

## An Approaches of Green Marketing and their Influence on Customer Behavior Towards the Environment - Study Based on India

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### Abstract

*Green marketing or eco-marketing involves promoting products and services by emphasizing their environmental benefits. It's a strategy that aims to appeal to environmentally conscious consumers by showcasing a company's commitment to sustainability. This study investigates the effects of different green marketing approaches on consumer behavior towards the environment in India. It highlights the burgeoning environmental consideration among India consumers, driven by government initiatives, educational campaigns, and global sustainability plans. This heightened consciousness has translated into a renowned shift in consumer propensities, with a penchant for eco-friendly products and associations across different associations. To address this, government interventions, including sponsorships and driving powers, have known all about making sustainability more open. In the context of green marketing and its influence on customer behavior, interpretivism licenses researchers to dissect the complex and nuanced perspectives of consumers in the India regarding environmental thought and their reactions to green marketing methods. It seems that human behavior is influenced by different social, social, and individual parts, which are crucial while studying buyer behavior in a changing and dynamic context like India. A deductive research approach is suitable for this study.*

**Keywords:** *Green marketing, India, Consumer behavior, environmental awareness, sustainability, eco-labeling, sustainable packaging, Transparent branding, Price sensitivity, Government initiatives Corporate Social Responsibility (CSR), Longitudinal Studies, Cross-cultural comparisons.*

### 1. Introduction

In an era which is marked by growing environmental issues, the concept of green marketing has gained prominence as businesses' overall desire to change their strategies to sustainable practices. The India a quickly emerging country with a flourishing economy, addresses a beguiling setting- focused assessment to investigate the approaches of green marketing and their effect on client behavior concerning environmental consideration. Green marketing encompasses a degree of strategies employed by businesses to promote products and services with lessened environmental effects (Shabbir et al., 2021). These approaches intermittently consolidate sustainable product design, eco-friendly packaging, energy-skilled gathering processes, and socially reliable publicizing.

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India, with its powerful sustainability drives and targets, fills in as an ideal setting to take a gander at what these green marketing strategies mean for client behavior towards the climate. One crucial piece of green marketing in India is the promotion of eco-friendly products and services. As consumers in India become consistently environmentally conscious, they will without a doubt favor products and services that demonstrate a commitment to sustainability (Majeed et al., 2022). This study aims to see what such green products and services mean for purchaser buying choices and behavior in India market. Additionally, the control of information dissemination and communication in green marketing cannot be underestimated. Businesses in the India use different channels to convey their commitment to environmental responsibility. Social media, for example, plays a key part in frivolity client perceptions and behaviors. This examination desires to investigate how the dissemination of environmentally friendly information through state-of-the-art stages impacts client mentalities and decisions. The India government's endeavors to promote sustainability and the adoption of eco-friendly practices further compound the significance of this study. By analyzing the approaches of green marketing in India and their impact on client behavior. In addition to this basic snippet of information can be obtained about the practicality of these strategies in engaging a greener, much more environmentally conscious society (Joghee et al., 2021). Therefore this proposal aims to reveal an understanding of the pushing scene of green marketing in India and its tremendous effect on client behavior toward the climate. As the country goes on with its outing towards sustainability, understanding what businesses utilize green marketing approaches and their means for purchaser decisions can give significant direction to both policymakers and endeavors endeavoring to contribute unequivocally to the climate while flourishing in a steady market.



Figure 1: Common Green marketing strategies

## 2. Literature review

### 2.1 Green marketing strategies and approaches embraced by businesses

According to Amoako (2022). SDGs are of central importance, particularly in making markets. Businesses across various industries are reliably recognizing the need to sort out sustainability in their practices. These industries, going from agriculture to development,

are embracing diverse green marketing approaches (Amoako et al., 2022). In agriculture, companies are progressing in sustainable making practices and organic products, aligning with SDG 2 (Zero Hunger) and SDG 12 (Responsible Consumption and Production). In the development locale, the emphasis is on energy-efficient devices and e-waste decay, adding to SDG 7 (Affordable and Clean Energy) and SDG 11 (Sustainable Metropolitan regions and Communities). Style and dress brands are taking on eco-friendly materials and ethical getting, supporting SDG 12 (Responsible Consumption and Production) and SDG 8 (Decent Work and Economic Growth). This crossing reason in green marketing and the SDGs is instrumental in paying special attention to general hardships while additionally driving business growth. Making markets gives a fascinating foundation to these endeavors, where businesses could meanwhile at any point make a positive environmental difference and tap into the making pay for sustainable products and affiliations.

According to Centobelli (2020), Green marketing strategies and their alignment with the Sustainable Development Goals Evaluating environmental sustainability strategies in the freight transport and logistics industry band together with the diverse green marketing strategies embraced by businesses in various industries to uncover a dynamic landscape. While the freight business endeavors to reduce radiation and further help efficiency, it crosses with broader green marketing approaches et al., 2020) (Centobelli. For instance, eco-friendly packaging and supply chain optimization resonate with sustainability goals (SDG 12). Besides, logistics companies can utilize green transportation strategies, aligning with SDG 13 (Climate Development). This coordinated effort with sustainability resonates with consumers and businesses the equivalent, supporting the importance of eco-friendly practices across locales. In this interconnected catch of environmental responsibility, the freight business expects a fundamental part in working with sustainable supply chains, aligning with broader green marketing plans in driving a more eco-knowing world.

## 2.2 Behaviors of customers regarding environmentally friendly products

According to Cherian (2012), this study explores consumers' attitudes towards environmentally friendly products within the setting of green marketing approaches and their effect on customer direct in the India. Green marketing strategies, for instance, progressing eco-friendly product features and sustainable packaging, have gained traction in this environmentally sharp market. Understanding purchaser attitudes is genuine in evaluating the effectiveness of these strategies. In the India, where sustainability initiatives are recognizable, consumers dynamically regard products agreed with environmental responsibility, showing a solid district between green marketing endeavors and customer lead (Cherian et al., 2012). This assessment means to influence the central spots of how different green marketing approaches, including eco-naming, clear sustainability practices, and socially responsible edifying, shape consumers' discernments and purchasing decisions. By studying these dynamics, we can integrate down encounters with the India market's responsiveness to green marketing and its impact on developing environmentally sharp buyer leads. This understanding can work with businesses and policymakers in the India and past towards extra sustainable and responsible practices, pushing the security behind environmental affirmation and sustainable consumption.

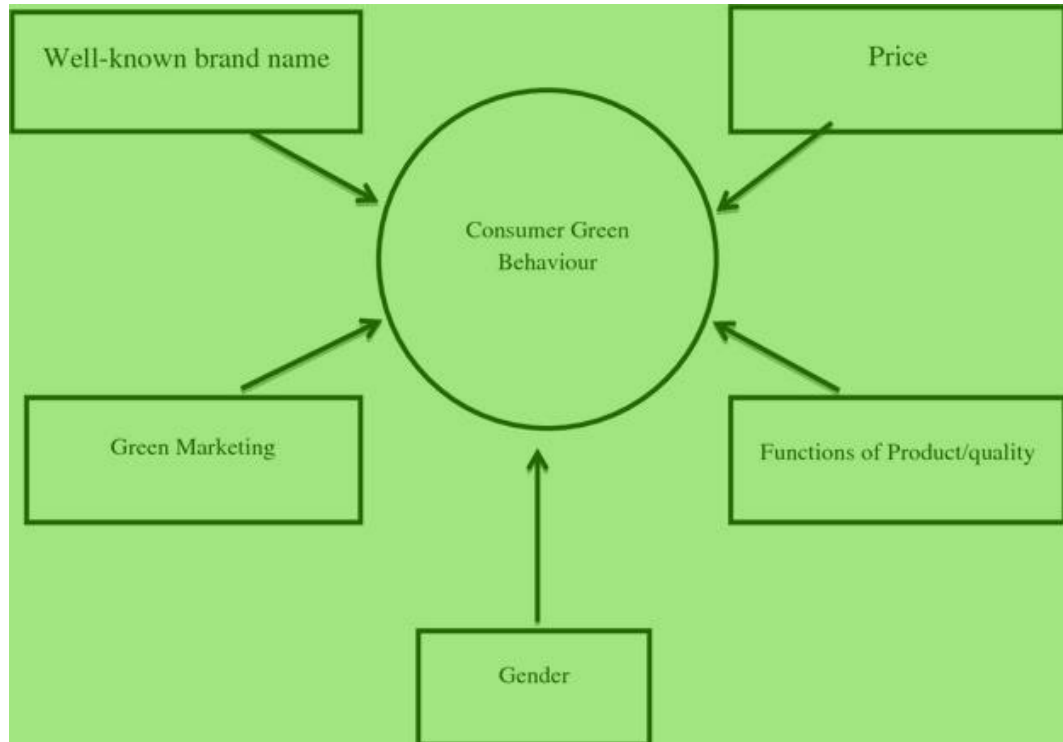


Figure 2: Behavior of consumers toward green marketing

### 2.3 Increased care among consumers regarding green marketing initiatives

According to Chen (2012), the dependable development in care among consumers regarding environmental issues and sustainability is an earnest outcome of effective green marketing initiatives. Green marketing, encompassing strategies, for instance, eco-friendly product promotion, sustainable packaging, and direct corporate sustainability practices, plays a significant part in trimming customer attitudes and approaches to acting. Through persuading green marketing endeavors, consumers become more aware of environmental hardships, the ecological impression of their choices, and the importance of sustainability (Chen et al., 2012). These initiatives partner with a sense of responsibility among consumers, jazzing up them to seek eco-knowing choices in their purchasing decisions. After some time, consumers begin to zero in on products and affiliations that line up with their found care for the environment, driving interest in sustainable responsibilities.

### 2.4 Ecolabeling

Ecolabeling is a prominent green marketing approach that assists consumers with identifying products with environmentally friendly credits. In the India, where sustainability is a growing concern, ecolabeling anticipates a basic part in influencing consumer behavior towards the environment. Ecolabels, for instance, the India own "Eco-engage" or by and large the "Energy Star" pictures are utilized to show that a thing has fulfilled express environmental principles (Tan et al., 2022). The presence of these ecolabels on products gives consumers confidence that they are making environmentally trustworthy choices. For instance, a thing showing an ecolabel could signify energy efficiency, diminished water use, or sustainable sourcing. In the India, where the government truly pushes sustainability initiatives, ecolabels are seen as solid areas for concerning data, and gathering consumers towards greener choices. Ecolabeling assists consumers with identifying environmentally friendly products as well as empowers them to change their purchases to their environmental attributes. It fills in as a tangible and truly understandable indicator of a thing's environmental affirmations, making it a strong contraption in the economy of green marketing approaches. Fittingly, consumers in the

India will pick eco-labeled products, adding to the more prominent party of sustainable practices and influencing market parts

## 2.5 Green packaging and branding

The packaging and branding of products thus anticipate a significant part in green marketing strategies. Sustainable packaging isn't just eco-friendly yet there are serious solid districts for a contraption to give a brand's commitment to the environment. In the India, consumers have become continually conscious of the environmental effects of over-the-top packaging and non-recyclable materials. This awareness has driven businesses to embrace more sustainable packaging rehearses, which similarly influence consumer behavior. Green packaging, which includes recyclable materials, decreased packaging waste, and biodegradable various choices, resonates with environmentally conscious consumers in the India (Alomari et al., 2022). Unequivocally when consumers see that a brand prioritizes sustainable packaging, they are more expected to pick those products over choices with crazy or non-environmentally friendly packaging. This decision is

driven by a longing to confine individual environmental effects and sponsorship businesses that share their qualities. Branding tolerably anticipates a gigantic part of green marketing. Affiliations that set areas of strength for out for for themselves as environmentally fit and socially conscious brands will in standard worth more prominent consumer consistency and trust.

## 2.6 Green Products, Premium, and Pricing

One of the fundamental considerations in green marketing is the pricing of green products. Green products consistently go with a perception of being premium, and businesses should meticulously investigate this viewpoint to influence consumer behavior. In India, where consumer pay levels influence, pricing is a central work out of the party of green products. While unequivocal consumers will pay a premium for environmentally friendly products considering their real environmental concerns and beliefs, others might be diverted by additional central costs. Green marketing strategies ought to figure out some kind of congruency between conveying the additional value of eco-friendly products and making them open to a more tremendous consumer base. Limits, invigorating powers, and bundles can assist with vanquishing any issues and make green products more reasonable. In India, government initiatives and divisions for green products, like energy-sensible machines, have enabled them to get together (Geng. and Maimai Tuerxun et al., 2022). These initiatives line up with India commitment to sustainability and impact client behavior by making green products genuinely overwhelming concerning pricing. Therefore, the key to noting consumers' environmental concerns and beliefs from an overall perspective influences their capacity to pay a premium for green products. People who base on environmental protection and sustainable living will place resources into eco-friendly choices, whether they go with a more prominent cost tag. Consequently, green marketing strategies should consider the degree of consumer perspectives and behaviors related to pricing and premium green products.

## 2.7 Environmental Concerns and Beliefs

Consumer behavior towards the environment is intrinsically associated with their environmental concerns and beliefs. In India, the awareness of environmental issues has been, not settled by both government-led initiatives and generally around environmental challenges, for instance, climate change and asset scarcity. Consumers in India persistently express concerns about air quality, squander the board, water affirmation, and the check of standard ecosystems (Jalees et al., 2021). These concerns convert into a brought settlement in green marketing initiatives. Businesses that change their strategies to these concerns tap into an open market aggressively to help solid areas

environmentally. Also, consumer beliefs in India are outlined by friendly and social parts. Sustainability is unflinchingly related to India public individual, as the nation endeavors to offset fast economic improvement with environmental security. This social arrangement with sustainability gives strong regions for green marketing initiatives to unequivocally influence consumer behavior.

### 3. Research Methodology

In researching the approaches of green marketing and their influence on customer behavior towards the environment in India, it's essential to define and change research philosophy, research approach, data collection methods, data analysis, and sampling structures. Interpretivism is an appropriate research philosophy for this study. Interpretivism emphasizes understanding the subjective experiences, perceptions, and meanings that individuals talk about with their actions and behaviors. In the context of green marketing and its influence on customer behavior, interpretivism licenses researchers to dissect the complex and nuanced perspectives of consumers in the India regarding environmental thought and their reactions to green marketing methods. It seems that human behavior is influenced by different social, social, and individual parts, which are crucial while studying buyer behavior in a changing and dynamic context like India. A deductive research approach is suitable for this study.

(H1) Hypothesis: Green items have a big influence on customers' intentions to purchase green. (H2) Hypothesis: Green pricing has a big influence on customers' plans to make green purchases. (H3) Hypothesis: Green location has a big influence on people' intentions to buy green products. (H4) Hypothesis: Green purchase intentions of customers are greatly influenced by green advertising.

(H5) Hypothesis: An elevated environmental mindset is positively correlated with the intention to purchase green products.

(H6) Hypothesis: A high environmental attitude is positively correlated with the intention to purchase environmentally and the price of green products.

(H7) Hypothesis: When the environmental attitude is high, the favorable association between green places and green purchasing intentions is higher.

(H8) Hypothesis: An elevated environmental mindset is positively correlated with the intention to purchase environmentally and with green marketing.

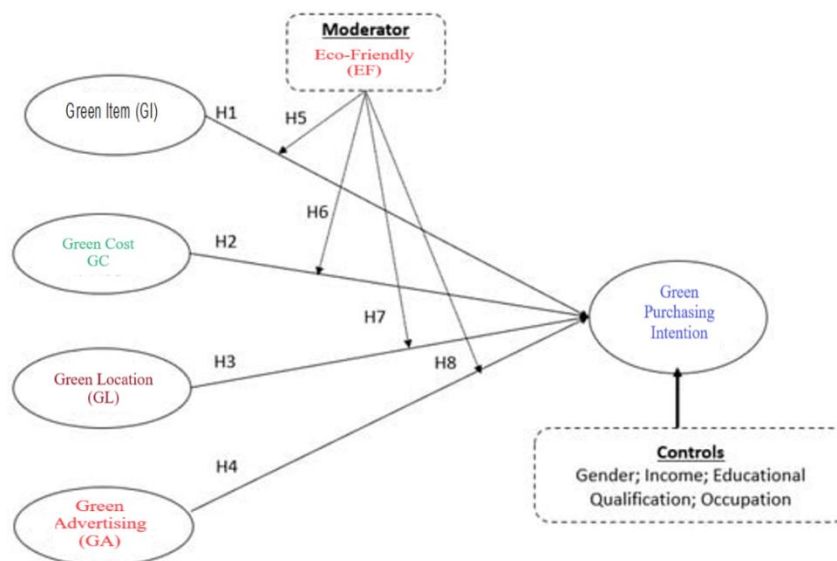


Figure 3: Proposed model work flow

Deductive research starts with a theory or hypothesis and prerequisites to test it through empirical data. For this monotonous model situation, the research will begin with established theories and concepts in green marketing, such as the effect of eco-naming or the connection between green branding and purchaser behavior. The research will then store up data to state or discredit these speculations inside the particular context of India (Nozari et al., 2023). This approach gives a planned and systematic methodology for studying the influence of green marketing philosophy on customer behavior. For this study, secondary data collection methods will be employed. Secondary data refers to existing data that has been truly collected and analyzed by different researchers, organizations, or sources. In the context of green marketing and customer behavior in India flood of data is open through wise distributions, government reports, industry examinations, and statistical evaluating studies. These secondary sources will give epic bits of data into designs, purchaser affinities, and the sufficiency of green marketing methods in the India. Likewise, since data collection might be restricted because of the Coronavirus pandemic or other logistical difficulties, the risk to existing secondary data can be significant and suitable , Qualitative data analysis is essential for gaining a deeper understanding of the nuanced perspectives and experiences of consumers in India regarding green marketing and environmental behavior. Qualitative analysis involves the systematic examination of text-based or visual data, such as interview transcripts, center social gathering discussions, or virtual redirection content. In this study, qualitative data analysis will assist with seeing subjects, models, and parts affecting customer behavior, uncovering data into the inspirations and cutoff points related to environmentally conscious decisions.. Data on 410 replies were gathered over the course of six months, from March 2023 to August 2023. After that, the main data were further examined in order to provide descriptive statistics. These individuals serve as the main decision-makers when it comes to purchasing goods and services to fulfill various demands. Primary data were gathered from participants across the nation of India.

Table 1: Demographic profile of the respondents.

		Male	Female	Total
Age (years)	24–30	50	99	149
	31–35	66	80	146
	36–40	48	68	116
		164	247	411
Education	Undergraduate	29	26	55
	Graduate	43	64	107
	Post-graduate	66	29	95
	Doctorate	27	29	56
		165	148	313
Occupation	Student	18	47	65
	Homemaker	6	43	49
	Own business	56	18	74

	In service	47	72	119
	Professional	39	69	108
		166	249	415
Monthly	Less than INR 30,000	55	104	159
income	INR 30,000–60,000	58	89	147
(INR)	More than INR 60,000	113	89	202
		164	246	410

Table 2. Measurement model.

Constructs	Statements	Factor	Source
		Loadings	
Green Items (GI)	gi1: Green personal hygiene products provide answers to environmental issues.	0.868	[40,90,85]
	gi2: The goods I utilize ought to be environmentally friendly.	0.885	
	gi 3: Green personal care items are beneficial to one's health.	0.93	
	gi 4: Greener personal care products are of higher quality.	0.817	
Green Cost (GC)	gc1: The cost of green personal care products is justified by their ecological advantages.	0.808	[3,50,84]
	gpc2: Green personal care product prices should be reasonable to motivate consumers to buy.	0.883	



	gc3: The price and quality of green personal care products are proportionate.	0.855	
	gc4: The enhanced performance of green personal care products justifies their price.	0.93	
Green Location (GL)	gl1: Green personal care products are regularly available nearby.	0.869	[20,50,86]
	gl2: Green personal care products are readily available nearby.	0.913	
	gl3: Green personal care products are widely available in all places.	0.866	
Green advertising (GA)	ga1: I tend to pay attention to advertising messages about the environment.	0.878	[40,95]
	ga2: Consumers are facilitated by environmental advertisements to make informed buying decisions.	0.92	
	gpm3: Green advertisements increase consumers' awareness of the benefits of green products.	0.873	

Eco-friendly (EF)	ef1: It has become inevitable to protect the environment for future generations.	0.845	[20,25,74]
	ef2: The cost of green personal care products is justified by their ecological advantages.	0.879	
	ef3: I took part in a campaign for the environment aggressively.	0.837	
Green purchasing intentions (GPI)	gbi1: I would rather spend more money on a green product than on a less expensive one that harms the environment.	0.842	[87,88,95,90,91]
	gpi2: Due to the fact that green items use less energy, I could think about purchasing them.	0.869	
	gpi3: Since green items are made of recycled materials, I may buy them.	0.857	
	gpi4: I am prepared to pay extra for green items because I believe they offer superior additional value.	0.842	

#### 4. Empirical Findings

The India has been experiencing significant shifts in consumer behavior affected by green marketing moves. The India has seen a remarkable effort in environmental awareness among its, not exactly everlastingly settled by government-led sustainability initiatives. This heightened awareness has translated into a preference for eco-friendly products and administrations across various regions, including fashion, food, and innovation. In India, eco-labeling and certifications, similar to BIS and organic names, play a role in influencing consumer perceptions and choices. Green advertising campaigns and correspondence strategies embraced by Indian associations are fundamental for

adornment consumer lead. Suitable bundling choices and consumer planning drives can similarly influence buying choices. Government plans and incentives, like subsidies for electric vehicles or regulations on single-use plastics, significantly affect consumer choices in India. Moreover, corporate social responsibility (CSR) drives related with ordinary authenticity can shape consumer perceptions of brands and things. Evaluation can help with really taking a gander at making consumer outlooks, propensities, and values concerning ecological worries and authenticity in the things they buy. It is imperative for guarantee that the data used is stream and material to the specific examination question or undertaking. Teaming up with academic counsel or establishments in India can give access to state of the art snippets of data and bearing for research tries. Organizations that direct certifiable practices into their products and marketing frameworks will, generally speaking, make a portion of environmentally conscious consumers.

Eco-checking and certifications, for instance, the India Eco-name, play a significant effect in sorting out consumer decisions, offering a conspicuous indication of a thing's environmental qualifications. Bona fide packaging has additionally gotten recognizable quality as consumers have become more exploring of unreasonable and non-recyclable materials. Organizations that embrace conceivable packaging line up with consumer values as well as use it as a meandering instrument, supporting their obligation to the environment. Despite these positive trends, cost sensitivity remains a figure for consumer behavior. While many expressed a hankering for eco-friendly products, perceived premium pricing can put some consumers down. Nonetheless, government subsidies and motivations for green products have been known to mitigate this obstruction. The India government's proactive stance on promoting sustainability through initiatives like energy efficiency experiences and waste reduction campaigns has significantly affected consumer behavior, hailing other leveled obligations to environmental responsibility. Additionally, educational missions and awareness programs have shown consumers the environmental impact concerning their decisions, connecting more reachable decisions. Finally, organizations that consolidate Corporate Social Responsibility (CSR) practices, particularly those connected with environmental sustainability, take part in a positive reputation among consumers, as CSR initiatives are seen as a verification of an organization's obligation to social and environmental causes, further influencing purchasing decisions.

### Assessment of the measurement model.

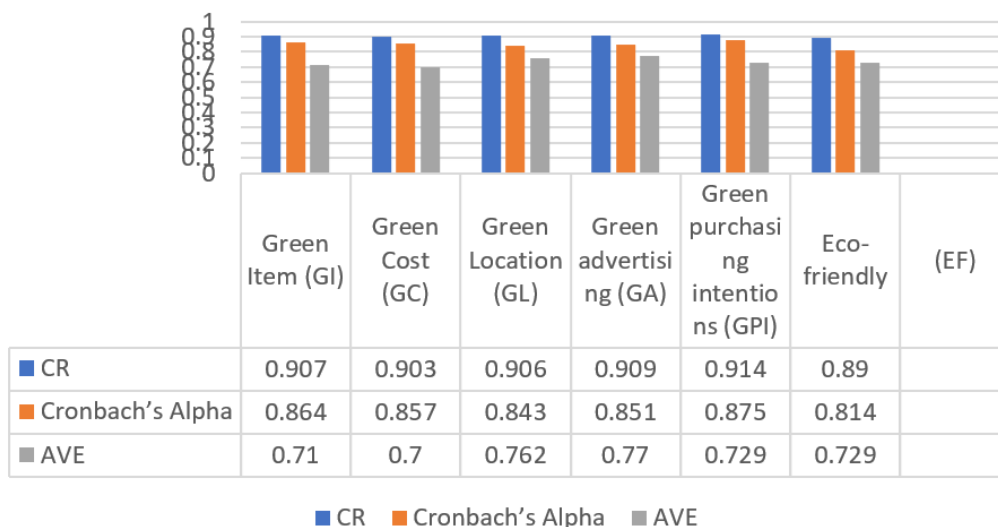


Figure 3: Assessment of the measurement model.

Table 3. Direct-hypotheses

Hypothesis	Relationship			Approximation	Rejected (REj)/ Accepted (ACC)
Hypothesis 1	GI	→	GPI	0.18 **	Acc
Hypothesis 2	GC	→	GPI	0.05	Rej
Hypothesis 3	GL	→	GPI	0.26 **	Acc
Hypothesis 4	GA	→	GPI	0.28 **	Acc

Table 4. Moderation effects report

Hypothesis	Approximation	Moderation Result
H5: EF × GI	0.04	Rej
H6: EF × GC	-0.05	Rej
H7: EF × GL	-0.01	Rej
H8: EF × GA	-0.02	Rej

Table 5. Gender. Analysis -- Multi-group

				Female	Male
Hypothesis	Relationship			Approximation	Approximation
H1	GI	→	GPI	0.25 **	0.14 *
H2	GC	→	GPI	0.08	0.04
H3	GL	→	GPI	0.28 **	0.15 *
H4	GA	→	GPI	0.24 **	0.20 *

Table 6. income level. analysis -- Multi-group

				<30K	30K–60K	>60K
Hypothesis	Relationship			Approximation	Approximation	Approximation
H1	GI	→	GPI	0.09	0.29 **	0.20 *
H2	GC	→	GPI	0.02	0.13	0.06

				<30K	30K–60K	>60K
H3	GL	→	GPI	0.18	0.30 **	0.17 *
H4	GA	→	GPI	0.32 **	0.16	0.21 *

Table 7. Educational qualifications analysis. -- Multi-group

				Level 1	Level 2	Level 3	Level 4
Hypothesis	Relationship			Estimate	Estimate	Estimate	Estimate
H1	GI	→	GPI	0.02	0.02	0.21 **	0.59 **
H2	GC	→	GPI	0.04	0.16	0.08	-0.36 *
H3	GL	→	GPI	0.32 **	0.24 *	0.20 *	0.23
H4	GA	→	GPI	0.30 *	0.10	0.24 **	0.28 *

Table 8. Multi-group analysis—occupation.

				1	2	3	4	5
Hypothesis	Relationship			Approximation	Approximation	Approximation	Approximation	Approximation
H1	GI	→	GPI	0.13	0.09	-0.09	0.28 **	0.22 *
H2	GC	→	GPI	-0.14	-0.04	0.38 *	0.04	0.15
H3	GL	→	GPI	0.29 *	0.35 *	0.20 *	0.09	0.20
H4	GA	→	GPI	0.17	0.10	0.08	0.33 **	0.21 *

We investigated the impact of green marketing techniques (GI, GC, GL, and GA) on Indian millennials' inclinations to purchase environmentally friendly personal care goods. We also looked into EA's function as a moderator in this relationship. The literature is far behind in explaining customers' intentions in developing nations like India, therefore this study adds to the body of information about green consumer buying intentions. We attempt to employ green marketing tactics to scientifically validate the purchasing intentions of Indian millennials and to uncover the moderating influence of consumers' environmental attitude.

## 5. Conclusions and Future Directions

In conclusion, the study focused on the approaches of green marketing and their effect on consumer conduct towards the environment in the India offers two or three huge insights. The India consumers are experiencing a heightened awareness of environmental issues, underpinned by a confluence of factors, including strong government initiatives,

educational campaigns, and by and large environmental consciousness (Khalil et al., 2022). This exposing issue has resulted in a recognizable change in consumer inclinations, with a making inclination towards eco-obliging products and administrations across different undertakings, mirroring consumers' aspirations to adjust their perspectives to their burgeoning environmental qualities. Green marketing frameworks, including the adoption of eco-labeling, sustainable packaging practices, and straightforward sustainability branding, have arisen as strong drivers of this transformation in consumer conduct. Eco-labels, for example, the India's Eco-label, are probably trusted indicators of environmentally responsible products, while sustainable packaging limits ecological footprints as well as communicates a brand's unwavering commitment to sustainability. Therefore amid these positive moves, the overview recognizes a persisting challenge - consumer price sensitivity towards green products. The unmistakable premium surveying related to eco-obliging options can now and again ruin their extensive adoption. To address this, government interventions, like sponsorships and inspirations for green products, have been executed to make sustainability more reasonable and useful for a more noteworthy consumer base. The proactive position of the India government showed through comprehensive sustainability initiatives enveloping energy practicality endeavors and waste reduction campaigns, plays had a basic impact in unimportance consumer conduct. These different evened-out initiatives ingrain a sensation of all-out responsibility towards environmental stewardship among consumers, drawing in the incorporation of eco-conscious propensities into their typical timetables. Additionally, companies that have embraced Corporate Social Responsibility (CSR) practices, especially those focused on environmental sustainability, have been rewarded with increased consumer trust and loyalty, as CSR initiatives are viewed as tangible demonstrations of a company's commitment to both social and environmental causes. There exist four restrictions: Initially, the cross-sectional research approach employed in this study limited the findings' applicability to marketers and producers. Second, because this research was carried out in an emerging economy, which has distinct cultural traits that are completely different from those of developed nations, the results of the empirical analysis cannot be applied to Western and developed countries. Thirdly, the current study just focuses on India's millennial demographic, excluding the country's whole working population, which is comprised of people between the ages of 15 and 59. Fourth, the study only looked at a few characteristics of environmental attitude. Other ecological practices, such recycling, energy conservation, and environmental awareness, were disregarded. In future we will overcome these limitation.

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