

Innovation Through Green Paradox: An Antinomy of Green Marketing with Reference to Customers

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1. INTRODUCTION

A global study commissioned by Nielsen found that 50 percent of customers can spend extra for business products and services that have introduced projects to contribute to society. There is a segment of consumers which are called “lifestyle of health and sustainability” (Solomon, M. R., & Lowrey, T. M., 2017). These consumers are those who want those products to be produced which are not harmful to the environment and are featured to be more sustainable in nature. Such customers create a market for green products and become a part of society that are taking apartment-friendly activities.

This paper consists of the following key sections. The first segment starts with a summary of the principle of green Marketing. Marketing. First, the value of green messaging for businesses is outlined, along with the introduction of the most important standards for differentiating individuals concerning their environmental behavior, in the second section. After this contextualisation, the core methodological facets of study. The third segment of the inquiry applies to the investigation. The fourth segment of the article addresses the findings. The last segment addresses some functional consequences and draws some conclusions. Globally 58% of people worldwide posit that there is more of dejection when it comes to fighting climate change rather than hope for the same signalling that governments and change makers need to address a fundamental question: How do consumers to not only care but act? Green needs to be made and sold attractive The objective of Green marketing is not causing any ill effect of industrial activities on the environment (Yan & Yazdanifard, 2014).

The idea of sustainability is almost omnipresent today by illustrating implementation in business policy, market strategy, and study in academia. The general growth in customer perception of the lack of environmental security and social inequality has been reported worldwide. Owing to rising problems linked to acid rains, ozone layer loss, soil loss, and many other important environmental challenges, environmentalism has arisen to be a critical aspect over the past decade. This has contributed to a rise in customer anxiety about the restoration of ecological equilibrium by presenting criteria in countries around the world for eco-friendly goods. Research on environmental consumerism, with the first research going back to the 1970s, is a well-researched topic (Henion and Kinneer, 1976). Practitioners as well as researchers have been concerned about safeguarding ecological balance There is a great deal of loss of non-renewable energy supplies that have contributed to increased customer and business awareness of green marketing issues followed by the generation of non-biodegradable pollutants. There has been continuous involvement of ecological issues into their research work as humans have been continuously using all the resources from the environment and are socially responsible for the same. Many companies have been taking concern for the environmental protection into their product and actions. There have been different theories like minimising waste and adopting green principles. that is promptly adopted by various corporations as their process of work. Important publishers namely “Business Strategy and the Environment” and “Greener Management International, “are promoting research work in green marketing. Unfortunately, most individuals assume that green marketing applies only to sponsorship or promotion, advertising with environmental attributes. Terms such as Free of Phosphorus, Reusable, Refillable, and sustainable are few aspects that buyers consider as synonyms of green marketing. Eco sustainability has even entered tourism and there have been many tourist traps that are attempting to promote them under those companies who are strictly following theories and principles of green environment. (May 1991, Ingram and Durst 1989)

Even after being aware how important green marketing is about the product, there are still not important actions taken for the same. If talked about what describes a product that claims to be green there is no particular explanation for the same. There are still some ways to define green products viz energy-efficient energy, water transmitting items that are visibly safe as biologically degradable(Bhatia and Jain, 2013). Ecologically based marketing techniques include alteration in product and their production process, package reform, and advertising modification. In reality, the terms used in this field vary, including green marketing, sustainable marketing, and environmental marketing.

In recent years it has become harder to trust what companies say and what they do. This raises the question of trust between company and customer wherein according to the report 81% of Indians feel the same. Greenwashing is a word that is used when companies make false claims about their products being environmentally friendly or green products. The survey was conducted among the general population ages 18 years and older. The sample size in India was 1000. The term green consumer means the one who avoids any type of product that may cause harm to any organism to cause any pollution / unwanted activity during manufacturing or usage (Cherian & Jacob., 2012). Green marketing minimises the hazards related to the environment that are caused due to the industry's activities. Another objective of green marketing is to build an eco-centric image in the consumer's mind. They have concluded that firms believe that green marketing is appreciated over conventional marketing incentives." (Yan & Yazdanifard., 2014).

Age factor influences people's purchasing behavior, likewise influences the way of use for acquired products and service. (Mehmet & Gül., 2014). It shows that young individuals settle on more straightforward buying decisions as compared to older individuals whose buying choices are increasingly mind-boggling in light of the fact that they are progressively careful in picking an item. Young shoppers are eager to acknowledge new and inventive thoughts for organic and green products (Rahim et.al, 2017). "E-WOM Review Adoption: Consumers' Demographic Profile Influence on Green Purchase Intention" There have been various Sectors that have taken the initiatives for being a sustainable green business are automobiles, hotels, manufacturing, and other sectors. (Singh., 2013) Green marketing is helpful in building the organisation's image or goodwill in the eyes of customers Yan & Yazdanifard (2014).

With such a big number, the green market is indeed a rich source of environmental awareness, sustainable products, and social well-being of the community. This calls for a huge surge of brands from FMCG, Electronics, Mobile handset, Grooming, Handicraft, for promoting their green products and promotion through continuous marketing.

2. BACKGROUND

Green marketing is linked to all practices intended to produce green marketing facilitate any trade designed to fulfill human needs or desires with a minimum adverse effect on the natural world, i.e. environmental protection (Polonsky., 1994). There is a need to focus on issues related to environmental management due to the increase in competition, consumer awareness. When products are developed and advertised without disrupting the environment included in green marketing. It also stated that consumers are more willing to serve society and the environment and their perception of green marketing to make a desirable image of the company is crucial (Henry F.A., 2013). Consumers when consciously select or prefer to use those products that do not affect the environment negatively. It is important to take care of customer's needs along with a good image of the company. In the connected environment, consumers are aware of green products and they are equally devoted towards the environment but in order to get more successful results, marketers have to do a lot of work on green practices such as green labeling, packaging which are an important part of the marketing mix (Juwaheer & Noyaux., 2012). In order to overcome the problem of environmental degradation consumers as well as organisations must do more work on the adoption of green products, green strategies in order to get desired results according to them green marketing plays an important role in marketing research as media exposure has been increased and firms are pressurised to act as eco-friendly. Moreover, they defined the meaning of "consumerism" as a process by which consumers can be protected against any unethical practices of marketing. They concluded that the consumers are still lagging behind from the knowledge of green products as organisations fail to promote its usefulness and also fail in the practices of green packaging. (Cherian & Jacob, 2012).

It has been stated that a customer's literacy on environmental issues doesn't mean that he or she can make a green purchase. The green buying intention, no doubt, relies on the consumer's altruism and the manner in which he or she may be inspired (Cheah & Phau., 2011). In contrast to our previous literature, research done by Jaiswal & Kant, (2018) found out that Indian consumers were strongly and explicitly driven by Attitude towards Green Goods, Environmental Interest but not awareness to affect the purchase intention of green products.

While making green products firms always keep in mind the various laws, rules, and regulations regarding the product processing as well as designing without harming the customer's expectations. Green product development plays a vital role in green marketing strategy as in this, they concluded that rules for green marketing change from time to time but executing the same is not difficult. Firms believe that these strategies are useful if they are applied properly. (Yan & Yazdanifard, 2014)

A concept called "social normality" was introduced in sustainability marketing. It means that there are comprehended consumers about green products or non-green products but their non-adaptability is only due to wrong information

campaigns. It has been found that a close reference group's behavior highly affects the behavior of the consumers. (Rettie et al, 2012).

Author Cheah & Phau, (2011). have suggested differently than Bearden et al. (1989) and Stafford & Cohanougher, (1977) in respect to the sensitivity of customers to interpersonal control and behavior towards the world where Cheah & Phau, (2011) have stated that there is no effect of interpersonal relationships on consumer attitude towards the environment.

2.1 Theory of Planned Behaviour and Green Marketing

Theory of planned behaviour supports the theoretical framework for this article along with dependent variable as income and age of customers affecting purchase intention of green products taking into account the attitude, personal, and cultural determinants of consumer. (Ajzen, 2002). The Theory of Planned Behaviour (TPB) has received empirical support based on the theoretical review and is a key social cognitive theory that attempts to understand variation in behaviour along with other variable like information of Eco-labels and different environmental activities that consumer participate while purchasing green products specified by Theory of "image mould" also suggest that the packaging type also affects the purchase intention (Meyers, 1981) and same argument was supported by (Eldesouky et al., 2016) where packaging shapes of cheese affect the buying behaviour of the consumers.

It is important to remember that customer perception of price and brand value has greatly affected their decision to buy green goods. Brand name recognition is the main aspect that has positively affected their decision to buy. It is observed in the study that a person who is worried about the environment and the reputation of his brand will have a stronger interest in buying a green product. (Suki., 2013; Kolhe, M., 2023)

A new insight to marketing management was stressed upon and it stated that people, the planet, and profit are the key ingredients of Sustainability. Citizens are welcoming the green initiatives taken by businesses and corporations. People have started preferring environment-friendly products. This behaviour has encouraged firms in different sectors to promote activities, products, and services that help reduce harmful impacts on the environment. (Singh.G, 2013) There has been much evidence that there is a positive correlation between products advertised as green products and customer intention and actual purchase. (Thanika Devi Juwaheer., 2019) have analysed that consumers are aware of environmental degradation and need to protect it from harmful activities. The same has been supported by a study conducted in Mauritius who have studied green advertisement impact on behavioral intention (Jäger & Weber, 2020; Maccioni et al., 2019)

When talked of variable age it was stated that irrespective of age group, the concern for the environment increases. At the same time, it is not the case with factor income, wherein awareness of the environment with the increase in annual revenue. Some extent of the population is prepared to pay a premium cost for green items, yet a critical pool is not set up for it. It was also stated that green showcasing will be a difficult encounter. (Yanyan, G., Bhaumik, A., & ChangDa, H. 2023).

As age is a solid determinant of purchasing behavior of consumers. Every age group has different needs and is interested in products that satisfy the same (Mehmet and Gül., 2014). "Demographic characteristics of consumer buying behavior effects of environmentally friendly products and an application in Gaziantep". There is a very significant element of green goods, i.e. Eco-labels that serve as certification marks or clearance seals that provide characterised standard of the product that claims to be green, thus ensuring the truthfulness of these statements to customers. Eco-labels warn instant buying as they reduce the risk of looking for alternative goods and trust the content of the green products used (Atkinson and Rosenthal, 2014). In research performed by (Sun et al., 2020), combinations of message variables and product engagement fostered optimistic eco-label assessments. It was concluded that Eco-Label Faith and Eco Label Source had a more optimistic outlook toward Eco labels.

Green products are generally costlier than ordinary products because the manufacturing costs are higher for green products thus could be afforded by the consumer with higher income group (Chaudhary et al., 2018) Income has a positive relationship with environmental affectability in which customers with high earnings are additionally ready to purchase green items contrasted with shoppers with low income. Most low-income shoppers don't propose purchasing green products and regularly purchase the least expensive item. It was anticipated that low-income shoppers will not prefer to buy green products. (Rahim et al., 2017) "E-WOM Review Adoption: Consumers' Demographic Profile Influence on Green Purchase Intention". Products and services expenses, as well as shoppers' social and ethical behaviors, are influenced significantly by income level. It is acknowledged that income has a positive correlation with environmental behavior. (Mehmet & Gül., 2014).

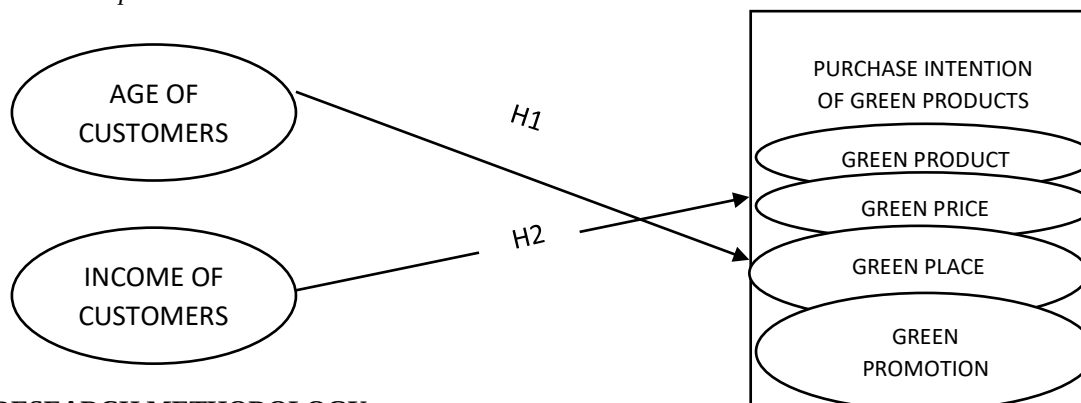
This section provides the result of the literature integration from which the research gap was identified wherein what marketing mix is essential for customers with different occupations and ages and with varied incomes. Thereby, a series of

research questions were presented which denote specific areas still uncovered if talked about which category is most purchased. The conceptual framework is shown in Figure 1

H₀₁: There is no significant impact of age over purchasing green products through green marketing.

H₀₂: There is no significant impact of income over purchasing green products through green marketing

Figure 1 Conceptual Framework



3.1 RESEARCH METHODOLOGY

3.1 Data collection and Questionnaire Development

For examining the hypothesis proposed, a survey questionnaire was adapted. The data were collected from 120 customers who are aware of green marketing & aware of environmental activities by using stratified random sampling in which strata were formed according to the age group of respondents. In total 200 questionnaires were distributed directly to the respondents. A sample of 160 was gathered from respondents where 40 respondents were aware of green products but not consuming those products so all 120 responses were useful for final interpretation in Haridwar. The consumers, who are not buying green products were excluded from the study. In the survey, users were told not to reveal their names to minimise prejudice in response.

Based on these surveys, the following research question has been set to present the impact of social media on businesses.

Research Question 1: Does the presence of green marketing impact the purchase of green products? If yes, how much of the total expenditure of a month is spent on green products?

Research Question 2: What benefits do they drive by buying green products?

Research Question 3: Which category is most purchased when purchasing green products?

4. RESULT

Table 1 Demographic Profile

Variable	Frequency
Gender Norm	
Male	42
Female	78
Age of respondents	
Beneath 20	8
From 20 till 30	74
From 30 till 40	25
40 and above	13
Educational Qualification	
Businessman & serviceman	53
Student	17
Housekeeper	36

Academicians	14
Monthly income	
Upto 10000	18
10000-30000	23
30000-60000	20
60000 & Above	26
No income	33
Total	120

In table 1 there are majorly female respondents and the age group is dominated by groups having ages between 20-30, and majorly they are either operating businesses or servicemen. Our demographic profile of respondents reveals that it comprises all forms of employment and people of varying salaries and age classes, giving standardised outcomes for the above studies. The findings related to the impact of age and income on marketing mix factors for the purchase of green products are shown in (Table 5 and 6).

Table 2 Knowledge about green product

		Responses of no. of respondents	Percent according to to respondents
Valid	yes	101	84.2
	maybe	19	15.8
	Total	120	100.0

Table 2 depicts that most of the people have knowledge about the green product and there were 19 people among 120 respondents that responded that don't have proper about green products knowledge and there were 25 respondents who said they do not know the green product and 40 respondents were those who knew the green product but do not purchase the same.

Table 3 Medium for knowledge

		Responses	
		N	Percent
medium	television_advertisement	71	32.6%
	magzine_newspaper	55	25.2%
	class_lectures	28	12.8%
	online_advertisement	64	29.4%
Total		218	100.0%

Table 3 depicts that general knowledge about green products is through television and advertisement 71 respondents i.e. 32 % of the sample and 64 respondents were those who got to know about green products through online advertisements either on their phone or on laptops. Since it is a multiple answer choice so respondents could answer for more than one option. Many studies have found that green advertisement is meant to affect customer purchasing intentions by motivating customers to purchase eco-labeled goods and allowing them to understand the positive effects on both themselves and the environment. (Sun et al., 2020)

Table 4 Impact of using green product

		Responses	
		N	Percent
environmental activities	recycling product	75	32.9%
	reusable product	72	31.6%

	biodegradable product	81	35.5%
Total		228	100.0%

Table 4 depicts that around 81 respondents out of 120 prefer purchasing biodegradable products like and after that 75 respondents prefer products that can be recycled easily and 72 respondents choose reusably. Similar evidence could be found by (Tsai et al., 2020) where he observed that Consumers are expected to have more trust in the brand, perceive 'green action' as a business effort, and be more inclined to buy the brand's green goods. They also suggested that Starbucks can also enhance its sustainability management by utilising green products for the building of outlets and by minimising the use of consumables and electricity in its operation.

Figure 2 The green or environmentally friendly products are worth the money

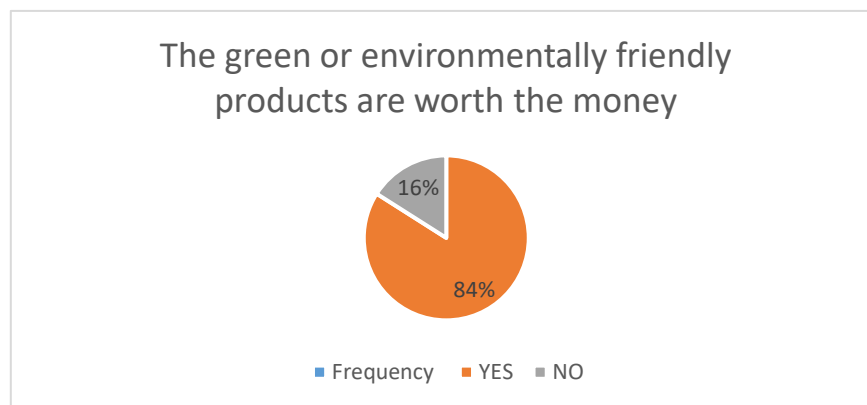


Figure 2 depicts that the majority of respondents feel that green products are worth money and should invest in them to be a part of a future sustainable environment. Among 120 respondents, 19 i.e. 16 % feel that green products are not worth money and are more costly than normal products. People who feel like green products are not worth the money was majorly students belonging from a young age group with a lower income group. In previous studies (Finisterra et al., 2009) there was a group belonging to the same age group like us who knew about green products but felt that green products are over the range.

Table 5 : Impact of age over the purchase of green product affected by marketing element

Table showing Homogeneity of Variances				
	Levene Statistic	degree of freedom 1	degree of freedom 2	Significance.
product	1.385	3	116	.251
price	.696	3	116	.556
packaging	4.778	3	116	.004
promotion	9.545	3	116	.000

Table 5 shows that age does not have a significant impact on the type of product and price of purchase of green product while age has an impact on promotion and packaging have an impact on the purchase of green products having proper promotional techniques would enhance the purchase of green product and packaging would also have a great impact the purchase of the product; Such data items are substantially different variances according to Levene statistics which show a significant variation of only 0.04 & 0.00 (below 0.005 for 5 percent meaning level) as the outcome of ANOVA may not be true for this component. Therefore, Welch tests are performed for analysing this particular variable. As the significance values are much higher than the required 0.05. The statistics and importance values suggest the null hypothesis i.e. H1 is agreed partially for product and price while it was not true for other marketing elements like packaging and promotion. Our research is in support of results by (Finisterra et al., 2009) where individuals from higher age group and age group from 25-34 were really skeptical about the promotional and advertising claims by companies

Table 6 Impact of income over the purchase of green product affected by marketing element

Table showing Homogeneity of Variances				
	Levene Statistic	degree of freedom 1	degree of freedom 2	Significance.
product	3.763	4	115	.006
price	3.460	4	115	.010
packaging	2.485	4	115	.047
promotion	2.893	4	115	.025

Table 6 shows that income significantly impacts the purchase of green products affected by marketing elements; all elements, namely product, price, packaging, and promotion, have a substantial impact on the purchase of green products. According to Levene statistics, such test elements are significantly different variances, which display a small amount of just 0.06, 0.10, 0.47, and 0.25 (below 0.005 for 5 percent significance point) as the outcome of ANOVA could not be true for this component. Therefore, Welch tests are performed for analysing this particular variable. As the significance values are much higher than the required 0.05. The facts and significance values suggest the null hypothesis is acknowledged. Our research is also supported by (Finisterra et al., 2009) research who had also concluded that students who had income ranging from S500 to S1000 had knowledge about green products but were uncommitted towards the purchase of green products and proved in their study that demographic factors do have a significant impact over green product consumers.

Table 7 Knowledge About Eco Labels

	Responses of no. of respondents	Percent according to respondents
yes	65	54.2
no	55	45.8
Total	120	100.0

Table 7 depicts that majority of people (i.e. 54 %) do read eco-labels while purchasing green products. It was even asked them to name some green eco-labels they were EU Ecolabel for furniture, Eco Home for furniture, Environment working group for beauty products also ECOCERT for a food product. Still, around 45% of respondents don't read of eco-labels while purchasing green products. The government's position is also crucial to further help the creation of eco-labeled goods. First, to promote their products, more appropriate policies and regulations should be formulated by the government. For eg, it could allow businesses more easy access to eco-label certification. (Sun et al., 2020)

Figure 3 Category in which green product mostly purchased

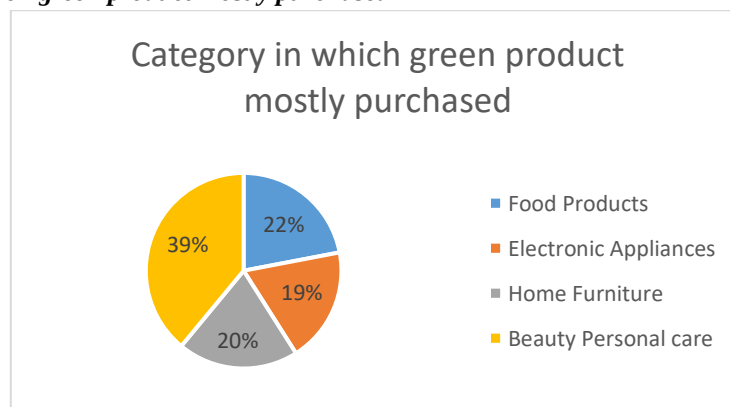


Figure 3 depicts that most of the green products are purchased from the beauty and personal care category i.e. up to 39% of respondents selected it. Also after that, maximum purchases are from the food product category and after that 20% of purchases of green products are from home and furniture followed by purchases of electronics and appliances.

Table 8 Read labels to know what ingredients have been used

READ LABELS		Frequency	Percent
Valid	yes	75	62.5
	no	17	14.2
	maybe	28	23.3
	Total	120	100
CERTIFICATION			
Valid	yes	58	48.3
	no	32	26.7
	maybe	30	25
	Total	120	100

Table 8 depicts that most of the 62 % of respondents read labels to know the ingredients of the product they are purchasing and 23%of respondents have said they read the labels but don't know about them i.e. whether they are really green product ingredients or not. The above table also depicts that the majority of people know about certifications like climate, SIRIM certification and there were around 27% respondents.

Table 9 Investing in reusable products gives a sense of contribution to the environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.8	.8	.8
	disagree	2	1.7	1.7	2.5
	neutral	21	17.5	17.5	20.0
	agree	57	47.5	47.5	67.5
	strongly agree	39	32.5	32.5	100.0
	Total	120	100.0	100.0	

The above table depicts that using reusable or green products gives a sense of contribution towards the environment. Here Linkert scale has been used wherein 47% of respondents agreed to this statement while only 32% of respondents strongly agree to the statement.

Figure 4 Medium used for purchase Green product

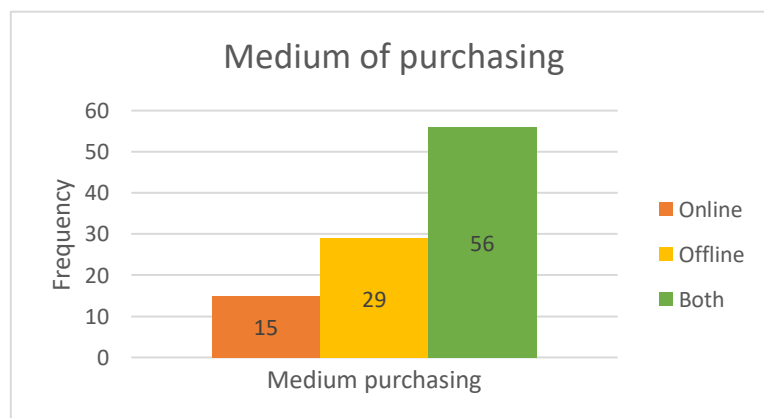


Figure 4 shows that in our research that respondents purchased green products through multichannel i.e. 56 respondents choose both channels and 15 respondents chose they buy green products only online and there were 29 respondents were

who only buy green products offline. With the awareness of environmental concerns and too much interest in the “greening” industry these days, various companies have replied with both online and offline alternatives to meet consumers.

Figure 5 Percentage of income spent over green product purchase

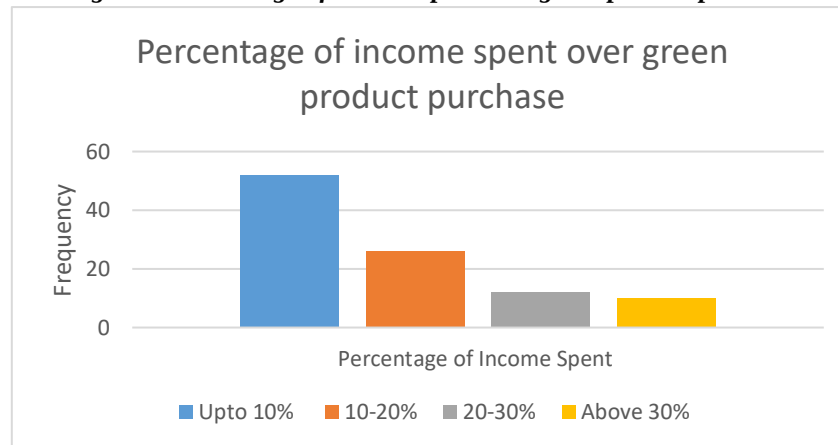


Figure 5 shows that in our research the percentage of income spent on green product wherein 52 respondents said that they spent up to 10% of their income on purchasing green product while only 26 respondents said that they spent 10-20% of their income on green products followed by 12 respondents who said that they spent 20-30% over green products.

5. Discussion

Given the tremendous capacity to attain a viable competitive edge, the integration of the concepts of green marketing into business processes is gradually stated in the economic globalisation process. Many surveys reveal even if there were to be an initial cost increase, six out of 10 companies would invest in sustainability projects. Many corporations have rapidly embraced the Environmental Management System (EMS) and started adopting an eco-friendly approach to all business operations. They have also started to take sustainability steps to follow a win-win strategy that saves the company’s expenses while displaying recognition among clients who are constantly searching for commitments. As they are conscious that all things relevant to human life are influenced by environmental concerns (Moravcikova et al., 2017). Degradation in the environment has expedited and consumers have widely accepted the same. The government has already taken a few projects. Still, consumers have not yet noticed it even after being aware of green products which suggest more promotional activities to advertise the green product and increase their sale. There were positive responses that consumers are reporting optimistically for green marketing campaigns of various organisations sustainable and reusable products as it is an urgent need of the hour for earth’s sustainability. When organisations make products renewable they can save a lot of money in the long run and share the same with their customers by making their product price efficient. To protect the environment, customers may choose green goods over traditional products because of increased understanding and concern. Concerns were more focused on ozone loss and global warming. Consumers are worried about the atmosphere’s state and hope businesses can use green environmental conservation practices. The findings have implications for sustainable producers, especially for the practice of green marketing. Marketing correspondence on green practices must concentrate more on the subject and message. Emotions are likely to move and lead to persuasion by promotional arguments using green goods and practices. To benefit most from their green brand positioning, markets must be in the forefront of customer recall. In order to establish an effect and a distinct green positioning, constant and persistent contact from the side of the organisations is required.

Both corporate organisations and people worldwide are concerned with environmental problems and issues. Consumers are very serious about the atmosphere and to have increasingly altered their actions in favor of its defence. A new demand for green goods has arisen because of this emerging problem, and engaged buyers have made it more relevant. The explanation is that consumers’ constructive role is viewed as a mechanism by which environmental conservation can be encouraged. Among other activities, it is important to build respect for the environment. It has also been conveyed, however, that some more environmentally aware customers do not always function in an ecologically sustainable manner.

Empirical studies have clarified that relatively few consumers have reflected the desire to recycle goods, care about environmental emissions and pay for more ecological products. (Shabbir et al., 2020)

In lieu of the importance of green marketing, author has added to the literature of it in a variety of ways: author find that as age impacts more than two marketing combinations, packaging and advertising i.e. people of different age groups look at different selling strategies and packaging of green goods when buying them. In addition to the influence of age on the marketing mix, researcher has evaluated impact of sales on the marketing mix when purchasing a green commodity. So when selling green food, producers must pay attention to all marketing blends reasonably to sell it to people of different income classes. In this report, researcher has responded to the need for studies on how different marketing blends affect different ages and people's income classes. Around the same time, customers have demonstrated a favorable outlook towards green goods while stressing about the supply and price of such items.

Shafaat and Sultan (2012) have suggested that the main problems faced by green product advertisers are Green marketing continues to be popular among these obstacles, especially given the increasing global attention to climate change. The company is working hard to demonstrate its commitment to reducing the harmful climate impact of its goods and services. For sustainability growth, green marketing may play an essential part, but businesses must adopt creative approaches to support themselves in a competitive climate. Green marketing should return to the general environmental growth of the world and society; encouraging green marketing practices would be simple if it were possible to create a sustainable social environment that would make customers feel friendly, positive, and satisfied. The final subject of this research is the role of emotion moderation in the course of attitude forming. (Kao and Du, 2020). The majority of consumers in the industry can pay higher premiums for green goods, according to market research results. The principle of green pricing creates more options for consumers to engage in clean energy. In several states, clients receive a substantial response from premium pricing strategies. The consistency of goods with green premium pricing has also been greater. In addition, a proper and well-designed pricing policy for environmental regulation encourages renewable practices to boost the market's competitive edge. Material production and pricing approaches strongly affect a company's profitability. Therefore, with environmental concerns in mind, implementing the required pricing strategy will promote a market. In determining the green pricing of goods, various variables play a part. Green pricing and associated initiatives substantially affect customer interaction rates (Shabbir et al., 2020).

6. CONCLUSION

The research findings will help companies gain a deeper view of what consumers desire, so when speak of generation z, marketers should avoid "taking away" from nature because they cannot "give back something." Green marketing and advertising are of utmost importance for capturing potential future consumers. Those companies who do not respond to the 'green challenge' with goods that are better for the environment would risk losing any trust in the eyes of some customers who are more concerned with environmental concerns.

A green product is futuristic due to the growing need for sustainable products and increasing awareness towards society in various fields of business, like food, electronic appliances, and lifestyle. To create brand value, an entrepreneur must use multiple media platforms to keep in touch with customers. Researchers here also identify that green marketing is the best way to capture a new market. There are various categories in which the purchase of green products could be made like food products, electronic appliances, home furniture, beauty, and personal care wherein beauty and personal care is the most chosen category.

So, our H_{01} is rejected because age has a significant impact on the purchase of green product due to promotion and packaging of the product wherein there is a scope of increasing awareness related to product and prices of green product. H_{02} is rejected as income significantly impacts purchasing green products, which is affected by the type of product, price, packaging, and promotion of the product. The findings of the studies undertaken by Berkowitz and Lutterman (1968) and Henion are similar to our results wherein our primary respondents are those with higher income levels, and it is suggested that consumers with medium and high wages and higher education are more likely to exhibit pro-environmental behavior. Under this study, researcher has concluded that most of the respondents knew about green products and green marketing similarly, author (Jain et al., (2004) stated that country like India real green consumerism is only in its infancy and people barely have time to engage in environmental advocacy to fight against ecological degradation but with government and environment laws have played an important role in the increment of knowledge about green products.

There's a lot about saying the environment through tv ads, online mobile ads, and when it comes to our respondents, it's the first time people hear about green goods. It can be inferred that the Haridwar consumers sampled here understand the issues currently facing the world and that they are mindful of the nature of environmental problems, even though their worries are not always mirrored in environmentally-friendly behavior. As concluded, customers are willing to focus their shopping choices on purchasing goods that do not affect the environment. They have ideas about eco-labels and Ingredients put in green products. So, the businesses that manufacture green goods should also concentrate on specific limited details to boost their sales.

7. Limitation and Future Direction

Further study may expand in such a way that green ads really reach out to the customer, along with the cultural impact of the respondents, may explain what breaks into the consumer's hearts that influence the consumer's purchasing intention. There is a need for further study that considers the above constraints to strengthen our future understanding.

Conflict of Interest

All the authors disclose that no financial assistance has been taken to write this article and confirm the manuscript has not been submitted elsewhere .

Data Validation and Authentication

The researcher assured that all collected data is authentic and participants were informed in advance about the purpose of the survey.

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