

THE IMPACT OF GREEN MARKETING STRATEGIES ON CONSUMERS' PURCHASING INTENTION

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Introduction

Environmental issues such as climate change, pollution, and natural resource depletion have heightened consumer awareness about sustainable consumption worldwide. As a result, consumers are increasingly seeking products and brands that demonstrate eco-friendly values. Green marketing—marketing that emphasizes environmentally conscious product design, sustainable production processes, and green promotional strategies—has emerged as a critical tool for businesses aiming to align with this growing segment of environmentally aware consumers.

Recent studies show that over 70% of global consumers are willing to pay a premium for products marketed as sustainable, and 55% specifically favor brands with strong environmental commitments. This shift is especially pronounced among younger generations such as Gen Z, who prioritize environmental responsibility in their purchasing decisions (2025 data). Green marketing not only raises awareness of sustainability but also positively influences consumers' perceived value and trust in eco-friendly products, which in turn enhances their purchasing intention.

This article reviews the impact of green marketing strategies on consumers' purchasing intention, highlighting key mechanisms such as eco-labeling, green advertising, and green branding that effectively drive eco-conscious buying behaviors. Additionally, it reviews the role of government policies and social norms in supporting corporate sustainability initiatives and influencing consumer behavior in different market contexts. Understanding these factors can help businesses tailor effective green marketing strategies that resonate with environmentally aware consumers and promote sustainable consumption.

Literature Review and Theoretical Framework

Green marketing integrates strategies like eco-labeling, green branding, green pricing, green distribution, and green promotions. These strategies serve to communicate the environmental benefits of products, aiming to reduce consumers' environmental impact through their purchasing decisions. According to Ashoush et al. (2022), green marketing strategies positively correlate with consumers' purchase intentions, with the combined application of these strategies producing the strongest effect. Peattie (2001) suggests that green marketing raises awareness about environmental concerns and convinces consumers that their choices can contribute to sustainability.

Recent empirical research further confirms that consumer attitudes towards green products are the most influential factor determining green purchase intentions, supported significantly by green advertising and product awareness. Advertising that clearly



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communicates environmental benefits enhances consumers' understanding, which in turn increases their inclination to buy eco-friendly products. Green pricing, while influential, plays a relatively smaller role compared to attitudes and awareness but still supports purchase decisions when consumers perceive sustainable products as fairly priced. Furthermore, social norms and subjective expectations also shape green consumer behavior, emphasizing how peer influence and societal values encourage eco-friendly purchases. These findings underscore the importance of multifaceted green marketing approaches not only to educate but also to motivate consumers to adopt sustainable consumption behaviors (2025 studies).

Positive Effects on Purchase Intention

Empirical studies consistently show a significant positive impact of green marketing on consumer purchasing behavior. Ali (2019) found that green advertising and green branding enhance consumer buying behavior effectively, while eco-labeling also improves purchase intentions. The presence of eco-labels helps consumers identify genuinely sustainable products, which increases trust and purchase willingness (Öztürk, 2020). Furthermore, recent research by Issa El-hussain (2024) indicates that green advertising combined with brand credibility significantly influences consumers' intentions to buy recyclable products.

More recent systematic reviews confirm these effects across diverse markets. Green advertising raises consumers' environmental awareness and shapes positive attitudes toward green products, which are the strongest predictors of purchase intention. Eco-labeling and certifications bolster consumer trust and perceived product quality, critical factors enhancing willingness to pay a premium for sustainable goods. Brand credibility, underscored by corporate social responsibility and transparency, further reinforces consumer confidence and loyalty toward green brands. However, studies also highlight challenges like consumer skepticism about greenwashing and price sensitivity, which can moderate the effectiveness of green marketing strategies. Despite these challenges, green marketing remains a powerful tool for aligning corporate sustainability initiatives with consumer behavior, particularly among young, urban, and environmentally concerned segments (2025 data).

Consumer Willingness to Pay More

A 2014 Nielsen Global Survey revealed that over half of consumers worldwide are willing to pay a premium for products from companies committed to positive social and environmental impact. Specifically, 55% of global respondents expressed this willingness in 2014, with the number rising to 66% by 2015 and reaching up to 80% in more recent years. This willingness varies regionally, with higher percentages observed in Asia-Pacific and Latin America, where consumers show greater sensitivity and commitment to sustainability. Millennials and Generation Z are particularly willing to pay more for sustainable products, driving market demand in these demographics.

The survey also found that brand trust is a critical factor influencing willingness to pay more, with consumers more likely to purchase sustainable products from companies

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with perceived environmental and social responsibility. Quality, safety, organic ingredients, sustainable materials, and fair labor practices are key sustainability attributes that justify premium pricing for many consumers globally. Research indicates that most consumers are willing to pay up to 10% more for green products, with smaller segments prepared to pay even higher premiums if sustainability credentials are transparent and credible.

Moreover, companies that integrate sustainability into their core business practices and marketing strategies are experiencing faster growth compared to those that do not. Consumer goods from brands with strong sustainability commitments have grown more than 4% globally compared to 1% growth from non-sustainable brands, signaling the economic advantage of embracing green marketing to support premium pricing and stimulate sustainable market growth.

Mediators of Green Marketing Impact

Green marketing's effect on purchase intention is mediated by consumers' ecological concerns and environmental knowledge. Studies summarized by Mulya (2023) highlight that consumers' green knowledge about the brand and their ecological beliefs are crucial drivers for green purchase intention. Green marketing indirectly shapes behavior by educating consumers and reinforcing their environmental values.

Recent empirical research further emphasizes that environmental concern not only directly impacts green purchase intention but also does so indirectly through the development of green trust—trust in the environmental claims of brands and products. According to a 2025 study by Khan and Qureshi, consumers with higher environmental concern tend to have more positive attitudes toward green products, and this concern increases their green trust, which in turn significantly enhances their intention to purchase green products. Thus, green trust acts as a critical mediator in the relationship between ecological concern and buying behavior.

Similarly, Yang et al. (2024) demonstrate that environmental concern positively influences how consumers perceive green marketing efforts and brand image, both of which drive green purchase intentions. Brand image strengthened through credible green marketing reinforces consumers' willingness to make environmentally friendly choices. Educating consumers and fostering transparent communication about sustainability are essential strategies for marketers to effectively increase green consumption behavior.

These findings illustrate the importance of aligning green marketing with consumers' ecological values and knowledge to facilitate sustainable consumption patterns and deepen consumer-brand relationships in the green marketplace.

Practical Implications

Marketers should combine multiple green marketing tools for maximal effectiveness. Green product innovation, transparent eco-labeling, credible green branding, and persuasive green promotions together encourage consumers to choose sustainable options. Additionally, companies should communicate environmental responsibility consistently to build long-term trust and brand loyalty.

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Recent studies highlight the growing importance of digital-first sustainability engagement, where eco-friendly marketing is integrated with intelligent automation and hyper-personalization to minimize environmental impact while maximizing customer connection. Technologies like AI-driven marketing automation reduce carbon footprints by replacing traditional resource-heavy campaigns with personalized digital communications, enabling faster, more relevant messaging that resonates with eco-conscious consumers. Sustainable infrastructure choices, such as energy-efficient cloud hosting, further reduce the environmental cost of marketing operations.

Moreover, effective green marketing is supported by real-time carbon accounting and transparent reporting of environmental KPIs, which reinforce brand credibility and consumer trust. Companies that embed sustainability into both their product innovations and marketing ecosystems achieve higher ROI and stronger competitive advantage. This integrated approach ensures that green marketing efforts are both environmentally responsible and commercially successful, increasingly demanded by younger, environmentally aware consumer segments

Conclusion

Green marketing strategies significantly influence consumers' purchasing intentions by aligning product offerings with growing environmental consciousness. The synergy of green product features, pricing, distribution, and advertising fosters trust and willingness to pay a premium. Businesses that effectively integrate these elements through comprehensive green marketing approaches can successfully appeal to eco-conscious consumers and deepen customer loyalty.

Recent research applying the Theory of Planned Behavior (TPB) confirms that consumers' attitudes toward green products are the most influential determinant of purchase intention, followed closely by awareness generated through green advertising and product knowledge. Subjective norms and environmental awareness also positively shape green buying behavior, with pricing playing a critical but somewhat smaller role when consumers perceive that the environmental benefits justify the premium cost. Effective green advertising educates consumers on the sustainability attributes and benefits of products, boosting their environmental awareness and ultimately driving purchase decisions.

Moreover, companies adopting green marketing strategies experience enhanced brand image and gain a sustainable competitive advantage in increasingly eco-conscious markets. In sectors such as fast-moving consumer goods (FMCG) and food, green marketing practices have been linked to measurable growth in consumer trust and sales performance. This alignment with consumer values not only supports sustainable consumption patterns but also ensures long-term business viability as environmentally responsible consumption becomes mainstream globally.

In summary, the evolving landscape of consumer environmental concern underscores the critical need for businesses to embed sustainability deeply within

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marketing strategies, fostering an authentic connection with consumers who prioritize ecological impact in their purchasing choices.

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