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A demographic analysis of understanding the role of green marketing on purchase intention

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DOI: https://doi.org/10.22271/27084515.2023.v4.i2a.188

Abstract
Green marketing has emerged as a crucial marketing strategy for companies looking to position themselves as socially responsible and environmentally friendly. One of the key benefits of green marketing is its ability to build brand trust and brand loyalty. By promoting sustainable products or services, companies can establish a positive image and demonstrate their commitment to sustainability, which can increase consumer trust. Additionally, green marketing can appeal to environmentally conscious consumers, who are more likely to remain loyal to brands that share their values. However, companies must ensure that their green marketing claims are accurate and credible, as consumers are becoming increasingly sceptical of green washing. By being transparent and honest about their sustainability efforts, companies can build genuine trust and loyalty with their customers.

Keywords: Green marketing, purchase intention, sustainability, demographic

Introduction
The green movement is a developing trend that has an impact on consumers' daily lives. The ways in which marketing might "become green" are embodied by terms like "green label," "green goods," and others. As the world's population became more conscious of the dangers to the environment in the 1980s, the phrase "green marketing" (GM) became popular. Since then, the terrible environmental pollution caused by industry operations has caused a gradual increase in ecological awareness among the general people worldwide. As a result, wealthy countries have decided that ecological conservation should be their top societal priority. Companies have begun to look at GM in the environmental age as a way to solve our problems via internal development processes and corporate social responsibility. However, not all businesses are able to use GM strategy. If the company is successful in implementing GM efforts from a comprehensive perspective, it should include these techniques into all of its regular marketing operations. Environmentalists are putting pressure on businesses in this respect to reduce environmental pollution in the production of products and services. GM has adopted a number of terms, including environmental marketing and eco-friendly marketing. The GM efforts facilitate interactions for meeting human needs while having little to no negative consequences on the environment. The second strategy used by businesses to promote environmental sustainability and increase corporate value is a focus on brand equity and image. GM is known for its eco-product marketing activities that are connected to clean technology projects, effective energy usage strategies, and waste management initiatives to improve financial position. GM wanted to influence the buyer's comprehension of the given item and encourage them to buy it. Green Awareness is acknowledged as the GM activity that impacts consumer engagement, especially with regards to eco-friendly goods, and businesses who notice this use marketing strategies like brand awareness or product quality to improve their customers' brand perception.

Impact of green marketing components on purchase intention
Green products have been developed as a result of the growing concern that consumers and companies have about the environment. As a result, marketers must portray green products as secure and ecologically responsible. Nowadays, marketing has become an unstoppable force, with the power to shift attitudes and policies in favour of environmentally friendly enterprises.

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Early studies of green marketing strategies, however, found that their implementation resulted in lower sales and a smaller share of the market. Sales, productivity, and market share are all directly influenced by marketing. Conventional analysts have put an emphasis on getting consumers to worry more about the planet. Hence, green marketing incorporates many different ideas, such as facilitating and creating value that meets the demands of consumers. Academics have traditionally placed more emphasis on encouraging individuals to change their behaviour in a way that is more beneficial to the environment and more sustainable. Green marketing seeks to preserve and strengthen relationships with important groups like the environment, culture, and customers. Pro-environmental actions in society can be influenced through the marketing of environmentally friendly goods and services.

This environmentally sound tactic served as inspiration for the modern concept of "green marketing," which arose in the latter half of the 20th century. Green marketing includes the creation, differentiation, pricing, and promotion of products and services that meet the environmental needs of consumers. Chen and Chang assert that these green marketing initiatives increase customers' propensity to make purchases. Global concern and a prominent topic in academic study nowadays is environmental awareness. Since the 1970s, the "green issue" has improved consumer behaviour. This action significantly altered how consumers saw the growing concern about protecting the environment and foreseeing potential harm to the planet. By incorporating numerous green idea courses via the design and production of eco-friendly goods and services, green marketing aims to decrease these severe environmental repercussions. Recent years have seen a rise in the importance of consumer understanding of sustainable consumption for green marketing as environmental deterioration continues to be a problem for the global population. A green customer first encounters a number of obstacles that prevent them from purchasing a green product, such as evaluating and looking for the required goods at a fair price and being unaware of green brands. According to, highlighting products or services that have a history of being environmentally friendly might influence customer behavior. In the end, consumers who believe that "it is a tough endeavor to establish the green idea into customer minds" are more likely to buy items with the green brand. By implementing these rules, consumers will be able to choose items that are more environmentally friendly, reducing the harm that synthetic products do to the environment. Additionally, if customers consider the cost-benefit ratio, they are more likely to purchase green items with green packaging, according to Deari *et al*. Sustainability is also demanded by industrial suppliers, and exporters are under pressure to provide green products. Consumers may construct a solid impression of environmentally friendly items with the use of this information. Previous studies examined how green marketing affected consumer purchasing. A product's possible environmental risks may induce consumers to decide against buying it.

Literature Review
Tan, Zhongfu & Sadiq (2022) [1]. It looks at the relationships between the following six concepts: purchasing intention, green image, green trust, and environmental attitude and knowledge. The theories were put to the test via an empirical survey. The study model's linkages were evaluated using structural equation modeling (SPSS-AMOS), which was suggested after data from 300 Pakistani respondents were obtained. There is a positive correlation between green marketing strategies in the real world (green knowledge, attitude, environmental awareness, and purchase intention for green products), and the results show that green products with superior ecological qualities encourage positive consumer choice intentions. Both the positive and negative aspects of a company's green reputation can be significantly altered via the application of green marketing methods (including education and awareness campaigns). According to this research, using green strategies as a brand marketing tactic may increase customers' propensity to make purchases. The research also revealed that brand equity may be built and preserved with the use of green marketing. The development of a dominant market brand was one of the main goals of this study, which investigated the relationships between the multidimensional green marketing techniques (green knowledge, attitude, and environmental knowledge) to increase the purchase intention of green goods. This research gives management recommendations for the growth of green businesses.

Haudi, Haudi & Handayani (2022) [2]. This research tries to ascertain how social media marketing initiatives affect brand equity, brand loyalty, and brand trust. A sample of 450 respondents who have used social media for at least six months were chosen for the research using the simple random sampling approach. The study used the Structural Equation Modeling (SEM) method using SPSS 3.3.3 software. By utilizing Google Forms to distribute online surveys, data was collected. The findings demonstrate that social media marketing has a favorable impact on brand equity, brand trust, and brand loyalty. Brand equity, brand loyalty, and brand trust all have a favorable impact on the performance of SMEs.

Shukla, Shefali (2021) [3]. This article investigates the idea of a sustainable environment by using the case study of green marketing. A conceptual framework that was created from the beginning serves as the foundation for the investigation. Examining how different facets of green marketing connect to environmental sustainability is a significant component of the study's scope. The study's procedures are followed in the collection, processing, and analysis of a total of 100 samples. Four product, packaging, promotion, and distribution factors are investigated in this study in connection to environmental sustainability and green marketing. The data, which is presented in tables, were assembled using ANOVA. The Cronbach alpha test is used to assess a factor's reliability. Our objective is to demonstrate how green marketing can support the continued success of environmental solutions. The incorporation of environmental solutions into marketing initiatives is seen as socially acceptable. This paper presents a viewpoint for more research into green marketing tactics and business performance. It clarifies the value of environmentally responsible marketing techniques for both the present and the future.

Mohammad Shafiee, Majid & Shahin, Arash (2021) [4]. The preservation of the environment has grown to be crucial for corporate excellence today. The purpose of this research is to assess green marketing in the automotive sector and its effects on consumer trust since the improvement of energy

consumption and environmental protection may be significantly influenced by vehicle businesses. A questionnaire has been created specifically for this purpose, and data has been collected using it. Price, product, promotion, and location were the factors of green marketing. Competence, goodness, and honesty were the variables of consumer trust. Results showed that green marketing has a favorable and substantial impact on consumer trust and green purchase intent. Price had the greatest impact on customer trust and green purchase intention among marketing mix components, while honesty had the greatest impact on green buy intention among customer trust factors.

Ramachandran, Sunder & Balasubramanian, Sreejith (2020) [5]. The economic viability of a corporation is essential to its long-term existence. The cost of acquiring new consumers is far higher than the cost of keeping existing ones, because devoted customers make larger purchases. Unfortunately, customers are showing less and less loyalty to businesses and goods. Finding the root causes of this declining customer loyalty is essential. This serves as the impetus for this research, which intends to investigate the moderating impact of loyalty among technology product users. With regard to customers with varying degrees of brand loyalty, the research specifically examines the variability in the causes (antecedents) impacting brand-loyal attitudes and behavior. In the United Arab Emirates, a survey that was administered to three loyalty groups resulted in 355 answers overall (high loyalty: 155; medium loyalty: 99; low loyalty: 90).

Ha, Minh-Tri (2020) [6]. In green marketing, green brand equity becomes more and more significant. A stronger green brand equity could encourage customers to make purchases. The link between green brand equity and its motivating factors—green trust, green brand image, and green satisfaction—is examined in this research. To gather information from university students who have some experience buying environmentally friendly goods in Ho Chi Minh City, a questionnaire-based survey is used in the research. The offered hypotheses are supported by a structural equation modeling strategy. In this study, we found that green trust and green brand image had a positive effect on green brand equity. The connection between green brand equity and green brand image is moderated in part by green trust. In addition, the link between green brand equity and green happiness was revealed to be partially mediated by green trust. For this reason, campaigns to increase faith in the green economy, consumer happiness with green products, and the value of green brands are all worthwhile.

Vilkaitė-Vaitonė, Neringa & Skačkauskienė, Ilona (2019) [7]. Managers are being pushed to integrate sustainability into the effectiveness of the marketing mix by changes in the corporate social responsibility environment, the global economy, and post-Brexit problems. Modern markets provide a number of challenges that traditional marketing cannot now solve. Green marketing, a new marketing tenet, sprang from this. The study offers scholars and marketing professionals a thorough understanding of the idea of green marketing, as well as its origins, elements, and effects. The authors provide an organised and result-based approach to the concept of green marketing. Theoretical hypotheses support the strategic, tactical, and operational level structuring of green marketing activities.

Dubey, Doctor Anil (2018) [8]. The purpose of this investigation is to look for commonalities among the tenets that underpin the green marketing trend. The primary goal of this research was to establish a relationship between the concepts of green image and green loyalty; however, green trust was also considered as a mediating component among this direct connection of green principles. This is especially prevalent in the hospitality sector due to the large amounts of water and energy consumed by hotel operations. Due to its unchecked growth and development, this company is also a major contributor to the environmental disaster that is occurring right now. It is quantitative and cross-sectional in nature. A total of 321 people participated in the study as part of the convenience sample.

Lin, Jialing & Lobo, Antonio & Leckie, Civilai (2017) [9] This study aims to examine how consumers' impressions of the practical and intangible advantages of green brands shape their perceptions of those brands, as well as how those perceptions affect consumers' purchasing decisions. A moderating variable's impact on this creation process (green perceived risk) is also investigated. Data were gathered utilising an online survey given to a Chinese consumer group. Structural equation modelling was used to analyse the conceptual model. Findings The results demonstrate a causal relationship between the provision of both symbolic and practical benefits and a subsequent enhancement of the brand's eco-credibility. Consumers are more loyal to green companies because of the benefits they provide. Perceived risk associated with going green dampens the positive effect of practical benefits on brand image.

Yadav, Rambalak & Dokania (2016) [10]. This study sets out to answer the question, "How can green marketing functions affect corporate image in the hotel sector?" in the context of that industry (green actions, corporate communication of green activities, and green image). Customers' intentions to book stays at hotels with eco-friendly marketing strategies are also investigated. Design/methodology/approach with the use of a snowball sampling online survey, we were able to get 220 usable responses from our clientele. Structured equation modelling was used to examine the data and draw conclusions about the reliability of the association and the suitability of the model. Findings The findings show that visitors' decision to book a stay at a hotel is significantly influenced by the hotel's corporate image, which in turn is affected by the business's commitment to eco-friendly practises and a green image.

Fuiyeng, Wong & Yazdanifard (2015) [11]. Nowadays, environmental concerns are a hot subject since almost every nation's government and people have begun to become more conscious of them. This prompts the company to adopt the green marketing trend as one of its methods for making money while preserving the environment. In addition to the techniques and marketing mix of green marketing, this article will also explore the sustainability of green marketing. In addition, because it will draw in more customers, the green consumer and branding will be covered in greater detail in this essay. Finally, once a green marketing plan is implemented, the company will profit.

Laheri, Vishal & Dangi, Hamendra & Vohra, Anupama (2014) [12]. The discipline of marketing has changed through time from the traditional view that products were created to be sold to clients to the current understanding that goods are produced in response to customer wants and demand. The present marketing strategy places a strong focus on meeting client requirements without harming the environment. Due

to consumer concern, government laws, pressure from environmental groups, and corporate social responsibility to the environment, the green idea has grown during the last ten years. Additionally, green marketing is giving businesses who want to target environmentally conscious customers a new competitive edge. In order to outline the notion of green marketing's historical evolution, the present research will explore and analyse the definitions, topics, dimensions, and their constituent parts that are now known.

Need of the Study
The study on the role of green marketing in building brand trust and brand loyalty is important for several reasons.
Firstly, with the growing concerns about environmental issues, there is an increasing demand for sustainable products and services. Therefore, companies need to understand how green marketing can help them to build trust and loyalty with their customers, who are becoming more environmentally conscious.
Secondly, building brand trust and brand loyalty is crucial for the long-term success and profitability of companies. Green marketing offers a potential strategy to achieve this, as it can appeal to consumers who value environmental sustainability and are more likely to remain loyal to brands that share their values.
Thirdly, there is a need to investigate the credibility and transparency of green marketing claims, as consumers are becoming more aware of greenwashing. The study can help companies to understand how to make accurate and credible claims about their sustainability efforts, which can build genuine trust and loyalty with their customers.

Methodology
The overall research design refers to the framework or structure that guides the entire research process, including data collection, analysis, and interpretation. It outlines the approach taken to address the research objectives and answer the research questions. Here are two common types of research designs: cross-sectional survey and longitudinal study.
Data Collection: Explain the methods for data collection, such as online surveyor observation.
Sample Selection: Define the target population and sampling techniques (e.g., random sampling, stratified sampling) to ensure representativeness. And sample size of the responded is 400.
Data analysis involves using statistical techniques to examine and interpret data. The techniques mentioned-frequency analysis, hypothesis testing, reliability check, and ANOVA (analysis of variance) test-are commonly employed in various fields to gain insights from data. Here's a brief explanation of each technique:

Data Collection Instruments
Develop and describe the questionnaires to gather data on green marketing, brand trust, and brand loyalty.
Include validated scales or items used in previous research wherever applicable.
Pilot test the instruments to ensure reliability and validity.

Results and Discussion
Frequency Analysis of data
The term "green marketing" describes the process of creating and promoting goods with an emphasis on their environmental friendliness.
Promoting the use of post-consumer recycled materials in a product's packaging or the fact that less emissions were produced during production are two examples of green marketing. To further establish themselves as eco-friendly businesses, some corporations may give back to the community by sponsoring events like tree planting with a portion of their sales.
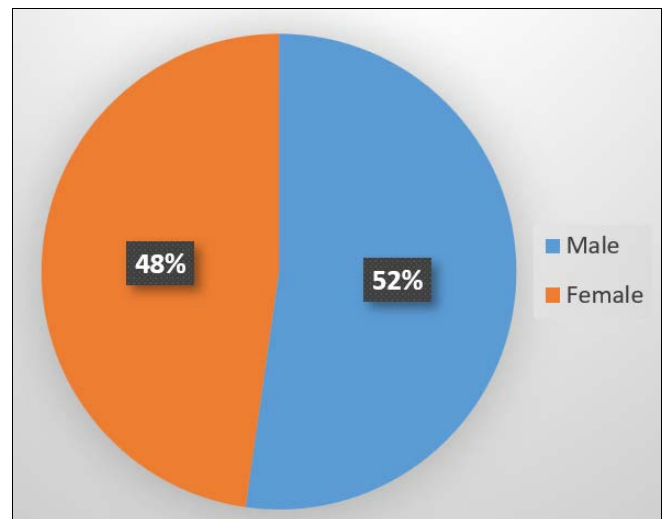Frequency analysis tables for each question are given below:

Frequency Table

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	209	52.3	52.3	52.3
	Female	191	47.8	47.8	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, 52.3% respondents were male and 47.8% respondents were female.

Fig 1: Gender

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 Years	137	34.3	34.3	34.3
	26-40 Years	133	33.3	33.3	67.5
	41-58 Years	130	32.5	32.5	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, 34.3% respondents were in age group of 18-25 years, 33.3% respondents were in age group of 26-40 years and 32.5% respondents were in age group of 41-58 years.
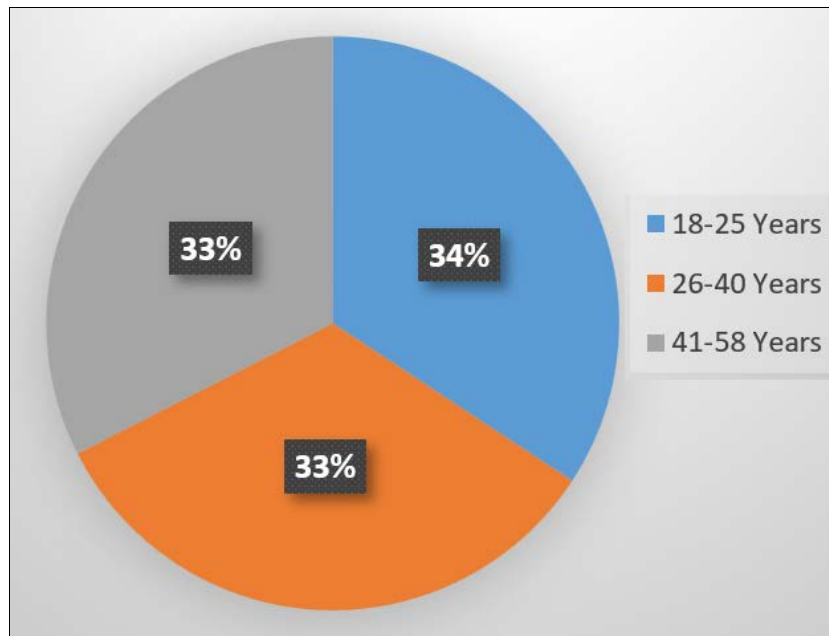
Fig 2: Age

Table 3: Qualifications

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	101	25.3	25.3	25.3
	Graduate	99	24.8	24.8	50.0
	Postgraduate	110	27.5	27.5	77.5
	Doctorate	90	22.5	22.5	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, 25.3% respondents were under graduated, 24.8% respondents were graduated, 27.5% respondents were post graduated and 22.5% respondents were doctorate.
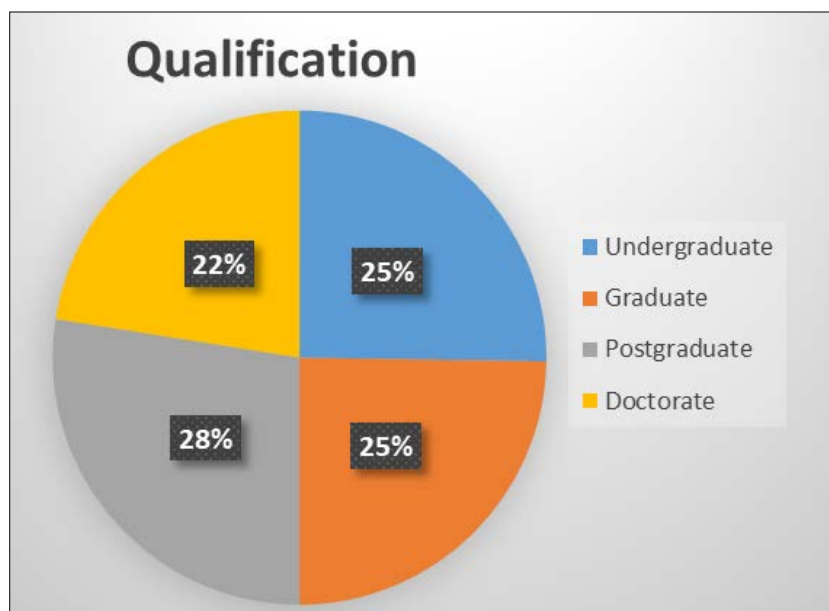

Fig 3: Qualifications

Table 4: Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	195	48.8	48.8	48.8
	Unmarried	205	51.2	51.2	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, 48.8% respondents were married and 51.2% respondents were unmarried.
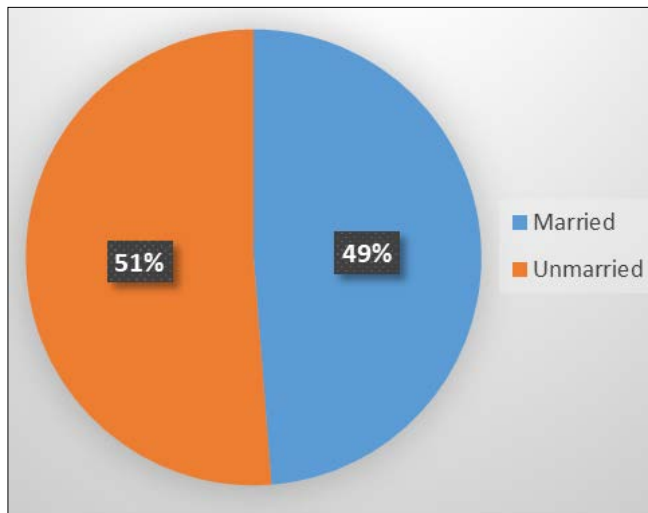
Fig 4: Marital status

Table 5: Residential Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	126	31.5	31.5	31.5
	Semi-Urban	133	33.3	33.3	64.8
	Urban	141	35.3	35.3	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, 31.5% respondents belong to rural areas, 33.3% respondents belong to semi-urban areas and 35.3% respondents belong to urban areas.
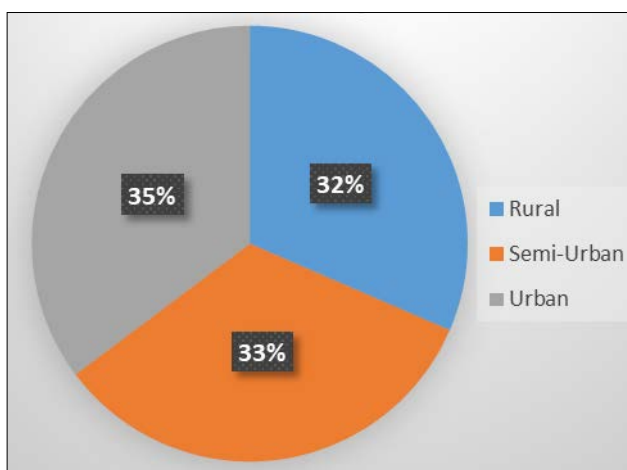

Fig 5: Residential Background

Table 6: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	95	23.8	23.8	23.8
	Housewife	92	23.0	23.0	46.8
	Business	106	26.5	26.5	73.3
	Service	107	26.8	26.8	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, 23.8% respondents were student, 23% respondents were housewife, 26.5% respondents were business person and 26.8% respondents were service person.
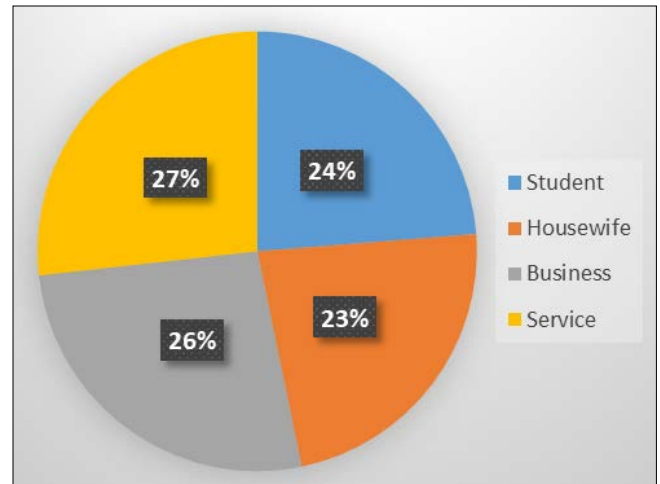

Fig 6: Occupation

Table 7: Annual family income (In lakhs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 4 lacs	119	29.8	29.8	29.8
	4-8 lacs	143	35.8	35.8	65.5
	Above 8 lacs	138	34.5	34.5	100.0
	Total	400	100.0	100.0	

In the questionnaire survey, annual family income of 29.8% respondents was up to 4 lacs, annual family income of 35.8% respondents was 4-8 lacs, and annual family income of 34.5% respondents was above 8 lacs.
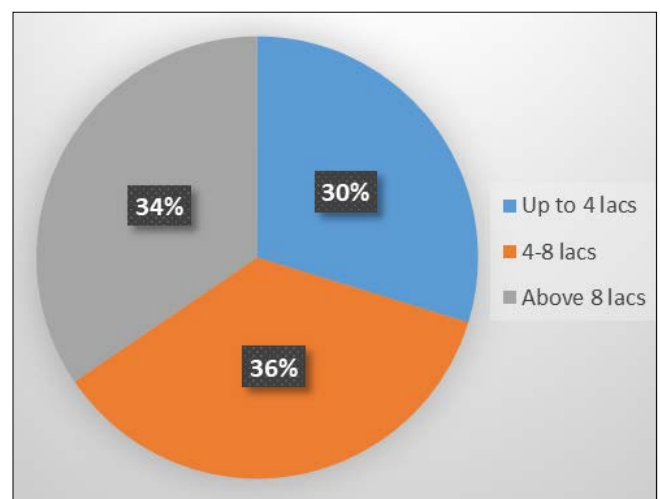

Fig 7: Annual family income (In lakhs);

Table 8: Have you ever purchased and used any green product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	320	80	80	80
	No	180	20	20	100.0
	Total	400	100.0	100.0	

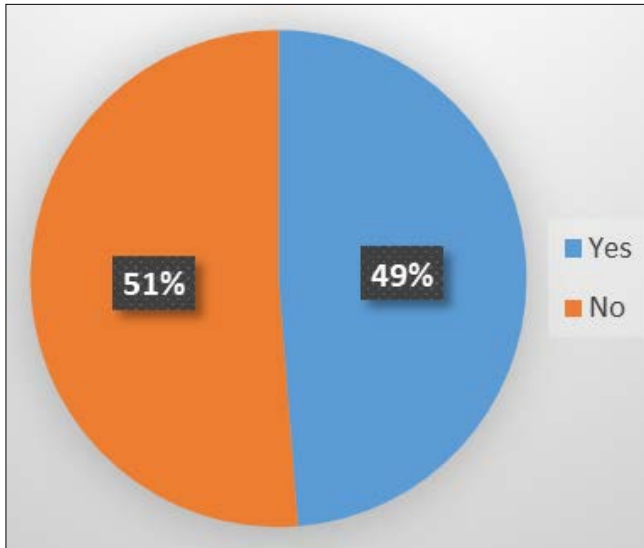In the questionnaire, 80% respondents have purchased the green products.

Fig 8: Have you ever purchased and used any green product?

Table 9: Are you satisfied with the performance of green products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	300	75	75	75
	No	100	25	25	100.0
	Total	400	100.0	100.0	

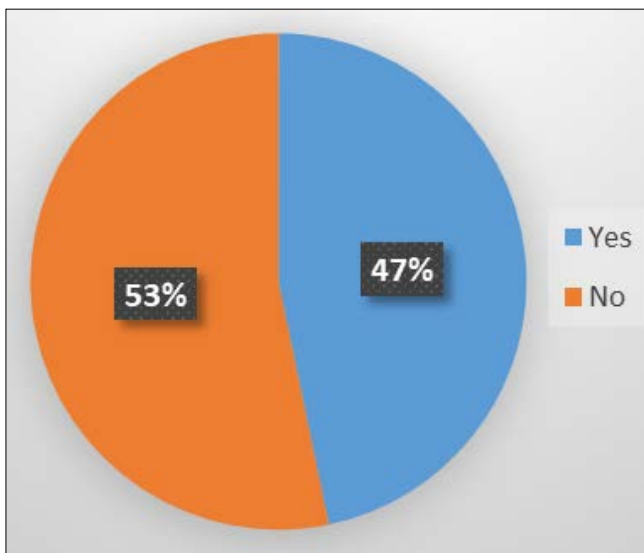In the questionnaire, 75% respondents were satisfied with the performance of green products.

Fig 9: Are you satisfied with the performance of green products

Conclusion

Green marketing can play a significant role in building brand trust and brand loyalty. By promoting sustainable products and services, companies can position themselves as socially responsible and environmentally friendly, which can help establish a positive image and increase consumer trust. Additionally, green marketing can appeal to environmentally conscious consumers, who are more likely to remain loyal to brands that share their values. However, it is important for companies to ensure that their green marketing claims are accurate and credible, as consumers are becoming increasingly aware of greenwashing. By being transparent and honest about their sustainability efforts, companies can build genuine trust and loyalty with their customers, which can lead to long-term success and profitability. As environmental concerns continue to grow, green marketing is likely to become an even more important aspect of marketing strategy for companies across industries.

The role of green marketing on purchase intention can vary across different demographic groups. Demographic factors such as age, gender, income, education level, and geographic location can influence consumers' attitudes and behaviors towards environmentally friendly products and services. For instance, younger consumers who are more environmentally conscious may be more inclined to support green marketing initiatives and have a higher purchase intention for eco-friendly products. Similarly, individuals with higher levels of education and income might exhibit stronger environmental concerns and exhibit a greater willingness to make sustainable purchasing choices. Understanding these demographic nuances is crucial for effective green marketing strategies that target specific consumer segments and align with their preferences and values.

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