

Sustainable Marketing Practices and Their Impact on Consumer Purchase Intentions: An Empirical Study of Indian Startups

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ABSTRACT

Using sustainable marketing, companies can effectively communicate with their consumers. In retail, these efforts often go unrecognized but are acknowledged by shoppers when they come to the fore. Startups face challenges as well as opportunities for growth. Businesses establish Trust through their sustainable marketing strategies. Improving production processes and waste reduction, in turn, naturally leads to lower material demands, and those companies that manufacture in small quantities will benefit. According to data, companies that adopt sustainable practices are more likely to have their wares purchased by consumers. Companies include Green messaging in their marketing to attract buyers. Indian Startups revise their business strategy to suit the changing market. Brands win customer confidence with sustainable produce development. Startups find it necessary to combine cost efficiency with their marketing strategy. Indian consumers watch how companies act in the market and structure their reactions accordingly. By degrees, firms in India take up renewable energy, gradually adapting their business to new forms. India provides startups with a testing ground with a difference. There is no shortage of resources for innovative ideas, though it may be challenging to make the change at first. After shops emphasize green initiatives, research has shown that customers intend to adopt sustainable habits. Organizations purchase raw materials from responsible suppliers and monitor their ecological footprint to indicate their success. An emerging Indian market has helped startups to embrace innovation. A sample of 253 was collected from customers in different industry. The factors that affect Sustainable Marketing Practices and Their Impact on Consumer Purchase Intentions are Consumer Awareness and Knowledge, Corporate Social Responsibility, Brand Trust and Reputation, and Government Regulations and Policies.

Keywords- Sustainable marketing practices, Consumer Purchase Intentions.

Introduction

Many firms in India 's startup environment find it high time to introduce sustainable marketing, offering consumers the benevolent business practices they want and need. For the retail industry, a good deal of the work passes unnoticed by consumers, yet it will determine what to buy.

As stated by Majeed et al., (2022), firms must incorporate sustainability modes into their business models and ensure that their strategies are aligned with environmental concerns, Thus strengthening consumer confidence and deepening their market participation. The Indian startup ecosystem must overcome many obstacles when seizing opportunities to increase its breadth and build credibility. In sustainable marketing, Trust is another important factor. Firms utilize transparent communication strategies to verify their work. Companies employ waste reduction technology and control the quantity of products they manufacture in particular. Consumer preference for brands that follow responsible business practices becomes the trend, pushing startups to embed sustainability further up the chain.

Indian startups have traditionally modified marketing strategies to match market needs. Marketing plays a fundamental role in shaping consumer decisions. Another significant element in Indian startups' Almost as a matter of course, there are messages about the Environment in products that are all differently appealing. Consumers consider these efforts. A company gets its investors' money on the assumption that it replaces its strategy. That's how you can get real insights from data-driven marketing. A firm judges the effect of its marketing strategies by systematic and up-to-the-minute data provision so that environmental claims will echo down the line. Consumers in India closely track corporate behavior, ensuring good conduct and business success. Research by Mahmoud, (2018)

Startups adjust the business model by blending in renewable energy sources from the top down, then gradually phasing them(successively) to improve efficiency.(That started when?) India is an experimental space for commerce where companies can refine sustainable marketing initiatives based on experience. The country's vast market allows startups to overcome initial hurdles (even in transitioning to sustainability). Research indicates that consumer intentions of carrying out environmentally oriented actions are reinforced as sustainable businesses are more environmentally friendly in their retail operations. Companies carry out marketing campaigns emphasizing the reduction of waste. Such action is consistent with their initiatives and increases consumer confidence in their sustainability claims. Firms work with environmentally responsible suppliers to obtain raw materials, ensuring that each production stage meets sustainability standards. Found by Liao et al., (2020)

Businesses track their progress by figuring out the ecological footprint of their operations and then using this data to refine their strategies. It helps optimize resource allocation. Organizations use engineering solutions and renewable energy practices such as combined heat power (CHP) to reduce emissions and always get things done. Indian startups project themselves as appealing to younger demographics by making sustainability one of their brand identities. Analysts analyze sales data to find how effective sustainable marketing has been and if it works on actual consumers. Fears of negative effects have historically deterred businesses from assuming sustainable marketing.

Still, it is now generally recognized that one of the conditions for remaining competitive in a world with strong environmental standards is such an approach. Consumers favor brands that remind them of their environmental concerns and thus reinforce the role of sustainability in deciding what

to buy. India offers a growing consumer market where startups find room for invention and strategies that answer changing expectations. It has helped that analysts observing purchasing behavior can study just how Trust affects decisions. Then, the business's direction is based on knowledge derived from solid research results.

Explored by Tan et al., (2022) that established communication is required to win Trust, and even a company's sustainability programs must be cast in this much light while offering up all of its information for public consumption. The impacts of sustainable marketing transcend individual companies and are now influencing industry-wide trends in consumer aspirations. Investigated by Sugandini et al., (2020)

Investigated by Sugandini et al., (2020) Companies must adapt their practices in real-time with sustainability benchmarks to have a chance in fast-paced competitive markets and continually refine their strategies to maximize effectiveness. The march of responsible corporate conduct means that businesses equipped with updated modi are all the more inclined to include sustainability in their branding, and communication becomes paramount for consumer relations. Consumers are more likely to purchase sustainable products if they offer comparable or superior quality and performance to traditional alternatives. If a sustainable product can be shown to perform better (e.g., longer-lasting, more durable), it can increase the likelihood of purchase. Old pioneers tire, and newer ones arrive on the scene, where thousands of small businesses form today's dynamic and expanding strata. There is also a new China Tech boon in rural areas for nature lovers condensing into digital form to explore fields. Efforts must be made to balance their operating costs and marketing initiatives properly so that any work put towards environmental protection also increases public Trust in the business and provides facilities for long-term development. CSR initiatives are a critical aspect of sustainable marketing. Brands that actively engage in social and environmental causes (e.g., supporting local communities, reducing carbon footprints, or contributing to social equity) can enhance their sustainable image and appeal to ethical consumers. Findings from empirical studies show how sustainable marketing and consumer buying behavior are correlated: where business operations take environmental responsibility into account, their market performance is stronger. Study by Kumar et al., (2021)

Companies adjust their strategies accordingly to account for the realities of data-driven insights. Startups participating in environmental stakeholder meetings are an intermediate force in guiding enterprises to form sustainable solutions that dovetail with broader objectives. As they build sustainable long-term strategies, enterprises must weave responsible environmental practices into their operations to keep pace with rising customer expectations. As Indian startups push ahead in their innovations, sustainable marketing is becoming a crucial factor in corporate success, which illustrates how responsible practices can guide whole trends and standards of behavior within our industry.

Literature review

Firms modify strategies to coincide with the changing expectations of the market on a year-over-year basis; thus, sustainable marketing works in concert with consumer intentions to buy. Researchers are probing consumer behavior by examining the connection between sustainability efforts and companies, analyzing Indian startups as an illustrative case. By incorporating environmental stewardship into its brand image, firms can guide purchasing behavior according to the tastes of consumers looking for sustainability. Studies show how consumers today receive

these endeavors--co-existing with green marketing is now profitable for businesses. As discussed by Amin & Tarun, (2021)

Firms employ image upgrading to reduce their ecological footprint and attract consumers who want ethically responsible brands. Researchers adopt a research-based methodology to compare consumer intent across different sectors, gathering empirical data from a team based on Indian startups and other enterprises. Indian companies use identifiable sustainability models, follow global examples in the international community, and modify these to fit local consumer attitudes. Studies show a change in consumer values when businesses start to take charge environmentally as they adopt sustainable management practices. Consumers see such headway on environmental grounds as they make purchases, so companies that accommodate responsible business practices have won their support.

Researchers present data on how consumers trust firms that claim sustainability in concise terms, thereby encouraging that intent to purchase. Indian startups face the problem of integrating sustainability into their business models but simultaneously try to respond flexibly to changes in consumer demand.

Data indicates firms highlighting sustainability in their messaging see annual revenue grow by some 15% on average compared to competitors unwilling or unable to prioritize environmental responsibility. Researchers look at how Indian startups compete in emerging markets, using sustainable merchandise and fair production to differentiate themselves. Analyzed by Rahman & Nguyen-Viet, (2023)

Emission reduction strategies, collectively, are already part of company practice. From innovative methods of waste reduction and energy conservation adopted by Indian firms, it is clear that their ecological footprint has shrunk. Examined by Lavuri et al., (2022) Firms that have adopted sustainable initiatives report higher customer engagement. The research divides consumer behavior into specifics, analyzing the impact of sustainability marketing on Trust, repeated purchases, and the channels through which it affects environmental credibility. For Indian consumer, brands should prove their environmental efforts; the more tangible, the better.

The data is evaluated for possible signs of equilibrium during green marketing campaigns, or even better -- perhaps to turn this around and make a higher score in terms of customer response rates. Businesses highlighting their concern for the Environment have received greater engagement. Researchers find Indian consumers are responding to this with their purchasing choices, looking favorably upon brands that carry out consistent and clear sustainability initiatives in nature. Firms today cut prices to match eco-friendly products either by using them or making them lower in price themselves. Move the worker to one level lower than another. Reported by Li et al., (2024) Indian startups figure out the right pace to run alongside this, and they stabilize as sustainable offerings. Research examines how pricing strategies influence purchasing behavior and finds that cheap clothes increase consumer trust.

As Indian startups use social media and digital technology to discuss sustainability efforts, they're tailoring their marketing tactics to certain age groups. Researchers analyzed what digital training does for consumers' understanding of green issues, showing the success of highly structured sustainable messages that make users buy a product. Early research indicated that consumers are more loyal to companies that provide specific, detailed information about their sustainable

activities. Marketing strategy, therefore, moves toward making long-term relationships with the consumer, using digital technology to enhance Trust and confidence. Indian enterprises sell environmental credentials to help them market services, using the NGO to back up their data. Reviewed by Wijekoon & Sabri, (2021) Researchers asked to what extent the company relationship affects consumer confidence and established that third-party endorsements strengthen a brand's credibility while it is low. Along these lines, surveys of sustainable marketing show that consumers are usually happy with the verifiable commitment to the Environment as an environment-friendly business plan. And they are just as likely to be enthusiastic about these trends as others. Until now, most Indian startups have aimed for rapid returns rather than circuitous paths to profit or risky global operations.

Meta-analysis by Zhuang et al., (2021) To calculate the future, researchers predict that instead of simply service quality, transparency will be a standard requisite from which any company can no longer attempt to escape. Indian businesses are importing technology to add energy efficiency, reducing operational costs while preserving their dedication to environmental issues. Sustainable products must not only be eco-friendly but also meet consumer expectations in terms of quality and performance. If a sustainable product fails to perform well or meet consumer needs, it can reduce the effectiveness of a sustainable marketing strategy. Studies indicate that firms prioritizing sustainability outperform their competitors in terms of the trust they command with consumers and market share. To help consumers better understand the environmental performance of some brands, marketing teams generate strategies for sustainability initiatives. With visual storytelling, digital ads, and educational content, Indian startups reinforce the message of sustainability. What are the results? Consumer attention tracking reveals that brands that invest in sustainability education generate more than double the purchase intent. Research has shown that businesses that blend sustainability into their marketing mix enjoy long-term benefits. In a world where most people appreciate sustainable consumable products more than ever, research has proven that you will win their hearts and get a competitive edge.

Trust is a key reason behind people's purchasing decisions today, as they seek brands that can provide verifiable sustainability commitments. Display whatever evidence your investors require that your Indian startups stick to environmentally friendly business practices without fail. Highlighted by Gahlot Sarkar et al., (2019) define consumer reaction to environmental stimuli and find that purchase intention increases with the visibility of a company's dedicated efforts at sustainable development. It is known statistically that firms with all-around brands of sustainability experience both increased 2% running sales and longer consumer retention. More and more Indian markets show a growing preference for brands that meet all their sustainability aspirations. Through consumer response to sustainable product offerings, researchers track shopper behavior, finding that purchase intent goes up when brands adhere to ethical business practices. Studies demonstrate that marketing helps to reinforce the sustainability message, showing that clear communication fosters consumer involvement. India's startups seek to align their sustainability strategies with regulation while keeping up competitive market positions.

Recognizing the growing trend of calling oneself ecologically responsible in purchasing behavior, Consumer behavior henceforth takes the form of sustainability. And market research papers reflect this. In response to what it views as increased consumer demand for ethical products, Indian entrepreneurs integrate sustainability into business models. Researched by Sreen et al., (2018) shows firms that market their product or service based on sustainability are more trusted by consumers. When a brand is perceived as contributing positively to society through CSR,

consumers are more likely to align their purchasing behavior with those values. Consumers often seek to support companies that they believe are making a meaningful difference, thus enhancing their purchase intentions. The link between environmental responsibility and economic profit is thus strengthened. Sustainable marketing has found a testing ground in the Indian market for research and consideration. We see a return only after long-term purchasing patterns for many consumers are examined. However, studies from other teams suggest that Indian startups take the lead in sustainable business strategies, setting benchmarks for global markets. Indian startups lead the way in sustainability, developing solutions harmonizing with global environmental goals. Research demonstrates that firms that emphasize sustainability have an edge, thus reaffirming the importance of green marketing in today's business strategies. As sustainable marketing develops, so do enterprise adjustments to consumer expectations and government regulation. Summarized by Sharma, (2021)

Trust plays a crucial role in purchase decisions, with surveys showing that giving customers visibility into one's sustainability efforts leads to more loyalty.

Objective

To study the factors affecting Sustainable Marketing Practices and Their Impact on Consumer Purchase Intentions.

Methodology

A sample of 253 participants were collected from customers in different industry. The method of sampling was "Random sampling" for collection of data and examination was done by "Explanatory Factor Analysis" for results.

Findings

The table demonstrates demographic details, it shows that 53.75% are Male, 46.25% are female. Looking at the age, 32.81% are between 30 to 35 years of age, 31.22% are between 35 to 40 years of age, and 35.97% are above 40 years of age. With regards to Type of Industry, 39.92% is Clothing & Apparel, 24.90% is Food & Beverages, and 35.18% is Electronic.

Participant's Details

Variables	Participants	Percentage
Gender		
Male	136	53.75%
Female	117	46.25%
Total	253	100
Ages in years		

30 to 35	83	32.81%
35 to 40	79	31.22%
Above 40	91	35.97%
Total	253	100
Type of Industry		
Clothing & Apparel	101	39.92%
Food & Beverages	63	24.90%
Electronics	89	35.18%
Total	253	100

“Factor Analysis”**“KMO and Bartlett's Test”**

“Kaiser-Meyer-Olkin Measure of Sampling Adequacy”	.757
“Bartlett's Test of Sphericity”	“Approx. Chi-Square” 4202.289
	df 91
	Significance .000

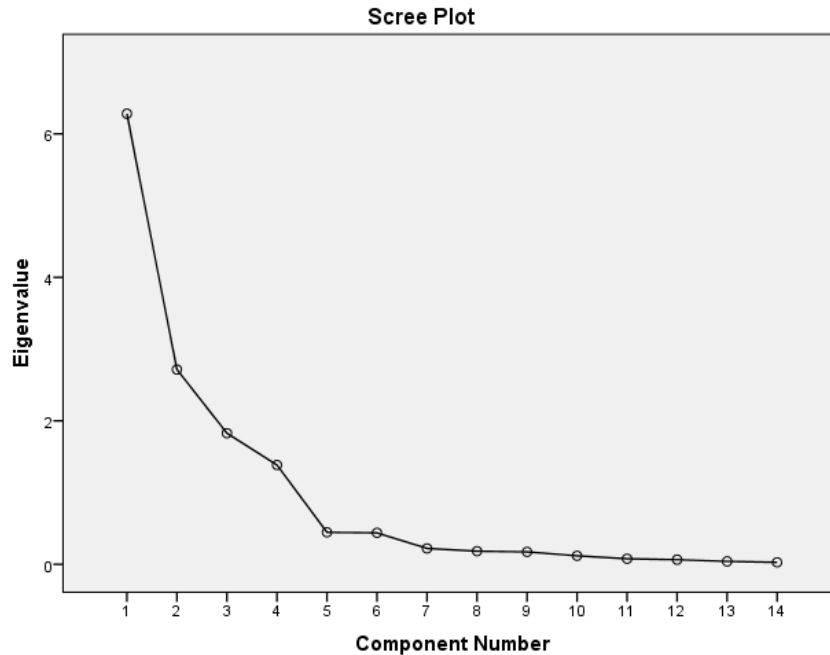
“KMO and Bartlett's Test”, value of KMO is .757

“Total Variance Explained”

“Component”	“Initial Eigenvalues”			“Rotation Sums of Squared Loadings”		
	“Total”	“% Of Variance”	“Cumulative %”	“Total”	“% Of Variance”	“Cumulative %”
1.	6.281	44.864	44.864	3.731	26.653	26.653
2.	2.715	19.394	64.258	3.694	26.389	53.042
3.	1.828	13.054	77.311	2.491	17.794	70.836
4.	1.385	9.890	87.201	2.291	16.365	87.201
5.	.446	3.184	90.385			
6.	.439	3.132	93.517			
7.	.222	1.584	95.101			
8.	.183	1.309	96.410			
9.	.173	1.238	97.648			
10.	.119	.848	98.496			
11.	.078	.559	99.055			

12.	.064	.459	99.514			
13.	.041	.291	99.805			
14.	.027	.195	100.000			

The four factors contribute towards explaining total 87.201% of variance. Variance that is explained by Consumer Awareness and Knowledge is 26.653, Corporate Social Responsibility is 26.389%, Brand Trust and Reputation is 17.794%, and Government Regulations and Policies is 16.365%.



Scree Plot

“Rotated Component Matrix”

S. No.	Statements	Factor Loading	Factor Reliability
	Consumer Awareness and Knowledge		.952
1.	Awareness about environmental and social issues grows, consumers are becoming more informed	.945	
2.	Educating consumers about environmental benefits of products influence consumer purchase decisions	.881	
3.	Awareness of sustainability likely to prioritize eco-friendly and socially responsible products	.864	
4.	Knowledge of consumers about sustainability issues, draw them towards brands that promote these values	.849	

	Corporate Social Responsibility		.966
1.	Sustainable products not only be eco-friendly but also consumer expectations in terms of quality and performance	.960	
2.	If a sustainable product fails to perform well, it can reduce the effectiveness of a sustainable marketing	.912	
3.	Consumers are more likely to purchase sustainable products if they offer comparable or superior quality	.906	
4.	If a sustainable product can be shown to perform better, it can increase the likelihood of purchase	.888	
	Brand Trust and Reputation		.877
1.	Brands that are transparent about their sustainability efforts are more likely to build trust with consumers	.919	
2.	Trustworthy brand reputation in sustainability space significantly increases consumer purchase intentions	.829	
3.	Consumers who believe that a brand cares about the environment, they are more likely to purchase	.818	
	Government Regulations and Policies		.820
1.	Government regulations promoting sustainability encourage businesses to adopt sustainable practices	.931	
2.	Regulations that encourage sustainability, make consumers confident in purchase decisions	.923	
3.	Policies restricting harmful environmental practices push consumers toward more sustainable options	.620	

Factors of the study and its related variables

Consumer Awareness and Knowledge is the first factor of the study, the variables it includes are Awareness about environmental and social issues grows, consumers are becoming more informed, Educating consumers about environmental benefits of products influence consumer purchase decisions, Awareness of sustainability likely to prioritize eco-friendly and socially responsible products, and Knowledge of consumers about sustainability issues, draw them towards brands that promote these values. Second factor is Corporate Social Responsibility, it includes variables like Sustainable products not only be eco-friendly but also consumer expectations in terms of quality and performance, If a sustainable product fails to perform well, it can reduce the effectiveness of a sustainable marketing, Consumers are more likely to purchase sustainable products if they offer comparable or superior quality, and If a sustainable product can be shown to perform better, it can increase the likelihood of purchase, Brand Trust and Reputation is the third factor, its variables are Brands that are transparent about their sustainability efforts are more likely to build trust with

consumers, Trustworthy brand reputation in sustainability space significantly increases consumer purchase intentions, and Consumers who believe that a brand cares about the environment, they are more likely to purchase. Last and fourth factor is Government Regulations and Policies, its variables are Government regulations promoting sustainability encourage businesses to adopt sustainable practices, Regulations that encourage sustainability, make consumers confident in purchase decisions, and Policies restricting harmful environmental practices push consumers toward more sustainable options.

“Reliability Statistics”

“Cronbach's Alpha”	“Number of Items”
.893	14

Total reliability of 14 items that includes variables for factors affecting Sustainable Marketing Practices and Their Impact on Consumer Purchase Intentions 0.893.

Conclusion

Competitive firms must adapt continuously to keep their approaches fresh and remain one step ahead of their rivals, and sustainability thus becomes a fundamental part of their business model. Hence, empirical analysis of sustainable marketing will yield important data on such practices' influence on consumer preferences. It can help the industry get back on course and up to date with today's market demand. Marketing efforts emphasize sustainability so clear and open communication reinforces consumer trust. India's startups are realizing how responsible marketing shapes consumer purchasing intentions. The literature emphasizes consumer confidence as highly influential in shaping people's buying decisions. Thus, transparent communication in marketing is critical. Team marketing creates schemes to educate people on environmental consciousness, thus making sure sustainable messages continue to sway buying behavior. The future of sustainable marketing has been shaped by startups in India, which adapt themselves to market conditions and consumer preferences. The factors that affect Sustainable Marketing Practices and Their Impact on Consumer Purchase Intentions are Consumer Awareness and Knowledge, Corporate Social Responsibility, Brand Trust and Reputation, and Government Regulations and Policies.

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