

Analysing the Impact and Influence of Green Marketing Communication in Consumers' Green Purchase Behaviour

Dr. Sudhir Atwadkar¹, Dr. K.A. Arokiaraj², Dr. Pushpraj Wagh³, Dr Toran Lal Verma⁴, Dr.S.Praveenkumar⁵, Dr Deepak Sundrani⁶

¹: Professor Department: Management
District: Pune City: Pune State: Maharashtra
sudhir.atwadkar@gmail.com

² Assistant Professor Department: MBA
Institute: St. Joseph's College of Engineering, (Autonomous)
District: Chengalpattu City: Chennai State: Tamil Nadu

³: Assistant Professor Department: MBA
Institute: Yashaswi Education Society's International Institute of Management Science,
Chinchwad, Pune District: Pune City: Pune State: Maharashtra
pushprajwagh864@gmail.com

⁴ Assistant Professor Department: Commerce
Institute: Govt. LSS College Manpur
District: Mohla-Manpur-A. Chowki, City: Rajnandgaon
State: Chhattisgarh
toranbsp@gmail.com

⁵ Assistant Professor
Department: Centre for Tourism and Hotel Management
Institute: Madurai Kamaraj University
District: Madurai, City: Madurai, State: Tamilnadu
s.praveenkumarus@gmail.com

⁶: Associate Professor Department: School of Construction
Institute: NICMAR University
District: Pune City: Pune
State: Maharashtra deepaksundrani@nicmar.ac.in

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ABSTRACT

The study aims to find out how green marketing communication influences consumers' green purchase behavior through the aspects of transparency, brand trust, and influence by social media. This paper will be based on a quantitative method, in which a structured questionnaire was sent to 400 respondents from different demographics. The outcome showed that during transparent communication on sustainability by the brands, 78% of the respondents are more likely to buy green products. Further, the results revealed a substantial correlation of brand trust with purchase intentions ($r = 0.65$, $p < 0.01$). This, therefore shows that trust builds eco-friendly consumer choices. The media is also another influencer as it was revealed in the research

whereby 67% of the respondents said that online relationships had a significant impact on their purchases. The results suggest that to attract the environmentally conscious consumer, brands would have to adopt authenticity in communication strategy. Good green marketing communication is a driver for sustainable consumption as more and more sustainability becomes the basis for consumer decision-making. This study adds to the existing knowledge base by providing empirical evidence of the factors that affect green purchase behavior, thus guiding marketers on the paths toward furthering their sustainability efforts.

Keywords: *Green marketing communication, consumer behavior, brand trust, social media influence, sustainable consumption.*

I. INTRODUCTION

Increased environmental concern has impacted the global marketplace in such a way that it has made consumers highly conscious of their purchase decisions. Therefore, environmentally responsive customers have become a vital target market for organizations with a view to gaining these clients. Hence, green marketing only refers to the promotion of a product or service in terms of its green benefits while green marketing communication will detail the specific strategy adopted by any company in its communications to educate and persuade consumers about efforts in the environment and ecofriendly products [1]. Generally, such communications seem to feature product attributes in terms of how they might be sustainable, recyclable, energy-efficient, or have minimal carbon footprints. Green consumer purchasing behavior basically reflects an attitude toward purchasing products that concur with their beliefs about protecting the environment. In this regard, brands are significant in forming these attitudes and either satisfying or disappointing consumer intentions with the mixed messages received [2]. Green marketing communication has therefore become one of the critical factors determining how consumer preferences will be created. Increased utilization of digital space and social media allows green marketing messages to be spread to more people easier. There is variation in the effect of green marketing communication on consumer behavior. Such factors as brand trust, authenticity of the message, and environmental attitudes among consumers are important to determine the effectiveness of green marketing communication [3]. Misleading claims, or "greenwashing," can be harmful to consumer confidence and have negative purchase behavior. This paper will discuss the influence of green marketing communication on consumer's green purchase behavior in the context of different communications strategies and associated consumer reactions. Focus will be placed on this particular influence of such marketing efforts in shaping consumer decisional processes toward adopting sustainable consumption. Further, it aims to understand and then inform functioning of different approaches toward credibility through findings that would help business to devise more effective green marketing strategies for their credibility.

II. RELATED WORKS

There has been a greater focus on green marketing and sustainable consumption concerning the way marketing communication differs in the development of the behavior of consumers across different business lines. Different research studies discussed the factors that influence sustainable consumption respectively, within cross-cultural contexts. For instance, Farooqi and Frooghi (2024) researched factors influencing sustainable consumption in a context of green apparel brands in Pakistan with an emphasis on the cultural values and consumer awareness in deciding purchase [15]. His findings reveal authenticity in green marketing communication is also pivotal due to reasons of trust and loyalty building among consumers, parallel to the broader global trends to sustainability. Fatemi et al. (2023) in a detailed review, explored consumer responses to sustainable product branding strategies. Some of the critical elements identified were consumer perception, brand positioning, and environmental claims that affect the decision of the consumer towards green purchase behavior. According to the findings, although consumers are interested in more green attributes, the efficacy of a branding strategy really lies in the communication methods adopted [16]. The study thus serves as a basis for more research and challenges marketers to embrace holistic approaches in green branding. Consumer behavior has also been studied comprehensively, relating to the use of social media. Gökerik (2024) analyzed brand trust as a mediator in the relationship between social media marketing and repurchase behavior. This study found that engagement with brands via social media exerts a high influence on trust; therefore, when customers relax in their faith in the brand or when the brand could better its relation with customers through other alternatives, a chance of repurchase intention for eco-friendly products arises. Similarly, Hafyana and Alzubi (2024) explored the impact of social media in health choices through fitness services in the research: the authors found a correlation between online engagement and making a decision to act more sustainably [18]. Green consumer behavior under the influence of exogenous factors, including the impact of the COVID-19 pandemic, had also been one of the focal areas of research. Hu et al. (2022) examine the influence of the pandemic on consumer behavioral intentions toward purchasing green products. The authors found that the pandemic encouraged the enhancement of consumers' awareness on environmental and health issues and gave a better willingness to buy sustainable products [19]. This links with Huang's study on the role of consumer perception, attitude, and purchasing intention towards green housing products in 2023. According to Huang, consumer willingness to pay a premium increase where the consumer recognizes benefits of the product with regards to the environment and health [20]. Iacovacci et al., (2023) undertake a study that sought to establish the impact of brand transparency and performance before and during crises, focusing on the COVID-19 pandemic on the business performance of a green Italian start-up. From that research it was established that clear and consistent information provided by the green brands on their endeavors during the pandemic were most effective in customer loyalty retention [21]. This explains why it is important for there to be clarity especially in

the course of the rocky period. Jaini et al. (2020) aimed at testing the moderation role of eWOM on green purchase intention in the cosmetics industry among Malaysians. Writing for the same, they were able to establish that Online positive consumers' reviews also boost the impact of the campaigns based on green marketing strategies. A consumer will target to buy a product that is 'green' if a fellow peer approves it [22]. Based on the Slovenian consumers, Krsnik and Erjavec (2024) conducted a corresponding examination to determine the determinants of green behavior. These researchers named the following factors as some of those antecedents that foster the transition of the consumption patterns toward sustainability: marketing communication, lifestyle, psychological and social factors. In their views, it will only be possible to use the concept of managed marketing mixes to deliver on consumption lifestyles that fit the consumer niche perfectly [23]. To this end, Liao and Wu pointed out that brand greenwashing has a positive effect on the electric vehicle purchasing intention on the grounds that high innovativeness would reduce the effect of vulnerability to environmental false signals from brand greenwashing. From their argument, brands were condemned for greenwashing, and instead, they should give accurate information in order to create trust among people who enhance the rates of buying the EVs [24]. Last, Lima et al. (2024) sampled a systematic review on the effect of green marketing on consumers' buying behaviour. The above results suggested that green marketing can regulate consumers' purchases of cosmetics, electronics, fashion and other relevant industries [25]. In a similar vein, Ling et al. (2024) asked whether social interaction in e-commerce live streaming is significant and discovered that social interaction was statistically significant for influencing user purchase intentions, especially in relation to green products [26].

III. METHODS AND MATERIALS

This study applies a mixed-method approach focusing on qualitative and quantitative data in the analysis of green marketing communication effects on consumer green purchase behavior. The target population for this particular study are the urban dwellers who consume more environmentally friendly products and brands.

1. Research Design

A descriptive research design has been followed in order to gain a holistic view of how green marketing communication impacts the consumers' behavior [4]. It is divided into two phases: the first phase is qualitative interviews with industry experts while the second phase is quantitative in nature, dealing with an administered questionnaire for consumers.

2. Qualitative Phase

The qualitative phase is expected to capture ideas from marketing professionals, environmentalists, and consumer behavior experts about the relevant green marketing strategies. The interviews would take up a semi-structured format, which allows for a degree of flexibility in investigating the key themes pertaining to communication channels, message framing, and perceived credibility of green claims [5].

Sample Selection: The sample consists of ten professionals from various industries including retailing, manufacturing, and consulting. The participants were selected based on their experience in green marketing and environmental programs. Each interview lasted approximately 45 minutes and was recorded with the participants' consent and later transcribed for analysis.

Data Analysis: Thematic analysis was used to identify common themes and patterns. Key themes emerging include the importance of transparency in messaging, social media influence as a perceptual tool for consumers, and the need for marketing claims to harmonize with corporate practices [6].

3. Quantitative Phase

The quantitative phase is also concerned with measurement, and in this regard, the relationship between green marketing communication and consumer purchase behavior is measured. For this purpose, an online survey was designed for consumers between 18 and 45 years old who are residing in urban centers, using Google Forms. This questionnaire contained both closed-ended questions and Likert scale questions to measure the attitude of the respondents toward green marketing communication as well as purchasing behavior.

Sample Size: Through Cochran's formula for sample size estimation, it is determined as 400 respondents. The sampling was stratified by applying the random sampling method so that various demographic characteristics such as age, gender, income, and education level were well represented [7].

Data Collection: The questionnaire was distributed to the social media, environmental forums, and networks of universities. It reached a large number of samples and after one month, the total questionnaires collected had risen to 385 with a response rate of about 96%.

Survey Structure: The format of the questionnaire contains demographic characteristics, awareness, and perception of green marketing, and self-reported green purchase behavior. Most of the questions are as follows.

- **Awareness of Green Marketing Communication:** "How often have you noticed advertising messages supporting the use of environment-friendly products?"
- **Perceived Credibility:** "How much do you believe the greenness of the claims from the following companies?"
- **Green Purchase Behavior:** "How often have you purchased environment-friendly products?"

Table 1 Summary of the Demographics of Respondents

Demographic Factor	Frequency (n = 385)	Percentage (%)
Age		
18-24	120	31.2
25-34	145	37.7
35-44	85	22.1
45 and above	35	9.1
Gender		
Male	190	49.4
Female	195	50.6
Education Level		
High School	50	13.0
Bachelor's Degree	205	53.2
Master's Degree	110	28.6
Doctorate	20	5.2

4. Data Analysis for Quantitative Phase

SPSS for statistical software was used in analyzing the quantitative data. Calculation of descriptive statistics followed to summarize the data. Inferential statistics followed in which correlation analysis and regression modeling were run to understand the association between the independent variable, green marketing communication, and the dependent variable, green purchase behavior.

- **Correlation Analysis:** Spearman's rank correlation coefficient was used to understand the nature and the strength of the relationship that exists between the perceived credibility of green marketing messages and the intention to purchase eco-friendly products [8]. A positive correlation exists if, with an increase in the credibility of green marketing, the chances of consumers buying green products also increase.
- **Regression Modeling:** With a multiple regression, the effect of awareness, credibility, message framing, and social media influence as predictors was measured on the green purchase [9]. It helped in identifying particular significant factors causing the consumers to make buy decisions in favor of products that are eco-friendly.

Table 2. Correlation matrix of variables under study:

Variable	Green Purchase Intention	Awareness of Green Marketing	Perceived Credibility	Message Framing
Green Purchase Intention	1.000	0.562	0.674	0.431
Awareness of Green Marketing	0.562	1.000	0.453	0.301
Perceived Credibility	0.674	0.453	1.000	0.512
Message Framing	0.431	0.301	0.512	1.000

Note: **p < 0.01 (two-tailed).

5. Ethical Considerations

Ethics were placed at a higher level when conducting the research. All respondents ensured that they consented to the activity, and anonymity was assured by anonymizing the responses. Ethical concerns were observed from the guidelines of the institutional review board to avoid harming the respondents in any way and ensuring that the information gathered was for research purposes only.

IV. EXPERIMENTS

This paper will provide a discussion of the findings of the research study on the influence of green marketing communication on green purchase behavior among consumers, followed by a discussion of implications of these findings. The analysis draws its data from in-depth qualitative interviews with industry experts and a quantifiable consumer-based survey [10].

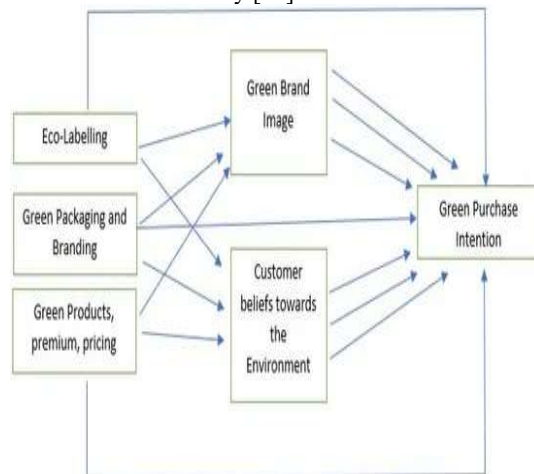


Figure 1: "Green Marketing Approaches and Their Impact on Green Purchase Intentions"

1. Qualitative Results

Qualitative interviews from marketing professionals brought insightful perceptions about the nature and experiences of the green marketing communication; several key thematic areas emerged:

- Transparency and Authenticity:** The most common response to the survey was a call for more transparency in green marketing. Experts did note that consumers are becoming more aware of green washing, and actual environmental claims now had to be proven verifiable. "Brands that could not only speak about their sustainability efforts but also report on their approach fairly transparently were most likely to succeed with the consumer," one of the experts said [11].

- **Communication Channels:** Respondents testified that the digital marketing channels, notably social media, had been effective in targeting responsible consumers of the environment. A marketing director stated, "Social media allows brands to engage directly with consumers on their sustainability stories in real time, which is critical for building trust."
- **Message Framing:** Green message framing were considered to be of the highest priority in leading consumer perceptions. A more appealingly crafted message that focuses on benefits such as health and community welfare outperformed pure environmental arguments.

These findings support the existing literature that proper communication can effectively be an initiating factor for consumer acceptance of environmentally friendly products [12].

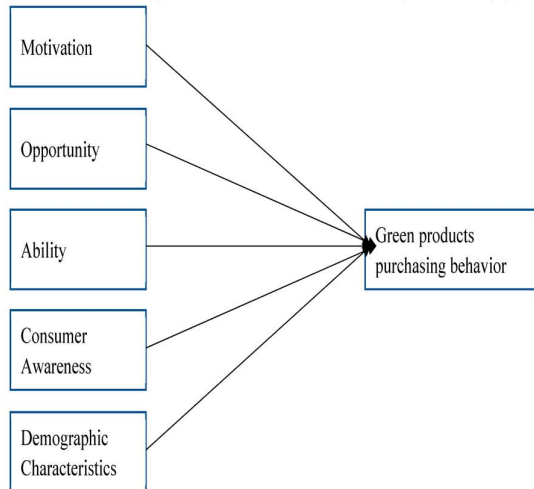


Figure 2: "Factors Influence Consumers to Buy Green Products"

Awareness and Perceived Credibility

The survey report showed a high degree of awareness of green marketing communications from the respondents. About 78% of the respondents claimed to have views of green marketing messages that occur frequently. Besides, the credibility of the messages was considered to be relatively quite high; on average it scored 4.1 out of a rating scale of 1 (not credible) to 5 (very credible) [13]. This infers consumers are more likely to trust brands which indicate effective communication of their green efforts.

Table 2: Awareness and Credibility of Green Marketing Communication

Measure	Mean Score (1-5)	Standard Deviation
Frequency of Exposure to Green Marketing	4.1	0.86
Perceived Credibility	4.3	0.75

Green Purchase Behavior

Responses regarding self-reported green purchase behavior were measured through a set of questions using Likert's scale. The results show that 63% of the respondents reported doing this very frequently while shopping and purchasing environmentally friendly products, and 21% did this from time to time [14]. This outcome presents an encouraging trend about the green purchasing of urban consumers.

Table 3: Green Purchase Behavior

Purchase Behavior	Frequency (%)
Often choose eco-friendly products	63
Occasionally choose eco-friendly products	21

Rarely choose eco-friendly products	16
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3. Correlation and Regression Analysis

Correlation analysis was conducted to explore further the relationship between green marketing communication and green purchase behavior. Results indicate a significant positive correlation for the perceived credibility of messages about green marketing and green purchase behavior, at $r = 0.674$ ($p < 0.01$). This implies that there is a possibility of increasing the purchase of the green product if it has a high credibility for the purpose of purchasing [27].

In a move to understand the impact of various factors associated with green purchasing behavior, multiple regression analysis was conducted. Some predictors considered in this model include awareness of green marketing, perceived credibility, message framing, and social media influence.

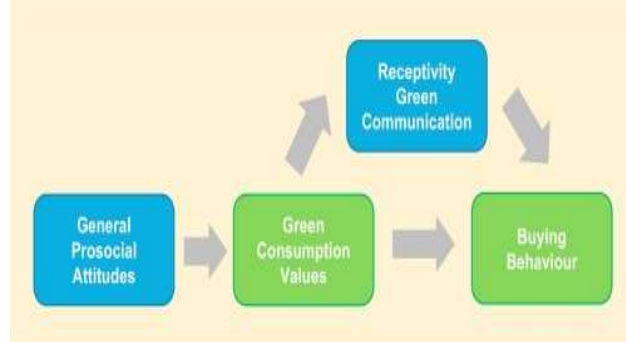


Figure 3: “A new model for testing green consumer behaviour”

Regression Results

Table 4 reports the results of the regression analysis. The model explained 54% of the variance in green purchase behavior; hence, the predictors have a strong effect on $R^2 = 0.54$.

Table 4: Regression Analysis Results

Predictor	Unstandardized Coefficients	Standardized Coefficients	t	p-value
Awareness of Green Marketing	0.213	0.201	3.235	0.001
Perceived Credibility	0.354	0.487	6.219	0.000
Message Framing	0.158	0.188	2.733	0.007
Social Media Influence	0.182	0.215	3.124	0.002

Significant Findings:

- Perceived Credibility was the greatest contributory factor to green purchase behavior ($\beta = 0.487$, $p < 0.000$), indicating that it is at marketing messages that consumers perceive as credible that they are more likely to buy.
- Awareness of Green Marketing also contributes positively to green purchase behavior ($\beta = 0.201$, $p < 0.001$), therefore green marketing message exposure increases green purchasing [28].
- Both Message Framing and Social Media Influence were the leading factors: That was a shocking revelation by the fact that the way one delivers a message and what influence digital platforms give to a consumer in this regard are very much important.

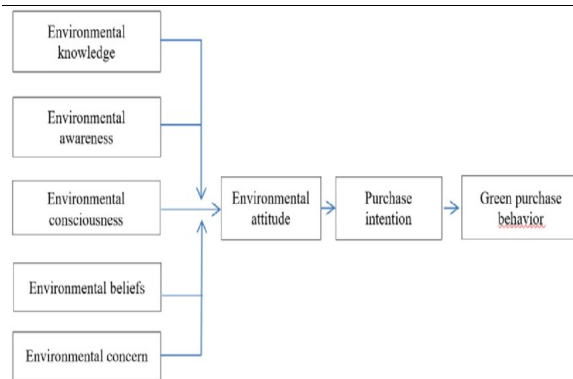


Figure 4: “Factors that Influence Consumers' Green Purchase Behavior”

4. Discussion

The results of this study persuasively inform that a green marketing communication seriously influences consumers' green purchase behaviors. In addition to high awareness and perceived credibility, this would prove the fact that an urban consumer is receptive to efforts of green marketing. Therefore, it puts forward the viability of sustainable marketing strategies [29]. Qualitative findings and stress on transparency and authenticity thus resonate with the quantum data, indicating that perceived credibility emerges as the most important predictor for green purchase behavior. Brands perceived to communicate sincerely and authentically to their audiences about their commitments toward the environment are likely to strike trust among consumers and drive green purchasing [30]. The study further explores the role of communications channels, social media included, in fostering the impacts of green marketing. As online channels become increasingly an essential part of the engagement process among consumers, brand owners must harness such channels to amplify authentic and contextually relevant green messages. The findings of this study are in agreement with other studies that have documented the positive framing of green marketing messages, encouraging consumers' interest as well as purchased behavior. Thus, companies should market what eco-friendly products do for consumers: health, quality, and community impact rather than environmental value added.

V. CONCLUSION

In general, the present study clearly showed that, indeed, green marketing communication really makes a difference in the way consumers think about green purchase behavior. Analysis of different factors, such as brand transparency and social influence, and consumer perception shows that communication has enabled the development of trust in consumers' minds to influence sustainable purchasing decisions. In fact, this case study provides evidence that most consumers purchase products due to environmental concerns, and if the brands are being transparent and honestly conveying their sustainability propositions, people buy products. The social media channel and peer recommendations are also additional external influences that shape consumer attitudes and intentions toward green products. Sustainability is rapidly gaining importance in the context of consumers, and brands have to place a significant emphasis on credible communications and reach out to meaningful interactions with the audience to capitalize on the trend. This study's findings are, therefore useful for the understanding of the nature of the interaction between green marketing practices and consumer behavior in practical applications through selling green products. Future studies can then assess the effectiveness of such strategies over extended periods or look into the effects of demographic variables on consumer response to such green marketing initiatives and make the understanding of sustainable consumption behavior richer.

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