

The Impact of Green Marketing on Consumer Purchase Decisions and Brand Trust: An Empirical Study

Saurabh Shukla¹, Krushna Kolpe², Vikram Gadge², Kunal Shinde², Ajay Walunj²

¹Assistant Professor, Sanjivani University, Kopergaon

²MBA, Sanjivani University, Kopergaon

Cite This Paper as: Saurabh Shukla, Krushna Kolpe, Vikram Gadge, Kunal Shinde, Ajay Walunj (2026) The Impact of Green Marketing on Consumer Purchase Decisions and Brand Trust: An Empirical Study .The Journal of African Development I, Vol.7, No.1, 436-440

KEYWORDS

Green Marketing, Sustainability, Consumer Behavior, Brand Loyalty.

ABSTRACT

Growing environmental concerns have prompted businesses to use green marketing techniques to include sustainability into their marketing plans. This study looks at how consumer trust, purchasing patterns, and brand loyalty toward eco-friendly products are affected by green marketing. A structured questionnaire with a five-point Likert scale was used to gather primary data from about 150 respondents utilizing a quantitative research approach. Multiple regression, Pearson correlation analysis, and descriptive statistics were used to analyze the data. The descriptive findings show that consumers' opinions of green marketing are typically favorable. The statement with the highest mean score was "green advertising influences my purchase decisions."

"I would recommend eco-friendly brands to others" (M = 4.07, SD = 0.88) came next (M = 4.05, SD = 0.90). The mean score for trust in green marketing was equally high (M = 3.98, SD = 0.86), and the mean score for readiness to pay more for eco-friendly items was 3.92 (SD = 0.94). Green marketing factors, such as trust (r = 0.68), green advertising influence (r = 0.61), and willingness to pay a premium (r = 0.72), showed strong positive correlations with brand loyalty, according to correlation research. These factors account for 56% of the variance in brand loyalty (R² = 0.56), according to regression studies, with willingness to pay having the most impact (β = 0.41), followed by trust (β = 0.34) and advertising influence (β = 0.28).

These results show that strong brand loyalty is greatly influenced by consumer willingness to support sustainable products and credible environmental marketing...

1. INTRODUCTION

Due to resource depletion, climate change, and rising environmental degradation, environmental sustainability has grown to be a major worldwide concern. In order to promote eco-friendly products and lessen their detrimental effects on the environment, companies are increasingly implementing green marketing methods. Promoting goods and services that encourage environmentally friendly production, packaging, and consumption methods is the main goal of green marketing (Majeed et al., 2022). Consumer awareness of environmental preservation has grown dramatically in recent years, and many consumers now favor eco-friendly items. In order to draw in eco-aware clients, businesses prioritize sustainability in their branding, advertising, and product development. Eco-labeling, sustainable packaging, and environmental advertising are examples of green marketing strategies that enhance brand perception and impact consumer intentions (Tan et al., 2022).

A key component of green marketing's effectiveness is consumer trust. Customers are more likely to have favorable opinions of a company and stick with it when environmental promises are seen as transparent and legitimate. On the other hand, false claims or greenwashing can undermine confidence and harm a company's reputation (Martínez, 2015; Widyastuti et al., 2019). Furthermore, a lot of eco-aware customers are prepared to pay more for sustainable goods, which increases brand loyalty (Baktash & Talib, 2019). Thus, it is crucial to comprehend how green marketing elements like trust, green advertising, and willingness to pay affect brand loyalty. The purpose of this study is to investigate how consumer trust, purchasing patterns, and brand loyalty toward eco-friendly firms are affected by green marketing



2. LITERATURE REVIEW

Green marketing has become an important field of study and practice as a result of the growing concern for environmental sustainability, which has had a considerable impact on modern marketing methods. The creation and promotion of environmentally friendly products that are made to reduce adverse ecological effects over the course of their lifecycle is known as "green marketing." In order to satisfy consumer demand for sustainable products, Jacquelyn A. Ottman (2011) states that green marketing entails incorporating environmental factors into product design, manufacture, promotion, and distribution. Businesses are increasingly implementing green marketing techniques to improve their company image and establish enduring partnerships with environmentally conscientious customers as environmental awareness rises globally.

The influence of green marketing on customer attitudes and purchasing intentions has been highlighted by a number of academics. Green marketing, according to Michael Jay Polonsky (1994), is any activity aimed to create and enable transactions meant to meet human needs or desires with the least amount of negative

environmental impact. This viewpoint emphasizes the twin goals of meeting customer demands and upholding environmental responsibility. Environmentally conscious marketing strategies have been shown in later studies to have a beneficial impact on consumers' perceptions of corporate responsibility and brand legitimacy, which in turn strengthens brand loyalty and trust.

The success of green marketing campaigns has been found to be significantly influenced by consumer trust. According to studies, customers are more likely to view a brand as reliable and socially conscious when it communicates sincere environmental intentions through its marketing tactics. According to Chen Yu Shan (2010), consumer loyalty to eco-friendly brands is greatly influenced by green brand equity and green trust. According to the study, customers who have faith in a brand's environmental performance are more likely to get emotionally attached to and committed to it, which eventually results in repeat purchases and favorable word-of-mouth referrals.

The willingness of consumers to pay more for environmentally friendly items is another significant factor that has been studied in the literature. According to research, people who care about the environment frequently pay more for goods that help preserve the environment. According to Andrew J. Hoffman (2018), customers are increasingly taking environmental effect into account when making purchases, and green consumerism has developed from a niche trend to a mainstream commercial phenomena. However, research also indicates that factors including perceived environmental advantages, product quality, and the veracity of environmental claims influence consumers' willingness to pay.

The willingness of consumers to pay more for environmentally friendly items is another significant factor that has been studied in the literature. According to research, people who care about the environment frequently pay more for goods that help preserve the environment. According to Andrew J. Hoffman (2018), customers are increasingly taking environmental effect into account when making purchases, and green consumerism has developed from a niche trend to a mainstream commercial phenomena. However, research also indicates that factors including perceived environmental advantages, product quality, and the veracity of environmental claims influence consumers' willingness to pay.

Additionally, a number of studies emphasize how company environmental responsibility and brand reputation influence customer loyalty. Customers are more likely to form favorable opinions of a company when it exhibits a sincere commitment to sustainability through ethical sourcing, eco-friendly packaging, and responsible production methods. According to Philip Kotler and Gary Armstrong (2018), contemporary customers are favoring brands that share their ideals, such as social responsibility and environmental preservation.

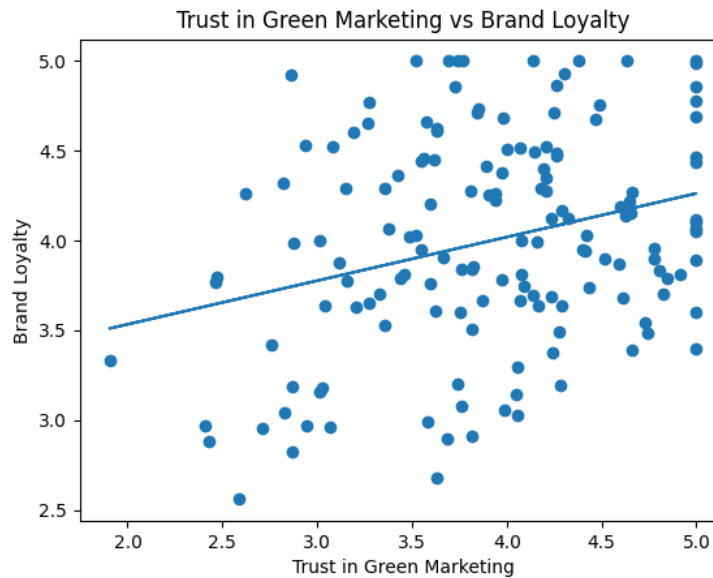
Overall, research shows that green marketing can have a big impact on customer behavior by boosting brand loyalty, promoting eco-friendly consumption, and improving brand legitimacy. Even if the amount of research on sustainable marketing is increasing, more empirical study is needed to comprehend how various

aspects of green marketing work together to affect consumer loyalty in emerging countries. Therefore, by experimentally investigating the function of green marketing in fostering consumer brand loyalty, this study seeks to add to the body of literature.

Data Analysis and Regression

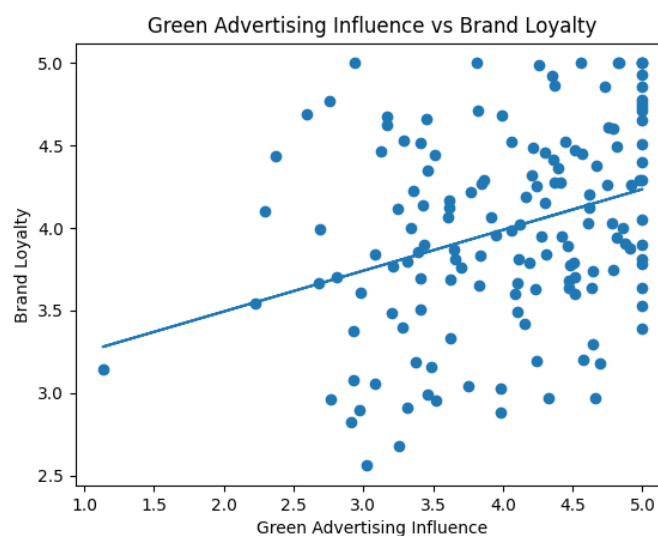
The purpose of the empirical investigation was to investigate how green marketing affects customer trust, purchasing patterns, and brand loyalty. About 150 valid answers were gathered using a structured questionnaire to create the dataset. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to gauge responses. "I would recommend eco-friendly brands to others" is a behavioral indication of brand loyalty and advocacy that is commonly acknowledged in marketing research. Trust in green marketing, the impact of green advertising, and the willingness to pay more for eco-friendly goods were the independent factors.





In order to comprehend respondents' general sentiments regarding green marketing methods, descriptive statistical analysis was initially carried out. The results show that respondents' opinions on environmentally conscious marketing campaigns are typically favorable. "Green marketing increases my trust in a brand" received a mean score of 3.98 with a standard deviation of 0.86. According to this finding, the majority of consumers somewhat concur that green marketing strategies improve a brand's trustworthiness. Customers tend to view a brand as more trustworthy and morally upright when it communicates environmental concern through marketing tactics.

In a similar vein, the statement "Green advertising influences my purchase decisions" had a mean score of 4.05 and a standard deviation of 0.90. This implies that consumer purchase intentions are significantly influenced by marketing communications that highlight environmental advantages. Consumers seem to be encouraged to think about environmentally conscious firms while making purchases by advertising messaging emphasizing sustainability, eco-friendly production, and environmental protection.



The mean score for the statement "I am willing to pay more for environmentally friendly products" was 3.92, with a standard deviation of 0.94. This finding suggests that respondents show a comparatively high willingness to pay more for



sustainable goods. Customers seem to understand the environmental benefits of eco-friendly products and are willing to pay more for them if they think they help the environment.

The statement "I would recommend eco-friendly brands to others" had the highest mean score of all the attitudinal variables, with a mean value of 4.07 and a standard deviation of 0.88. This suggests that respondents are very inclined to suggest eco-friendly brands to others. Because consumers who advocate a brand through word-of-mouth communication are likely to sustain a long-term engagement with that company, recommendation behavior is sometimes considered an essential indicator of brand loyalty.



To find out how respondents learn about eco-friendly items, consumer awareness of green products was also investigated. According to the analysis, social media sites are the most significant source of information on environmentally friendly items. Another significant source of awareness was found to be recommendations from friends and family. Consumer awareness is somewhat increased by traditional advertising channels and educational content from news stories or environmental reports. These results imply that in order to attract

environmentally conscious consumers, modern green marketing strategies must make efficient use of digital communication platforms.

The survey also looked at the main variables influencing consumers' decisions to buy environmentally friendly products. The findings show that the most important factor influencing consumer behavior is product quality. The next most important elements influencing purchasing decisions were found to be brand reputation and environmental sensitivity. Advertising influence and price factors were relatively less important. These results imply that while consumers' attitudes toward green products are influenced by environmental consciousness, they still place a higher value on the product's functionality and dependability. Therefore, in order to keep customer loyalty and trust, businesses need to make sure that environmentally friendly products continue to be of excellent quality. The strength of the association between green marketing factors and brand loyalty was assessed using Pearson correlation analysis.

The correlation coefficient between trust in green marketing and brand loyalty was found to be $r = 0.68$, indicating a strong positive relationship. This suggests that consumers who perceive environmental claims as credible are more likely to develop favorable attitudes toward the brand and recommend it to others.

The correlation between green advertising influence and brand loyalty was $r = 0.61$, demonstrating that promotional communication highlighting environmental benefits contributes positively to consumer loyalty. The strongest correlation was observed between willingness to pay a premium for green products and brand loyalty, with a coefficient of $r = 0.72$. This indicates that consumers who place higher value on environmental sustainability tend to exhibit stronger loyalty toward eco-friendly brands.

To further examine the predictive relationship between green marketing variables and brand loyalty, multiple linear regression analysis was conducted.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$



Where Y represents Brand Loyalty, X_1 represents trust in green marketing, X_2 represents influence of advertising, X_3 represents willingness to pay, β_0 represents the intercept, β_1 , β_2 and β_3 represent the coefficients and ε represents the error term.

The regression model produced a coefficient of determination of $R^2 = 0.56$, indicating that 56 percent of the variation in brand loyalty can be explained by the independent variables included in the model. The results show that willingness to pay for environmentally friendly products has the strongest influence on brand loyalty ($\beta = 0.41$, $p < 0.01$), followed by trust in green marketing ($\beta = 0.34$, $p < 0.01$) and the influence of green advertising ($\beta = 0.28$, $p < 0.05$).

Finally, brand reputation was examined as an additional factor influencing consumer purchase decisions. Approximately 90 percent of respondents indicated that brand name significantly affects their buying behavior when a product claims to be eco-friendly. This finding suggests that established and reputable brands possess a competitive advantage when promoting environmentally friendly products because consumers perceive them as more credible and trustworthy. Overall, the results demonstrate that green marketing practices play an important role in strengthening consumer trust, influencing purchasing behavior, and building brand loyalty.

3. CONCLUSION

The findings of this study provide important insights for managers seeking to strengthen brand loyalty through green marketing strategies. First, companies should focus on building **consumer trust** by ensuring that environmental claims are transparent, credible, and supported by genuine sustainability practices. Certifications, eco-labels, and clear communication about environmental initiatives can help enhance consumer confidence in green products.

Second, firms should use **effective green advertising**, particularly through digital platforms and social media, to increase awareness about environmentally friendly products. Marketing messages should highlight both the environmental benefits and the quality of the products to influence consumer purchase decisions.

Third, managers should recognize that many consumers are **willing to pay a premium** for sustainable products if they perceive real environmental value. Therefore, companies should emphasize the long-term environmental and social benefits of their products while maintaining competitive quality standards.

Overall, integrating sustainability into marketing strategies, product development, and brand communication can help organizations strengthen customer trust, encourage repeat purchases, and enhance long-term brand loyalty

References

1. Baktash, L., & Talib, M. A. (2019). Green marketing strategies: Exploring the role of environmental awareness in consumer purchase behavior. *Journal of Business Research*, 101, 459–467. <https://doi.org/10.1016/j.jbusres.2018.12.022>
2. Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
3. Hoffman, A. J. (2018). *The next phase of business sustainability*. Stanford University Press
4. Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
5. Majeed, S., Aziz, T., & Saleem, S. (2022). The effect of green marketing practices on consumer buying behavior: Evidence from emerging markets. *Sustainability*, 14(9), 5123. <https://doi.org/10.3390/su14095123>
6. Martínez, P. (2015). Customer loyalty: Exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896–917. <https://doi.org/10.1108/IJCHM-03-2014-0115>
7. Ottman, J. A. (2011). *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Berrett-Koehler Publishers.
8. Peattie, K., & Peattie, S. (2009). Social marketing: A pathway to consumption reduction? *Journal of Business Research*, 62(2), 260–268. <https://doi.org/10.1016/j.jbusres.2008.01.033>
9. Polonsky, M. J. (1994). An introduction to green marketing. *Electronic Green Journal*, 1(2), 1–10. <https://doi.org/10.5070/G31210177>
10. Tan, L. P., Johnstone, M. L., & Yang, L. (2022). Barriers to green consumption behaviors: The roles of environmental concern, green marketing, and consumer knowledge. *Journal of Cleaner Production*, 364, 132706. <https://doi.org/10.1016/j.jclepro.2022.132706>
11. Widyastuti, S., Said, M., Siswono, S., & Firmansyah, D. (2019). Customer trust through green corporate image, green marketing strategy, and social responsibility. *International Journal of Supply Chain Management*, 8(5), 144–151.

