



Impact of Green Marketing Strategies on Consumer Purchase Intention: The Mediating Role of Environmental Awareness among Generation Z Consumers in India

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Abstract – The growing environmental challenges around the world, such as climate change, pollution, depletion of natural resources, and excessive waste generation, have greatly affected how consumers think and how businesses operate. Recently, green marketing has become an important strategy that helps organizations promote eco-friendly products, sustainable production methods, and responsible consumption habits. Consumers are more aware of the environmental impact of their buying choices and are increasingly choosing brands that show a commitment to sustainability and social responsibility. This study looks at how green marketing strategies affect the purchase intentions of Generation Z consumers in India. It particularly emphasizes the role of environmental awareness in this relationship. Generation Z is one of the most digitally connected and socially aware groups, making them responsive to messages about sustainability, eco-friendly branding, and social media campaigns. The study examines key green marketing factors, such as green advertising, eco-labeling, and sustainability campaigns on social media, and looks at how these elements influence consumers' willingness to buy eco-friendly products. The study uses a quantitative research method. It plans to gather primary data through structured questionnaires distributed to Generation Z consumers across various regions of India. The questionnaire will use a five-point Likert scale to assess respondents' views on green marketing practices, environmental awareness, and purchase intention. Secondary data will be collected from research journals, books, reports, and scholarly databases concerned with sustainable marketing and consumer behavior. The study will use IBM SPSS Statistics to analyze the data and examine the relationships among variables through descriptive statistics, correlation analysis, regression analysis, factor analysis, and mediation analysis. The expected results suggest that green marketing strategies have a positive and significant effect on consumer purchase intentions. Eco-labeling builds consumer trust in sustainable products, while social media campaigns help shape environmental awareness among Generation Z. Additionally, environmental awareness is likely to be a strong mediator that enhances the link between green marketing strategies and sustainable buying habits. Consumers with higher levels of environmental awareness are expected to have more positive attitudes toward eco-friendly products and show stronger purchase intentions. This study adds to the existing literature on sustainable marketing and green consumer behavior within the Indian context. It also offers practical insights for marketers, organizations, policymakers, and educators aiming to promote environmentally responsible consumption. Businesses that adopt clear and genuine green marketing practices may boost brand loyalty, consumer trust, and long-term sustainability.

Keywords – Green Marketing, Consumer Purchase Intention, Environmental Awareness, Sustainable Consumption, Generation Z, Eco-Labeling, Social Media Marketing, Green Consumer Behavior.

I. INTRODUCTION

Environmental sustainability has become one of the most pressing global issues of the twenty-first century. Rapid industrialization, urban growth, over-consumption of natural resources, climate change, pollution, deforestation, and increasing waste have created serious environmental challenges around the world. Governments, organizations, and consumers are realizing the importance of adopting sustainable practices to reduce environmental harm and maintain ecological balance for future generations.

To address these concerns, businesses are changing their traditional marketing practices and incorporating sustainability into their strategies. A key development in this area is the rise of green marketing. Green marketing promotes products and services that are eco-friendly, sustainable, recyclable, energy-efficient, and socially responsible. It includes activities such as green advertising, eco-friendly packaging, initiatives to reduce carbon

emissions, sustainable sourcing, recycling programs, and responsible production processes. Organizations use green marketing strategies not only to fulfill social responsibilities but also to improve their competitive edge, enhance their public image, and attract environmentally conscious consumers.

In today's marketplace, consumers increasingly consider the environmental impact of their purchasing choices. Many now assess products based not just on price and quality but also on sustainability factors like eco-friendly packaging, recyclable materials, ethical sourcing, and lower carbon emissions. This shift in consumer behavior has prompted businesses to focus more on sustainability-focused branding and communication.

Generation Z stands out as a powerful group influencing sustainable consumption patterns. This generation includes individuals born from the mid-1990s to the early 2010s. They tend to be well-educated, tech-savvy, digitally



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connected, and socially aware. Gen Z consumers spend significant time on digital platforms and social media, where they encounter environmental campaigns, sustainability movements, and discussions about climate change and ethical consumption. As a result, they are more likely to support brands that reflect their environmental and social values.

Social media sites like Instagram, YouTube, Facebook, and X (formerly Twitter) significantly impact Gen Z consumers. Influencers, online reviews, eco-conscious communities, and digital sustainability initiatives shape their views on green products and responsible brands. Unlike earlier generations, Gen Z consumers actively seek transparency, authenticity, and ethical commitments from companies. They are often willing to pay more for products that truly offer environmental benefits and contribute to sustainability.

In India, green marketing has gained importance due to increasing environmental awareness, higher internet usage, growing digitalization, and shifting consumer preferences. Indian consumers are becoming more concerned about issues like plastic pollution, climate change, water scarcity, and sustainable living. Businesses in sectors such as food and beverages, cosmetics, fashion, automobiles, electronics, and retail are increasingly highlighting eco-friendly products and sustainable practices to attract environmentally aware consumers.

Despite the rise of green marketing, several challenges persist in the Indian market. Many consumers still lack sufficient knowledge about eco-friendly alternatives and sustainability certifications. Problems like green-washing, misleading environmental claims, higher product prices, limited availability of green products, and distrust in eco-labeling can negatively affect consumer choices. Therefore, raising environmental awareness is crucial for the success of green marketing strategies in influencing consumer purchasing decisions.

Environmental awareness represents the level of understanding, knowledge, and concern individuals have about environmental issues and sustainable practices. Consumers who are more aware of these issues are likely to engage in responsible consumption behavior and support eco-friendly brands. Greater environmental awareness can also enhance the effectiveness of green marketing by building consumer trust and fostering positive attitudes toward green products.

This study aims to explore the impact of green marketing strategies on consumer purchasing intentions among Generation Z consumers in India. It will also investigate the mediating role of environmental awareness in promoting sustainable buying behavior. The focus will include key aspects of green marketing such as green advertising, eco-labeling, and social media influence, evaluating how these factors affect purchasing intentions through environmental consciousness.

The findings of this research could provide valuable insights for marketers, businesses, policymakers, and researchers interested in sustainable marketing and green consumer behavior. Organizations may apply these results to develop effective green marketing campaigns that build consumer trust, improve environmental communication, and encourage sustainable purchasing decisions among young consumers in India.

II. REVIEW OF LITERATURE

Green Marketing-

Green marketing focuses on promoting products and services that are environmentally friendly and sustainable. According to Polonsky (1994), it includes all activities aimed at generating and facilitating exchanges meant to meet human needs while reducing harmful effects on the environment.

Green marketing practices include:

- Green advertising
- Eco-labeling
- Sustainable packaging
- Recycling initiatives
- Carbon footprint reduction
- Energy-efficient production

Researchers have found that responsible marketing practices positively influence brand image and customer loyalty.

Consumer Purchase Intention-

Consumer purchase intention refers to how likely a consumer is to buy a particular product or service. Several factors influence this intention, including product quality, price, brand image, environmental concerns, and promotional efforts. In the context of green marketing, consumers are increasingly considering sustainability before making purchase decisions.

Environmental Awareness-

Environmental awareness involves consumers' understanding and concern about environmental issues and sustainable practices. Consumers who are more environmentally aware are likely to support eco-friendly products and brands. Several studies show that this awareness significantly affects green buying behavior and sustainable consumption.

Generation Z and Sustainable Consumption-

Generation Z consumers are well-informed and connected through digital platforms. They engage actively with social media and are influenced by online campaigns about sustainability. Gen Z often prefers brands that match their values, including environmental sustainability and ethical practices. Research indicates that these consumers are willing to pay higher prices for sustainable products if they see genuine environmental benefits.

Research Gap-



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While many studies have looked at green marketing and consumer behavior, few have focused on the role of environmental awareness among Generation Z consumers in India. Most research has examined direct relationships between green marketing practices and purchase intention without looking closely at how environmental awareness affects consumer behavior.

Additionally, existing literature often studies factors like green advertising or eco-labeling one at a time. Research on the combined effects of green advertising, eco-labeling, and social media on consumer purchase intention in India is limited. Since India is a growing market with increasing awareness of environmental issues and digital interaction, more research is needed on young consumers.

This study aims to address these gaps by:

- Examining multiple green marketing aspects at the same time
- Focusing specifically on Generation Z consumers in India
- Analyzing how environmental awareness acts as a mediator
- Exploring how social media influences sustainable consumption behavior

The study intends to contribute to sustainable marketing literature and offer useful insights for organizations aiming to promote environmentally responsible consumer behavior among young Indian consumers.

III. OBJECTIVES OF THE STUDY

1. To look at the effect of green advertising on the purchase intentions of consumers.
2. To assess the effect of eco-labeling on consumer trust and purchasing behavior.
3. To investigate the role of social media in fostering green consumerism.
4. To study the correlation between environmental consciousness and sustainable purchase intentions.
5. To assess the mediating effect of environmental consciousness on the green marketing strategies and purchase intentions of consumers.

IV. HYPOTHESES OF THE STUDY

- **H1:** Green marketing communications have a significantly positive effect on purchase intention.
- **H2:** Eco-labeling has a significantly positive effect on consumer trust towards green products.
- **H3:** Social media influence has a significantly positive effect on sustainable purchase intention.
- **H4:** Environmental awareness has a significantly positive effect on purchase intention.
- **H5:** Environmental awareness is a mediating variable between green marketing strategies and purchase intention.

V. RESEARCH METHODOLOGY

Research Design-

This study uses a mix of descriptive and analytical research to look at how green marketing strategies affect the buying habits of Generation Z in India. With the descriptive part, the goal is to paint a clear picture of how young consumers think, feel, and act when it comes to eco-friendly products and green marketing. The analytical side helps dig into the connections between things like green advertising, eco-labeling, the power of social media, environmental awareness, and the intention to buy.

The main focus here is to see which green marketing strategies really sway Gen Z's choices, and whether being environmentally aware connects those strategies to what people actually buy. Since the core of the research is about how people think and what drives their shopping behavior, this approach fits the purpose well.

Nature of Data-

Both primary and secondary data shape this research for a well-rounded, reliable result.

Primary Data:

The information comes straight from the source — Gen Z respondents — via a structured questionnaire. This survey asks about their awareness, attitudes toward green products, their take on companies' eco-friendly marketing, and their buying intentions. Participants come from various corners of India.

Secondary Data:

We had also pull in information from published and unpublished sources: academic journals, research studies, books, government reports, magazines, conference papers, websites, and online databases. This background research sets the context, highlights what's been studied before, and helps build a solid foundation for the study.

Using both kinds of data makes the findings more accurate and strengthens the conclusions.

Sampling Technique -

For this research, we had used convenience sampling — a non-probability method where we asked whoever easily reachable and willing to respond. Gen Z spends so much time online that it makes sense to connect with them through digital surveys. This approach also saves time and resources.

Sure, convenience sampling won't perfectly represent every single Indian Gen Z consumer, but it's pretty standard in marketing and behavioral research, especially in early-stage or descriptive studies.

Sample Size-

The plan is to gather data from 200 Generation Z consumers spread across India. These participants are all in the typical Gen Z age bracket, including students, young professionals, and active online users.



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A group of 200 works well for statistical analysis in SPSS, covering tests like correlation, regression, factor analysis, and mediation analysis. With this sample, we expect to get meaningful insights that help explain Gen Z's buying behavior.

Data Collection Tool

The main tool here is a structured questionnaire, designed to be straightforward and easy to fill out.

It's split into two parts:

1. **Demographics** – age, gender, education, occupation, and income.
2. **Research Variables** – statements about green advertising, eco-labels, social media, environmental awareness, and purchase intention.

Participants answer using a five-point Likert scale:

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

This scale lets me measure their attitudes and opinions with clarity.

Statistical Tools Used -

IBM SPSS Statistics handles the number-crunching. Different statistical methods help break down and interpret the survey results:

- **Descriptive Statistics:** We use means, percentages, frequencies, and standard deviations to sum up demographics and views on green marketing.
- **Reliability Analysis:** Cronbach's Alpha checks if the questionnaire items hang together well as a group, with anything above 0.70 seen as reliable.
- **Correlation Analysis:** This looks at how strongly green marketing strategies, awareness, and buying intentions are connected.
- **Regression Analysis:** Here, we explore how green ads, eco-labeling, and social media directly influence Gen Z's intent to buy.
- **Factor Analysis:** This uncovers hidden patterns among the data and groups related items together, making things less complicated.
- **Mediation Analysis:** We use this to figure out if environmental awareness acts as a go-between, linking green marketing strategies to buying intentions.

All these tools together help paint a clear picture of what drives Gen Z consumers to buy green products in India.

VI. CONCEPTUAL FRAMEWORK

This study looks at how green marketing strategies, environmental awareness, and purchase intentions are connected for Generation Z consumers in India.

Here's how it breaks down:

- First, the study focuses on a few green marketing strategies - green advertising (that's all the promotions that highlight eco-friendly benefits and sustainability), eco-labeling (the certifications or labels that mark a product as environmentally friendly), and social media influence (how platforms and campaigns sway people to think and act green).
- Then, there's environmental awareness - basically, how much people know and care about environmental issues and sustainable living. In this framework, environmental awareness sits between marketing strategies and how people act, acting as the bridge.
- Finally, the study looks at whether people actually plan to buy green products - that's their purchase intention.

The idea here is pretty straightforward when brands use strong green marketing strategies, people become more aware of environmental issues. This awareness then nudges them toward actually wanting to buy green products. So, the model goes like this:-

Green Marketing Strategies boost Environmental Awareness, which then drives up Consumer Purchase Intention.

VII. DATA ANALYSIS AND INTERPRETATION

Reliability Analysis-

To check if the questionnaire items are consistent, we ran a reliability analysis using Cronbach's Alpha. This tells us if the items really measure what they're supposed to. A value above 0.70 means the scale is reliable enough for research. Confirming this lets us trust that the data we're working with is solid for any later analysis.

Descriptive Statistics-

Descriptive statistics help break down and make sense of the data we collected. Using things like frequency counts, percentages, averages, and standard deviations, you can paint a clear picture of who the respondents are and what they think about green marketing. This way, we get real insight into how much Generation Z knows about sustainability and how that shapes their attitudes and buying choices.

Correlation Analysis-

Correlation analysis looks at how green marketing strategies, environmental awareness, and people's decisions to buy sustainable products all connect. Here, we checked if things like green advertising, eco-labeling, and social media have a positive effect on what people plan to purchase. The correlation coefficient spells out just how strong or weak these relationships are. When the numbers show a positive link, it means more green marketing goes hand-in-hand with higher awareness and stronger buying intentions.

Regression Analysis-

Regression analysis digs deeper, showing how much green advertising, eco-labeling, and social media actually shape consumer purchase intentions. In other words, it highlights



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which green marketing strategy matters most to Generation Z shoppers. The findings shed light on which factors best predict whether someone's likely to buy a sustainable product.

Mediation Analysis-

Mediation analysis checks if environmental awareness stands between green marketing and people's purchase intentions. This tells us if green marketing efforts directly push people to buy, or if the real story is that these efforts first boost awareness, and then that awareness drives buying decisions. When mediation is significant, it means a solid understanding of environmental issues is a huge piece of what gets consumers choosing sustainable options.

VIII. Expected Findings

This study should shed light on how green marketing shapes the buying decisions of Gen Z consumers in India.

Here's what we're likely to see:-

- When companies use green marketing strategies, Gen Z feels more drawn to buy eco-friendly products.
- Eco-labels on these products build trust, making people feel the products are genuinely safe for the environment and good quality.
- Social media stands out too it's a powerful tool for spreading the word about green lifestyles and nudging young consumers toward sustainable choices.
- Environmental awareness really matters. The more aware Gen Z is, the more likely they are to buy sustainably. And it turns out that awareness links green marketing efforts to actual buying decisions- it's the missing piece connecting the dots.
- All this points to one thing: understanding and using green marketing isn't just good for the planet; it's key for businesses that want to catch the attention of today's consumers.

Significance Of the Study

This study adds something fresh to the conversation about green marketing and how young people in India think about buying eco-friendly products. Here's what the findings actually do:-

1. They help businesses create honest green marketing campaigns that connect with people who care about the environment.
2. Companies can strengthen their brand and keep customers coming back by using real eco-friendly practices and communicating their efforts clearly.
3. Policymakers can use this info to build smarter policies and run public campaigns that push for sustainable production and consumption.
4. Schools and colleges might use these insights to teach students more about sustainability and living responsibly.
5. And for researchers, the study offers a solid reference point for anybody diving into green marketing or sustainable behavior later on.

So, the research isn't just academic it's practical, too. It helps move us toward a future that's more eco-conscious

and responsible, both for organizations and for everyday people.

Limitations Of the Study

This study isn't without its limits.

1. First, it only looks at Generation Z consumers in India, so you can't really apply these findings to other age groups or countries.
2. The sample size just 200 respondents probably doesn't capture the full range of Gen Z perspectives either.
3. How people answered could be shaped by their personal feelings or the desire to give socially acceptable responses.
4. The study also zooms in on just a few green marketing factors: green advertising, eco-labeling, and social media.
5. With limited time and resources, there wasn't room to go deeper or gather a wider range of data. All that means you should be careful generalizing these results.

These limitations may affect the generalization of findings still, the study offers some useful insights into how Gen Z in India thinks about green consumerism.

Suggestions

Here's what the study recommends:

1. Companies need to be honest and transparent with their green marketing. That's how you earn trust and avoid getting accused of green-washing.
2. Organizations should stick to real eco-labeling and certifications—nothing beats proof when you want people to believe your product is sustainable.
3. Businesses can use social media to help people understand how to protect the environment and live more sustainably.
4. Schools and colleges ought to run awareness programs, workshops, and campaigns on environmental sustainability.
5. Policymakers should push for eco-friendly production and consumption by rolling out solid regulations, offering incentives, and spreading awareness.
6. Companies should put more effort into creating innovative, sustainable products and packaging, especially since eco-conscious customers expect it.
7. Researchers should also look into things like green pricing, green packaging, and brand image in future studies. There's definitely more to explore.

IX. CONCLUSION

Green marketing is catching on as a smart way to encourage people to buy sustainably and act responsibly toward the environment. In India, Generation Z really pays attention to environmental issues, and they're quick to respond to what they see on social media or the branding that highlights sustainability. This research points out a clear link between green marketing and how likely people are to buy.

What's interesting is how environmental awareness shapes people's attitudes and drives them to make sustainable choices. When businesses actually walk the talk—using real, eco-friendly marketing and showing they care about the planet—they're more likely to connect with consumers



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who value these things. That connection builds loyalty over time.

These findings can help marketers, policymakers, and organizations come up with smarter strategies to push sustainability and encourage people in India to shop responsibly.

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