSS, with the results presented in tables. These findings suggest that, despite their environmental consciousness, consumers continue to prioritize factors like product price and quality over green attributes when making purchasing decisions. The application of a t-test confirmed the acceptance of the hypothesis.

8. Analysis And Discussion

Table 1: Reliability Statistics

Constructs	No. of items	Cronbach's Alpha
Green Advertising	7	0.721
Green Branding	7	0.787
Eco – labelling	7	0.745
Green Price	8	0.769
Green Promotion	5	0.749
Consumer Buying behavior	8	0.823
Environmental Knowledge	8	0.649

Green Advertising (7 items, Cronbach's Alpha: 0.721) this construct likely assesses the effectiveness or impact of green or environmentally friendly advertising practices. The Cronbach's Alpha value of 0.721

suggests that the items within this construct are moderately reliable in measuring this concept. Green Branding (7 items, Cronbach's Alpha: 0.787): This construct assesses the influence and perception of green branding strategies on consumer behavior. The Cronbach's Alpha value of 0.787 indicates a good level of reliability among the items measuring this construct. Eco-labelling (7 items, Cronbach's Alpha: 0.745): This construct likely measures how eco-labeling on products affects consumer choices and perceptions. The Cronbach's Alpha value of 0.745 suggests a reasonably reliable measurement of this concept. Green Price (8 items, Cronbach's Alpha: 0.769) this construct assesses the influence of pricing strategies related to environmentally friendly products. The Cronbach's Alpha value of 0.769 indicates a good level of reliability in measuring this construct. Green Promotion (5 items, Cronbach's Alpha: 0.749) this construct likely measures the effectiveness of promotional efforts related to green or sustainable products. The Cronbach's Alpha value of 0.749 suggests a reasonably reliable measurement of this concept. Consumer Buying Behavior (8 items, Cronbach's Alpha: 0.823) this construct assesses various aspects of consumer behavior related to green or eco-friendly products, such as purchase intentions, preferences, and choices. The Cronbach's Alpha value of 0.823 indicates a high level of reliability in measuring this construct. Environmental Knowledge (8 items, Cronbach's Alpha: 0.649). This construct likely measures the level of environmental knowledge that respondents possess. The Cronbach's Alpha value of 0.649 indicates moderate reliability in assessing this concept, although it may benefit from improvement.

9. Research Hypothesis

H₀₁: Environmental awareness is positively correlated with the purchasing behavior of green products, and this correlation is statistically significant.

H₀₂: There exists a significant and positive connection between the characteristics of green products and the buying behavior of green products.

H₀₃: There is an adverse correlation between the cost of green products and the act of purchasing green products.

H₀₄: A substantial and beneficial association exists between green product promotion and the buying behavior of green products.

10. Findings And Analysis

Table 2: Demographic Analysis

Factors		N	%
Gender	Male	141	50
	Female	141	50
Marital Status	Married	143	51
	Single	139	49
Age	16-35 Yrs	195	69
	36-45 Yrs	62	22
	Above 46 Yrs	25	9
Education	SSLC	62	22
	HSC	96	34
	UG	6	2
	PG	51	18
Income	10000-20000	87	31
	20001-30000	110	39
	30001-40000	70	25
	40001-50000	34	12
	Above 50000	25	9

An equal number of males and females participated in the survey (50% each). Understanding gender differences can help in tailoring green marketing strategies to appeal to both genders equally. It's essential to ensure that messages and products are inclusive and resonate with both male and female consumers. A slightly higher percentage of respondents are married (51%) compared to single (49%). Green marketing strategies may consider targeting both married and single individuals, possibly with different approaches. For example, married individuals might be more interested in environmentally friendly household products, while singles might be more interested in personal care products. The majority of respondents fall in the 16-35 age group (69%). This age group is typically considered more environmentally conscious. Green marketing campaigns could focus on products and messaging that resonate with this age group's values and preferences for sustainable products. Most respondents have completed HSC (34%) or SSLC (22%). Higher levels of education could be associated with greater awareness and understanding of environmental issues. Green marketing campaigns might emphasize the educational aspects of their products to appeal to this segment. The highest income category is 20001-30000 (39%). It's important to consider that higher-income individuals may be more willing to pay a premium for eco-friendly products. Green marketing strategies might highlight the value and quality of environmentally friendly products to appeal to this segment. In the context of green marketing and its influence on consumer behavior, this demographic and socio-economic data could be used to tailor marketing campaigns. For example, marketing messages and product offerings might be adjusted to align with the preferences and values of specific demographic groups. Additionally, it may be useful to conduct further research or surveys to understand how each group perceives and responds to green marketing initiatives to create more effective strategies.

Table 3: Descriptive Statistics

Constructs	Mean	Standard Deviation
Green Advertising	3.54	.67213
Green Branding	3.51	.75648
Eco - labelling	3.50	.72386
Green Price	3.47	.76543
Green Promotion	3.42	.71755
Consumer Buying behavior	3.50	.78321
Environmental Knowledge	3.72	.67453

According to the table on average, respondents in the survey perceive green advertising positively. The relatively low standard deviation suggests that there is a moderate level of agreement among respondents about the effectiveness or appeal of green advertising in influencing consumer behavior. Green advertising may play a significant role in shaping consumer perceptions and choices related to eco-friendly products. Green branding, which involves portraying a brand as environmentally friendly, also appears to be viewed favorably by the respondents, with a slightly lower average score compared to green advertising. The higher standard deviation indicates some variability in respondents' opinions, suggesting that not everyone feels the same way about green branding efforts. Eco-labeling, which involves using environmental labels or certifications on products, has a similar average score to green branding. The standard deviation indicates that there is some variation in how consumers perceive the importance of eco-labeling in influencing their buying behavior. Nevertheless, it remains a moderately important factor. Green pricing, which may involve offering environmentally friendly products at competitive prices, has a slightly lower average score compared to the previous constructs. The higher standard deviation suggests that there is more variability in how consumers perceive the impact of pricing on their eco-friendly product choices. Green promotion efforts, which could include discounts or promotions on eco-friendly products, also have a positive but slightly lower average score. The standard deviation suggests that consumer opinions vary somewhat when it comes to the influence of green promotions. Consumer buying behavior, in the context of green marketing, receives a moderate average score. The relatively high standard deviation indicates that there is a fair amount of variability in how consumers' behavior is influenced by green marketing efforts. This construct likely reflects the overall impact of the aforementioned factors on actual purchasing decisions. Respondents in the survey appear to have a relatively high level of

environmental knowledge. This knowledge could positively influence their perceptions and behaviors related to green marketing. The lower standard deviation suggests that there is more consensus among respondents regarding their environmental knowledge levels.

Table 4: Regression Analysis
Impact of Green marketing on purchasing behavior
Relationship between green marketing and purchasing behavior of the consumers

Factors		Consumer buying behavior
Green Advertising	R	0.265
	P	0.000
	N	282
Green Branding	R	0.279
	P	0.000
	N	282
Eco-Labeling	R	0.326
	P	0.000
	N	282
Green Price	R	0.365
	P	0.000
	N	282
Green Promotion	R	0.265
	P	0.000
	N	282
Environmental Knowledge	R	0.237
	P	0.000
	N	282

From the above table, green advertising, There is a positive correlation ($R = 0.265$) between green advertising and consumer buying behavior, indicating that as green advertising efforts increase, consumer buying behavior tends to become more aligned with environmentally friendly products. The very low p-value ($P = 0.000$) suggests that this correlation is statistically significant in the sample of 282 respondents. Similar to green advertising, green branding also shows a positive correlation ($R = 0.279$) with consumer buying behavior. This suggests that consumers tend to favor brands that are perceived as environmentally friendly. The low p-value ($P = 0.000$) indicates that this correlation is statistically significant in the sample. Eco-labelling has a relatively stronger positive correlation ($R = 0.326$) with consumer buying behavior. This indicates that consumers are influenced by eco-labels on products when making purchasing decisions. The low p-value ($P = 0.000$) suggests statistical significance. There is a positive correlation ($R = 0.365$) between green pricing and consumer buying behavior. This suggests that consumers are more likely to purchase environmentally friendly products when they are competitively priced. The low p-value ($P = 0.000$) indicates statistical significance. Green promotions also have a positive correlation ($R = 0.265$) with consumer buying behavior, indicating that consumers are influenced by promotions and discounts on eco-friendly products. The low p-value ($P = 0.000$) signifies statistical significance. There is a positive correlation ($R = 0.237$) between environmental knowledge and consumer buying behavior. This suggests that consumers with higher levels of environmental knowledge are more likely to make eco-conscious purchasing decisions. The low p-value ($P = 0.000$) indicates statistical significance.

11. Limitations

Companies are trying to green themselves, and consumers want to associate themselves with those companies, but there is a lot of ambiguity about whether or not green products can be trusted. The companies selling eco-friendly goods must be forthright with their customers without compromising legal or ethical

requirements. The benefits of environment are intangible, indirect, or minor to customers, making it hard to measure and quantify; the cost savings from recycling are questionable; and green marketing tactics are expensive and difficult to implement in the short run.

12. Conclusion

Green marketing is no longer a niche strategy but has become a significant force in contemporary business landscapes. As consumers increasingly prioritize environmental concerns, businesses have recognized the need to integrate sustainability into their marketing practices. The relationship between green marketing and consumer behavior is complex and multifaceted. Consumers are influenced by a combination of factors, including personal values, trust in brands, perceived product quality, and the credibility of environmental claims. The prevalence of greenwashing highlights the importance of accurate and transparent communication in green marketing efforts. Consumers' ability to distinguish between genuine eco-friendly products and deceptive marketing tactics is pivotal in building trust and fostering responsible consumption.

Diverse Consumer Responses: Consumers' responses to green marketing vary across demographics, cultures, and product categories. Understanding these variations is crucial for businesses to tailor their strategies effectively. **Long-Term Impact:** Sustainable consumer behavior is not merely a short-lived trend but has the potential for long-term impact. Loyalty to green brands and sustained eco-conscious purchasing behavior can be fostered through consistent and authentic green marketing efforts. Policymakers and regulators play a vital role in ensuring that green marketing aligns with ethical and environmental standards. Clear regulations can deter greenwashing and promote responsible marketing practices. Consumer education and awareness campaigns are essential in enhancing the effectiveness of green marketing. Educated consumers are more likely to make informed and sustainable choices. The digital age has transformed the landscape of green marketing, with social media, e-commerce, and online reviews becoming powerful tools in shaping consumer behavior. Marketers must adapt to these evolving platforms to effectively reach environmentally-conscious consumers.

13. Suggestions For Future Research

1. **Sustainability Labels and Consumer Trust:** Investigate the impact of different sustainability labels, certifications, and eco-badges on consumer trust and purchasing decisions. Examine how the credibility of these labels can be enhanced to combat greenwashing.
2. **Consumer Education and Awareness:** Explore the effectiveness of educational campaigns and initiatives in increasing consumer awareness of environmental issues and their influence on green purchasing behavior. Assess the long-term effects of such campaigns.
3. **Cross-Generational Differences:** Analyze how different generations (e.g., Baby Boomers, Millennials, Gen Z) respond to green marketing efforts and whether generational values and priorities influence eco-conscious consumer behavior.
4. **Comparative Analysis of Industry Sectors:** Conduct industry-specific studies to compare the effectiveness of green marketing strategies across sectors, such as fashion, food, technology, and automotive, to identify sector-specific challenges and opportunities.
5. **Digital Marketing and Social Media:** Investigate the role of digital marketing channels, social media influencers, and user-generated content in shaping green consumer behavior. Examine how the virality of sustainability-related content affects purchasing decisions.
6. **Behavioral Economics and Nudge Theory:** Apply principles of behavioral economics and nudge theory to understand how subtle changes in marketing messaging and presentation can encourage environmentally-friendly choices at the point of purchase.
7. **Sustainable Product Design:** Study how product design, including factors like recyclability, reusability, and eco-friendly packaging, influences consumer preferences and purchasing decisions.
8. **Environmental Concerns and Well-being:** Explore the relationship between consumers' personal environmental concerns and their overall well-being, including mental health. Assess how sustainable product choices contribute to a sense of well-being.

9. **Global Perspectives:** Compare and contrast the impact of green marketing strategies and consumer behavior in different regions and countries, considering variations in environmental regulations, cultural values, and economic conditions.
10. **Longitudinal Studies:** Conduct longitudinal studies to track changes in consumer behavior over time in response to evolving green marketing tactics and societal attitudes toward sustainability.
11. **Intersectionality and Diversity:** Investigate how factors such as race, gender, and income intersect with green consumer behavior, recognizing that not all individuals have equal access to or participation in sustainable consumption.
12. **Corporate Social Responsibility (CSR) and Green Marketing:** Examine the relationship between a company's broader CSR initiatives and its specific green marketing efforts, and how these combined efforts impact consumer perceptions and behavior.

These research directions can contribute to a deeper understanding of the complex interplay between green marketing and consumer purchasing behavior, offering valuable insights for businesses, policymakers, and marketers aiming to promote sustainability and responsible consumption.

14. Implications For The Study

Businesses can use the insights from the study to develop more effective green marketing strategies that resonate with environmentally-conscious consumers. Understanding how green marketing influences consumer behavior can help companies refine their product offerings, packaging, and messaging to align with sustainability values. Firms that successfully incorporate green marketing into their practices may gain a competitive edge by appealing to a growing segment of environmentally-aware consumers. Research findings can help businesses identify niches and opportunities within their industries for green product innovation. The study's findings can inform educational campaigns and initiatives aimed at increasing consumer awareness of environmental issues and the importance of sustainable consumption. Consumers may become more discerning and critical of green marketing claims, fostering transparency and accountability among businesses. Policymakers can use research results to develop regulations and standards that promote honest and effective green marketing while discouraging green washing. The study can contribute to evidence-based policymaking in areas related to sustainability and consumer protection. Effective green marketing can lead to increased demand for eco-friendly products and services, potentially reducing the environmental footprint of consumer choices. Understanding how green marketing affects consumer behavior can help in designing more eco-conscious supply chains. Consumers who make more informed and sustainable choices may experience a sense of well-being and fulfillment from contributing to environmental conservation. Improved consumer well-being can have positive societal implications, including potential reductions in stress and anxiety related to environmental concerns.

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