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Abstract

Green marketing has become an important business strategy for promoting environmentally friendly products and sustainable consumption. Increasing environmental awareness has encouraged organizations to adopt eco-friendly production, packaging, and promotional practices that influence consumer purchase intentions. This review paper examines green marketing practices, their impact on consumer buying decisions, key challenges, and future opportunities.

Keywords

Green Marketing, Consumer Purchase Intention, Sustainable Marketing, Eco-friendly Products, Consumer Behaviour, Environmental Sustainability

1. Introduction

Growing concerns about climate change, pollution, and resource depletion have increased demand for sustainable products. Organizations are integrating environmental responsibility into marketing strategies to attract environmentally conscious consumers while strengthening their competitive advantage.

2. Green Marketing Practices

Major practices include eco-friendly product design, sustainable packaging, green branding, environmental certifications, carbon footprint reduction, responsible advertising, renewable energy adoption, waste reduction, recycling initiatives, and corporate social responsibility programmes.

3. Consumer Purchase Intentions

Consumer purchase intentions are influenced by environmental awareness, perceived product quality, green trust, eco-labels, pricing, brand image, social influence, and environmental values. Effective green marketing can strengthen customer loyalty and encourage sustainable purchasing behaviour.

4. Challenges

Key challenges include greenwashing, higher production costs, limited consumer awareness, price sensitivity, inconsistent environmental regulations, lack of transparency, and difficulties in measuring the effectiveness of green marketing initiatives.

5. Future Opportunities

Future opportunities include AI-driven sustainable marketing, circular economy business models, digital green campaigns, environmentally responsible supply chains,

personalized sustainability communication, and increasing demand for certified green products.

6. Conclusion

Green marketing plays a significant role in promoting sustainable consumption and influencing consumer purchase intentions. Organizations that implement authentic environmental practices, maintain transparency, and continuously innovate can achieve long-term business success while contributing to environmental sustainability.

References

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