



Green Marketing and Consumer Purchase Intention in India: A Conceptual Review

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Abstract – Environmental concerns have encouraged businesses to promote products through claims about recyclability, energy efficiency, responsible sourcing and reduced packaging. This conceptual review examines how green marketing may shape consumer purchase intention in India and why positive environmental attitudes do not always translate into purchases. It considers perceived product quality, price, trust, availability, environmental knowledge and greenwashing. Drawing on consumer-behaviour theory and established marketing literature, the paper proposes that credible and specific claims are more likely to influence intention than vague environmental language. It recommends transparent evidence, consistent product performance, accessible pricing and stronger consumer education. The paper synthesises secondary literature and does not claim original survey results.

Keywords- Green marketing; consumer behaviour; purchase intention; sustainability; greenwashing; India

I. INTRODUCTION

Green marketing refers to marketing decisions that emphasise environmental attributes or reduced environmental harm across product design, packaging, distribution and communication.

Examples include refillable packaging, energy-efficient appliances and products made with recycled material. In India, businesses face the challenge of communicating sustainability while responding to diverse incomes, product needs and levels of environmental awareness.

A consumer may express concern for the environment but still choose a cheaper or more convenient alternative. This gap between stated values and actual purchase behaviour makes green marketing an important subject for commerce research. The credibility of environmental claims matters because consumers often cannot independently verify a product's full environmental impact.

II. REVIEW OF LITERATURE

Ajzen's (1991) Theory of Planned Behavior explains that intention is shaped by attitudes, subjective norms and perceived behavioural control. Applied to green purchases, a favourable attitude may support intention, social expectations may encourage sustainable choices, and perceived control may depend on affordability and product availability. Purchase intention, however, is not identical to actual purchasing.

Ottman (2011) emphasises the importance of aligning environmental responsibility with consumer value and credible communication. Peattie and Belz (2010) place sustainable marketing within a broader relationship between business, society and the natural environment. These perspectives suggest that a green claim is unlikely to

succeed over time if product quality, price, convenience or evidence fails to meet consumer expectations. Vague claims may create scepticism, particularly when businesses do not explain what makes a product environmentally preferable.

Objectives of the Study

The objectives are:

- to examine the potential relationship between green marketing and purchase intention;
- to identify factors that may strengthen or weaken consumer response;
- to discuss greenwashing and credibility;
- to suggest practical strategies for responsible green marketing.

III RESEARCH METHODOLOGY

This paper adopts a conceptual review methodology based on established consumer-behaviour and sustainable-marketing literature. The discussion is organised around attitudes, social influence, perceived control, price, trust and environmental claims. No primary survey or experimental data were collected. The proposed relationships should therefore be tested in future research rather than treated as statistically established for all Indian consumers.

IV. DISCUSSION AND ANALYSIS

1 Environmental attitude and awareness: Consumers who understand environmental problems may be more receptive to products that reduce waste or resource use. Awareness alone, however, may not lead to a purchase if the product is expensive, unavailable or perceived as lower quality. Marketing should explain practical benefits without exaggerating environmental outcomes.



2 Price and perceived value: Some consumers may accept a price premium when they believe a product offers meaningful environmental and functional benefits. Others face budget constraints and prioritise affordability. Businesses can widen access through durable products, refill options, efficient packaging and clear comparisons of long-term operating costs where these are genuinely relevant.

3 Trust and greenwashing: Greenwashing occurs when environmental communication creates a misleading impression of a product's or organisation's environmental performance. General terms such as "eco-friendly" or "100% green" are difficult to assess without evidence. More credible communication specifies the attribute, scope and basis of a claim—for example, the proportion of recycled material or a recognised certification—while avoiding claims broader than the evidence supports.

4 Product quality and availability: Environmental attributes rarely compensate indefinitely for poor performance. Product reliability, safety, design and convenience remain important. Retailers and manufacturers should ensure that sustainable alternatives are easy to find and that disposal or refill instructions are understandable.

5 Social influence and segmentation: Family, peers, online communities and public campaigns may affect attitudes toward sustainable consumption. Yet consumers are not a single group. Age, income, location, education, product category and access to alternatives can shape responses. Segmentation should be evidence-based and avoid assuming that all young or urban consumers automatically prefer green products.

V. MAJOR FINDINGS

The conceptual review indicates that green marketing is more likely to support purchase intention when environmental claims are specific, credible and relevant to consumers' needs. Price, product quality, availability and trust may mediate the relationship between environmental attitude and purchase. A gap may persist between stated intention and actual behaviour. Greenwashing can damage brand credibility, while transparent evidence and consistent performance can support longer-term relationships. These conclusions synthesise theory and prior literature; they are not estimates from a new Indian consumer survey.

VI. SUGGESTIONS

Businesses should substantiate environmental claims and make the supporting information accessible to consumers. Marketing teams should avoid vague language, disclose important limitations and use third-party certification only

where the certification is valid and relevant. Product development should integrate durability, repairability, packaging reduction and responsible sourcing where feasible. Retailers can improve visibility of credible alternatives and provide clear disposal or refill guidance. Policymakers and consumer organisations can strengthen awareness of misleading claims. Future researchers should test the proposed framework with samples across different Indian regions and product categories, measuring both purchase intention and actual purchasing behaviour.

VII. CONCLUSION

Green marketing can help businesses communicate environmental value, but its effectiveness depends on more than promotional messages. Consumers also consider price, quality, availability, trust and convenience. Responsible green marketing should be evidence-based and integrated into product and supply-chain decisions rather than treated as a branding exercise. Empirical research can clarify how these factors differ across consumer groups and which communication practices produce lasting behavioural change.

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