

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

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Abstract

Green Marketing Communication in consumers' green purchase behavior is essential in the context of increasing environmental awareness and the growing importance of sustainability in consumer choices. This background provides an overview of the key factors and motivations that drive consumers' green purchase behavior and the role of marketing communication in influencing these choices. GMC has emerged as a pivotal tool in shaping consumers' green purchase behavior, driving a paradigm shift towards sustainability. The paper explored the multifaceted impact and influence of green marketing communication on consumers, analyzing the key dynamics that contribute to a more eco-conscious marketplace. The study delves into the role of green marketing in fostering increased environmental awareness, building trust and credibility, shaping consumer perceptions, creating a competitive advantage, influencing purchase intentions, and encouraging broader sustainable lifestyles. The research seeks to investigate the factors that contribute to successful green marketing communication and its impact on consumers' perceptions and preferences for sustainable products. Additionally, the study aims to address challenges such as the potential skepticism due to green washing and the role of transparency in building consumer trust. The communication of sustainable and eco-friendly attributes creates a sense of responsibility and awareness among consumers, influencing their purchasing decisions. However, it is crucial for businesses to ensure transparency and authenticity in their green marketing efforts to build trust and credibility. As

consumers become more conscientious about their environmental impact, green marketing communication will likely continue to play a crucial role in fostering sustainable consumption patterns and driving positive change towards a greener and more eco-conscious future.

Keywords: Building Trust, Credibility, competitive advantage, Sustainable Lifestyles, purchase intention, preference, attitude, Marketing Communication and Consumers' Green Purchase Behaviour.

Introduction

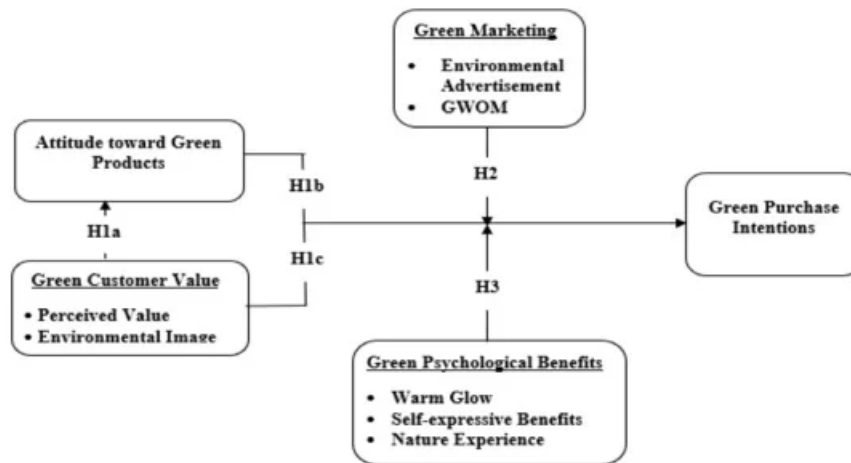
In the contemporary global marketplace, the rising awareness of environmental issues has led to a transformative shift in consumer behavior. This shift is characterized by an increased preference for environmentally friendly products and services, prompting businesses to adopt sustainable practices. The intersection of these trends has given rise to the study of Green Marketing Communication and its impact on consumers' green purchase behavior. The past few decades have witnessed an unprecedented surge in environmental concerns, ranging from climate change and deforestation to pollution and depletion of natural resources. This has prompted consumers to reevaluate their purchasing decisions, seeking products that align with their ecological values. Moreover, both consumers and firms, especially in advanced nations, are becoming more conscious of the pressing necessity to embrace ecologically sustainable purchasing behavior and production practices. Green marketing communication is not just about selling products; it's about building a positive brand image, fostering consumer trust, and contributing to a more sustainable future [13]. The evolution of consumer preferences reflects a growing inclination towards sustainable choices. Consumers are not only more conscious of the environmental impact of their purchases but are actively seeking products and services that minimize harm to the planet. Green marketing communication acts as a catalyst in this regard, creating a positive connection between the brand and the consumer. When consumers perceive that a company is genuinely dedicated to sustainability, it reinforces their satisfaction, loyalty, and advocacy for the brand. Businesses that prioritize green communication not only attract environmentally conscious consumers but also foster a sense of pride and contentment in their customer base, contributing to long-term satisfaction and positive word-of-mouth recommendations.

Background of the study

As consumers become increasingly aware of the ecological challenges facing the planet, their purchasing decisions are shaped by a desire to contribute positively to the environment. Green marketing communication serves as a bridge between businesses and environmentally conscious consumers, providing information and creating awareness about products that align with sustainable practices. Effective communication strategies highlight the eco-friendly attributes of products, emphasizing aspects such as recyclability, energy efficiency, and reduced carbon footprint. By fostering a sense of responsibility and connection to environmental causes, green marketing communication not only informs consumers but also cultivates a sense of shared values. In turn, this connection strengthens consumers' inclination to choose products that resonate with their environmental ethics, thereby driving a shift towards a more sustainable and eco-conscious purchase behavior. As businesses recognize the increasing importance of sustainability, integrating effective green marketing communication strategies becomes imperative to meet consumer expectations and foster a more environmentally conscious marketplace. Environmentally responsible marketing, also referred to as green marketing, is a crucial tool for companies aiming to demonstrate their commitment to sustainability, differentiate themselves from competitors, and appeal to consumers who prioritize eco-friendly practices [3]. The crucial role of green marketing in altering customers' environmental behavior [5]. Hence, this research study was offered with the aim of enhancing the understanding of customers' attentiveness, from their own viewpoint, towards firms' green marketing communication and its impact on consumers' green purchasing decisions. However, this expansion has resulted in the exacerbation of several environmental issues [13]. There is a noticeable rise in Portuguese people's worries about major environmental issues, but there is less knowledge on how consumers perceive green firms and marketing communication.

Figure: 01

Examining the Moderating Effects of Green Marketing



Source: <https://www.mdpi.com/sustainability>

Impact and Influence of Green Marketing Communication

Consumers mostly focus on the information provided by firms on the attributes of items and the techniques used in their manufacture when it comes to evaluating companies' green marketing communication. Consumers deem this matter highly significant; hence organizations should incorporate this element into their communication efforts [2]. An essential component of these techniques is determining the most suitable communication channels. The internet, including social networks and corporate websites, serves as one of the channels for communication. These media offer numerous advantages, such as the ability to convey information through various formats (text, images, videos, sound, and interactive elements) [7]. Sharma says that these hazards have hindered the acquisition of environmentally friendly items in some nations. Hence, marketing professionals must carefully evaluate the advantages and potential drawbacks linked to employing these methods. Consistent with previous research, it is anticipated that labeling and packaging will play a significant role and be regarded as crucial by consumers as effective green marketing strategies capable of influencing customer behavior. Nevertheless, in this survey, respondents exhibit minimal significance or apathy towards this matter. This outcome may be attributed to consumers' potential skepticism towards labeling. In addition, there is no universally recognized eco-label that is considered genuine and meets international standards, which further contributes to the lack of confidence [13]. This involves highlighting the use of renewable resources, reducing carbon footprints, and minimizing waste in the production and distribution processes [1]. Companies often use eco-labels, certifications, and transparent reporting to provide consumers with information about the environmental attributes of their products. By doing so, they seek to differentiate themselves from competitors and attract environmentally conscious consumers. Communication strategies in green marketing also include advertising and public relations efforts that showcase a company's commitment to sustainability [6]. Advertisements often feature eco-friendly messages, images of nature, and symbols of environmental responsibility. Public relations initiatives may include partnerships with environmental organizations, participation in community sustainability projects, and regular updates on the company's eco-friendly initiatives. Through these efforts, companies aim to build a positive and responsible brand image. Furthermore, green marketing communication involves educating consumers about the importance of sustainable choices and how their purchasing decisions can contribute to a healthier planet [4]. This educational aspect is crucial for raising awareness and encouraging a shift towards more environmentally friendly consumption patterns. Companies use various channels, such as social media, blogs, and educational campaigns, to inform consumers about the environmental impact of their products and provide tips on making eco-conscious choices [10]. However, it's essential for companies engaging in green marketing communication to ensure that their claims are authentic and backed by real sustainability efforts. Consumers are increasingly savvy and demand transparency, honesty, and concrete actions when it comes to sustainability.

Understanding the Shift towards Sustainability

Green marketing communication plays a crucial role in influencing consumers' green purchase behavior, contributing to a shift towards more sustainable. The impact of green marketing communication on consumers can be observed in several key ways:

1. **Increased Environmental Awareness:** Green marketing communication helps raise awareness among consumers about environmental issues, climate change, and the importance of sustainable living. The surge in environmental awareness has become a significant influencer in shaping consumer purchase behavior. As global concerns related to climate change, pollution, and resource depletion intensify, consumers are increasingly recognizing the impact of their choices on the planet. This heightened awareness has sparked a paradigm shift, with individuals seeking ways to align their lifestyles with eco-friendly values. In the realm of purchase behavior, consumers are actively seeking products and services that demonstrate a commitment to sustainability. The demand for transparency regarding the environmental footprint of products has grown, prompting businesses to adopt more sustainable practices. Increased environmental awareness is not only a catalyst for informed decision-making but also a driving force behind the rise of eco-conscious consumerism. As a result, businesses are compelled to adapt their marketing strategies to resonate with this awareness, emphasizing environmentally friendly attributes to meet the evolving expectations of conscientious consumers. This dynamic shift in awareness has the potential to reshape industries, promoting a more sustainable marketplace driven by consumers' dedication to making environmentally responsible choices.
2. **Building Trust and Credibility:** Authentic and transparent green marketing communication builds trust and credibility with consumers. When companies effectively communicate their commitment to sustainability, use eco-friendly practices, and provide evidence of their environmental initiatives, consumers are more likely to trust the brand. Trust is a crucial factor in influencing purchase decisions, especially in the context of green products where consumers may be skeptical due to green washing concerns. In the context of purchase behavior, building trust and credibility is paramount for businesses, particularly in the realm of environmentally conscious consumerism. Consumers are increasingly scrutinizing the ethical and sustainable practices of companies before making purchasing decisions. Establishing trust involves transparent communication about a company's commitment to sustainability, and this is where green marketing communication plays a crucial role. By clearly conveying eco-friendly initiatives, certifications, and transparent supply chain practices, businesses can instill confidence in consumers, assuring them that their purchases contribute to positive environmental impacts. Consistent and authentic messaging about sustainable efforts builds a brand's credibility, creating a lasting connection with consumers who prioritize ethical and environmentally responsible choices. This trust not only influences individual purchase decisions but also fosters brand loyalty, as consumers align themselves with companies that share their values. Consequently, in the landscape of green marketing, the establishment of trust and credibility serves as a linchpin in shaping positive purchase behavior and fostering enduring relationships between businesses and environmentally conscious consumers.
3. **Shaping Consumer Perceptions:** Green marketing communication shapes consumer perceptions of a brand. Companies that actively promote their eco-friendly initiatives and showcase a commitment to environmental responsibility are perceived as socially responsible.
4. **Creating a Competitive Advantage:** In a market where consumers are increasingly valuing sustainability, green marketing communication can create a competitive advantage for companies. Differentiating products through environmental attributes and highlighting sustainable practices.
5. **Influencing Purchase Intentions:** Effective green marketing communication can directly impact consumers' purchase intentions. When consumers are well-informed about the environmental benefits of a product, its eco-friendly attributes, and the positive contributions of the company, they are more likely to choose that product over less sustainable alternatives. Green marketing messages can trigger a sense of responsibility and align with consumers' values, leading to increased interest and willingness to purchase.
6. **Encouraging Sustainable Lifestyles:** Beyond individual product choices, green marketing communication contributes to fostering a broader cultural shift towards sustainable lifestyles. By promoting a holistic approach to eco-friendly living, companies inspire consumers to consider sustainability in various aspects of their lives,

influencing choices beyond immediate product purchases, such as waste reduction, energy conservation, and ethical consumption.

Existing literature, fundamental ideas, and proposed research hypotheses.

Empirical studies have acknowledged that concerns related to sustainability, understanding of green branding is increasingly becoming a central focus in both developed and developing countries. This is accompanied by heightened awareness and involvement from the government and the general community. Research has been carried out on the purchasing behavior and attitudes towards environmentally friendly products across various demographics. Khare (2014)[12]. The popularity of Green Marketing is increasing, making it a well studied study field. Green Marketing has been extensively studied in rich countries for many years, but it has only just started to attract attention from poor ones. Existing literature indicates that the customer has the most significant position among stakeholders, therefore necessitating further study focused on the consumer. Multiple researches have demonstrated that consumers possess a high level of knowledge on the advantages and challenges related to the environment, resulting in an increase in their worries about ecological matters. However, other studies indicate that while customers may have heightened environmental awareness, they may not necessarily engage in the consumption of eco-friendly items. However, there has been a recent trend of increasing awareness in emerging nations, including India, which ranks 14th in this regard. However, it neglects to address whether this consciousness is resulting in a rise in the utilization of sustainable and environmentally friendly products. There has been a lack of consensus about the correlation between customers' environmental consciousness and their subsequent actions. Empirical data indicates that the utilization of green packaging, branding, and eco-labeling has a favorable influence on customers, resulting in a rise in environmentally conscious purchases in certain instances, but having no effect on such purchases in other circumstances [9]. The outcomes of such research studies have exhibited variability across different nations, demography, and other factors. The literature study indicates that green marketing has been widely studied in wealthy nations; however there is a noticeable dearth of research in this field in underdeveloped countries. Research indicates that customers residing in developing nations have exhibited a heightened inclination towards engaging in environmentally conscious activities and purchasing green items. These encompass examining the potential relationship between consumers' environmentally conscious mindset and their environmentally friendly actions, as well as analyzing the influence of environmentally friendly packaging, branding, and eco-labeling on consumers' environmentally conscious purchases. In this study, we will employ a questionnaire that was previously used in another underdeveloped country, Mauritius, by Juwaheer et al. (2012) [11].

Statement of the problem

The research problem addressed in studying Green Marketing Communication in Consumers' Green Purchase Behavior lies at the intersection of environmental consciousness, consumer behavior, and marketing strategies. Understanding how green marketing communication influences consumers' decisions to engage in environmentally friendly purchases is a critical inquiry. The central question revolves around the effectiveness of various green marketing strategies in shaping consumers' attitudes and behaviors. Additionally, the study aims to address challenges such as the potential skepticism due to green washing and the role of transparency in building consumer trust.

Research Objectives and methodology

The primary aim of the study is to fill the knowledge gap in the literature about the influence of different green marketing strategies on consumer buying behavior in developing nations. While green marketing has been well examined, its importance has just lately been evident within the Indian context. The main source of data was mostly collected through the utilization of a questionnaire (Google Form). The study employed a basic random sampling procedure, with a total of 200 samples collected from the study region. The chosen sample exhibited a well-proportioned combination of diverse demographic characteristics. Factors such as gender, age, and experience

Research presentation, Findings and Results

1. Socio-economic characteristics

The age, income and experience are considered as important factors of the socio-economic characteristics of the respondents in the study. Consumer age plays a pivotal role in influencing the impact of green marketing communication on purchase behavior. Younger generations, such as Millennials and Generation Z, tend to exhibit a heightened environmental consciousness, with a strong inclination towards sustainable and eco-friendly products. This demographic is more likely to engage with and be influenced by green marketing initiatives, as they actively seek brands that align with their values of environmental responsibility. Digital platforms, social media, and online information channels are particularly effective in reaching and resonating with younger consumers. In contrast, older generations may show varying degrees of responsiveness to green marketing, with factors such as education and personal values playing a role. Recognizing these generational nuances is crucial for businesses to tailor their green marketing communication strategies effectively. Crafting messages that appeal to the specific values and preferences of different age groups can enhance the impact of green marketing on purchase behavior across a diverse consumer landscape. The details are given below.

Table 1: Socio-economic characteristics

Variables		Number of respondents	Percentage
Age group	Less than 30 yrs	74	37.0
	31-45 yrs	81	40.5
	More than 45	45	22.5
Income level	Less than 50,000	72	36.0
	50,000 – Rs. 1,00,000	69	34.5
	More than Rs. 1,00,000	59	29.5
Level of experience	Less than 5 yrs	55	27.5
	5 yrs – 10 yrs	71	35.5
	More than 10 yrs	74	37.0
Total		200	100.0

Out of the 200 sample respondents, 74 (37.0%) respondents are aged less than 30 years, 81 (40.5%) respondents are 31-45 years and 45 (22.5%) are older more than 45 years. Based on the monthly income, 72 (36.0%) they are grouped as less than Rs.50000. According to the level of experience, 74 (37%) respondents are having more experience (more than 10 years). Higher-income individuals often have the financial capacity to prioritize sustainability and environmentally friendly choices in their purchases. Green marketing messages that emphasize premium quality, ethical sourcing, and sustainable production processes may resonate well with this demographic. On the other hand, lower-income consumers may be more price-sensitive, making affordability a primary concern. Green marketing strategies that highlight cost savings, eco-friendly alternatives that are competitively priced, or long-term value may be more effective in engaging this segment. Understanding the income-related nuances is essential for businesses aiming to navigate diverse consumer markets. Tailoring green marketing communication to address the specific concerns and preferences associated with varying income levels can enhance its impact on purchase behavior. Additionally, providing clear information about the cost-efficiency and long-term benefits of sustainable products can bridge the gap between income groups, making environmentally friendly choices more accessible to a broader audience. In essence, acknowledging the economic context of consumers allows for the development of more inclusive and effective green marketing strategies that can positively influence purchase behavior across different income segments.

Table 2
Impact of Consumers satisfaction on Green Purchase Behaviour

Basis	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	71726.660	8	8778.128	35.345	0.000
Intercept	423154.386	1	439166.452	1268.200	0.000
Green Marketing Communication	15231.149	2	7513.575	31.731	0.000
Consumer satisfaction	6683.095	2	3422.548	12.786	0.000
Green Marketing Communication * Consumer satisfaction	2642.021	4	598.415	2.675	0.037
Error	51382.234	191	259.251		
Total	1412537	200			
Corrected Total	120508.875	199			

The table no. 2 indicates that the impact of the type of leadership is significant. The calculated F value is 31.731 for the degree of freedom 2. The F value is 12.786 for the degree of freedom 2. The significance is at 1% (0.000). The Green Marketing of the respondents also have been identified as significant at 5% level (0.037<0.05). Hence, it is concluded that the Green Marketing Communication and consumer satisfaction of the respondents are influencing. The total impact of these two factors is also significant. When businesses effectively communicate their commitment to sustainability and eco-friendly practices, consumers who prioritize environmental responsibility feel a sense of alignment with their values. Transparent communication about a company's green initiatives fosters trust and credibility, leading to increased satisfaction among consumers. Furthermore, knowing that their purchases contribute to positive environmental impacts enhances the overall perceived value of the products or services.

Age and relationship with the opinion of the respondents

Green buying is a conscientious practice that involves promoting and safeguarding the environment via ecologically responsible actions. In recent years, this approach has shown to be an efficient method for addressing environmental issues, garnering the interest of both corporations and consumers. However, there is a rising interest among corporations, academics, and researchers in investigating the marketing influence on establishing a more balanced atmosphere. The study aims to further investigate consumers' focus on firms' GMC and its impact on customers' green purchasing behavior.

Table 3: Age and the opinion about Consumers' Green Purchase Behaviour

Practices		N	Mean	Std. Deviation	F	Sig.
Preferences	Young	96	4.7832	0.52769	3.918	0.021
	Middle	55	4.3421	0.56410		
	Old	49	4.4876	0.62683		
	Total	200	4.7520	0.43106		
Purchase Decision	Young	96	4.1378	0.43769	3.067	0.089
	Middle	55	4.4584	0.56436		
	Old	49	4.2532	0.87787		
	Total	200	4.0439	0.69096		
Attitude	Young	96	3.3426	0.56436	2.462	0.072
	Middle	55	3.5432	0.55787		
	Old	49	4.6743	0.59096		
	Total	200	3.3157	0.62764		

The result from the ANOVA test shows that opinion of the young group respondents is better on Preference (4.7832), Middle age group respondents on the Purchase Decision (4.4584) and the old age group respondents on Attitude (4.6743). The F values of Preferences (3.918) and Purchase Decision (3.067) are Significant. It is concluded that opinion of the middle age group respondents on Consumers' Green Purchase Behaviour. Different age cohorts often exhibit distinct attitudes, values, and levels of environmental consciousness. Younger consumers, such as millennials and Generation Z, are frequently more attuned to environmental issues, and green marketing messages may resonate strongly with their values of sustainability and social responsibility. These consumers often prioritize eco-friendly products and are likely to be influenced by transparent and authentic green marketing communication. Conversely, older generations might exhibit varying degrees of environmental awareness. While some older consumers may be equally concerned about sustainability, others may not prioritize it as highly. Green marketing strategies aimed at these groups may need to emphasize broader benefits, such as health or cost savings, to appeal to a wider range of preferences.

Discussion

It is necessary to closely monitor marketers that engage in deceptive labeling of their products as environmentally friendly, in order to prevent them from encouraging materialistic behavior among environmentally conscious individuals [5]. The emphasis should be placed on generating customer value rather than fabricating a deceptive representation of a product that is, in reality, not environmentally friendly. Consumers need to be aware of how to identify the authenticity of a green product [14]. Greater mindfulness is necessary when acquiring such things. The problem arises from the possibility that individuals with materialistic tendencies may disregard the identification of a product due to their strong materialistic desires, which overshadow their ability to be attentive and cause unease. There has been considerable discussion around ethical consumerism, but the identification and examination of green materialism has lately garnered significant attention in the field of consumer behaviour research [8]. It is necessary for the government to take an active part in maintaining environmental norms, as deceptive practices have grown prevalent in marketing today [9]. The consumers exhibit varying responses to green marketing communication. Furthermore, effective communication with stakeholders not only fosters transparency and improves reputation and legitimacy, but also has the potential to impact consumer behavior in relation to the purchase of environmentally-friendly products, resulting in economic advantages [2]. This might account for certain distinctive traits seen within the sample. The research has the potential for future expansion, enhancement, and refinement [4]. It would be intriguing to ascertain if the findings from this study are comparable for long-lasting goods, perishable goods, or services. Another factor to consider is if market channels have an impact on customers' decisions when it comes to buying environmentally-friendly items.

Implications

The implications of green marketing communication on consumers' green purchase behavior are profound and extend across various dimensions. Firstly, as businesses increasingly adopt eco-friendly practices and effectively communicate these initiatives, consumers become more informed about the environmental impact of their choices. This heightened awareness can lead to a shift in consumer preferences towards products and services that align with sustainability values. Moreover, the emphasis on transparency and authenticity in green marketing communication is critical. Companies that can substantiate their green claims with concrete actions and transparent reporting build trust and credibility with consumers. On the flip side, green washing – making false or exaggerated environmental claims – can have detrimental effects, eroding consumer trust and undermining the effectiveness of green marketing efforts. The competitive landscape is also significantly impacted. Companies that successfully integrate green marketing into their overall strategy gain a competitive advantage by appealing to the growing segment of environmentally conscious consumers.

Conclusion

In terms of consumer behaviour, the influence of green marketing communication goes beyond immediate purchase decisions. It has the potential to inspire a broader shift towards sustainable lifestyles. Consumers, when exposed to consistent and compelling green messages, may adopt eco-conscious practices in various aspects of their lives, including waste reduction, energy conservation, and ethical consumption. The implications of green marketing communication are far-reaching, affecting consumer awareness, trust, competition, and lifestyle choices. For businesses, understanding and leveraging these implications effectively can not only drive short-term sales but also contribute to long-term brand loyalty and a more sustainable marketplace. It's a win-win situation where businesses thrive, consumers make informed choices, and the planet benefits from reduced environmental impact. As companies increasingly adopt sustainable

practices and effectively communicate their commitment to environmental responsibility, they not only attract environmentally conscious consumers but also contribute to a positive societal shift towards more sustainable and responsible consumption patterns. The impact of green marketing communication on consumers' green purchase behavior is profound and multifaceted. As businesses increasingly adopt environmentally friendly practices and communicate these efforts to consumers, it not only enhances their brand image but also plays a pivotal role in shaping consumer preferences. The communication of sustainable and eco-friendly attributes creates a sense of responsibility and awareness among consumers, influencing their purchasing decisions. However, it is crucial for businesses to ensure transparency and authenticity in their green marketing efforts to build trust and credibility. As consumers become more conscientious about their environmental impact, green marketing communication will likely continue to play a crucial role in fostering sustainable consumption patterns and driving positive change towards a greener and more eco-conscious future.

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