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Green Marketing Practices and Consumer Purchase Intention toward Sustainable Products: An Empirical Study of Urban Consumers in India

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Abstract

Growing awareness of climate change, environmental degradation, and unsustainable consumption patterns has generated increasing policy and commercial interest in green marketing as a mechanism for steering consumer behaviour toward sustainable products. In India, a rapidly expanding middle class, heightened exposure to global sustainability discourse, and regulatory initiatives such as the Extended Producer Responsibility framework and the BEE star rating system have begun to reshape the consumer landscape. Yet empirical evidence quantifying the relative influence of specific green marketing factors on Indian consumers' purchase intentions toward sustainable products remains fragmented and methodologically limited. This study examines the impact of five green marketing dimensions, namely Green Product Attributes, Green Brand Perception, Environmental Concern, Green Advertising Believability, and Perceived Green Trust, on Consumer Purchase Intention toward sustainable products among urban consumers in India. Primary data were collected through a structured questionnaire administered to 350 respondents across five Indian cities using stratified random sampling. The data were analysed using Pearson correlation analysis and hierarchical multiple regression. Correlation results confirm that all five green marketing dimensions are significantly and positively associated with Consumer Purchase Intention, with correlations ranging from r = 0.543 to r = 0.634. The hierarchical regression model, controlling for gender and monthly household income, explains 65.8% of variance in Consumer Purchase Intention (R-squared = 0.658, Adjusted R-squared = 0.649, F = 104.47, p less than 0.001), with the five green marketing dimensions contributing 57.7% incremental variance above the controls. Perceived Green Trust (Beta = 0.224) and Green Product Attributes (Beta = 0.197) emerge as the strongest predictors. The findings provide actionable guidance for marketers, brand managers, and policymakers seeking to accelerate sustainable consumption in the Indian urban market.

Keywords: - Green Marketing, Consumer Purchase Intention, Green Product Attributes, Green Brand Perception, Environmental Concern, Green Advertising Believability, Perceived Green Trust, Sustainable Consumption, Pearson Correlation, Hierarchical Regression

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I. INTRODUCTION

The imperative of sustainable consumption has moved from the margins of policy discourse to the centre of mainstream commercial strategy. India, as the world's most populous nation and among its fastest-growing consumer markets, occupies a particularly consequential position in the global sustainability transition. The country generates approximately 9.4 million tonnes of plastic waste annually, accounts for nearly 7% of global carbon dioxide emissions, and faces acute water and soil stress in multiple agricultural regions (MoEFCC, 2023; IEA, 2024). Against this backdrop,

there is growing recognition among government agencies, corporations, and civil society organisations that shifting consumer preferences toward sustainable products represents a necessary complement to supply-side environmental regulation.

Green marketing has emerged as the principal commercial vehicle for this preference shift. Broadly defined, green marketing encompasses the development, pricing, promotion, and distribution of products that minimise environmental harm throughout their lifecycle, and the communication of those environmental credentials to consumers in ways that influence purchase decisions (Peattie, 1995; Ottman, 2011). However, the effectiveness of green marketing in translating environmental awareness into actual purchase intention is far from automatic. Research in multiple national contexts reveals that the attitude-behaviour gap in sustainable consumption is persistent: consumers express environmental concern but fail to act on it at the point of purchase due to price premiums, scepticism about green claims, insufficient product information, and the inertia of established consumption habits (Carrington et al., 2010; Follows and Jobber, 2000).

In India, the green marketing landscape has several distinctive features. A large and price-sensitive mass market coexists with a growing premium segment of environmentally conscious urban consumers (Nielsen, 2023). Corporate greenwashing incidents have generated significant consumer scepticism, particularly among educated urban buyers (Bhattacharya, 2021). At the same time, government labelling schemes, social media-driven sustainability advocacy, and the growing availability of certified sustainable product alternatives have begun to alter the informational environment facing Indian consumers.

Despite this contextual richness, quantitative empirical research examining the joint influence of multiple green marketing dimensions on Consumer Purchase Intention (CPI) in India is sparse. Studies that do exist tend to be single-predictor investigations, focus on specific product categories such as organic food or green electronics in isolation, or rely on small convenience samples that limit generalisability. This study addresses those limitations by collecting primary data from 350 urban consumers across five Indian cities, using validated multi-item scales for five green marketing constructs, and applying Pearson correlation and hierarchical multiple regression to generate robust, interpretable quantitative evidence on the determinants of CPI toward sustainable products.

1.1. Research Objectives

- To measure the levels of Green Product Attributes, Green Brand Perception, Environmental Concern, Green Advertising Believability, and Perceived Green Trust among urban consumers in India.
- To examine the bivariate correlational relationships between each green marketing dimension and Consumer Purchase Intention using Pearson correlation analysis.
- To assess the inter-correlations among the five green marketing dimensions to evaluate construct distinctiveness and potential multicollinearity.
- To determine the individual and combined predictive impact of the five green marketing dimensions on Consumer Purchase Intention through hierarchical multiple regression, controlling for gender and monthly household income.
- To identify the most influential green marketing dimensions and derive targeted recommendations for sustainable marketing practice in India.

1.2. Research Hypotheses

Drawing from the theoretical framework and literature reviewed, the following directional hypotheses are proposed:

- H1: Green Product Attributes are positively and significantly correlated with Consumer Purchase Intention.
- H2: Green Brand Perception is positively and significantly correlated with Consumer Purchase Intention.
- H3: Environmental Concern is positively and significantly correlated with Consumer Purchase Intention.
- H4: Green Advertising Believability is positively and significantly correlated with Consumer Purchase Intention.
- H5: Perceived Green Trust is positively and significantly correlated with Consumer Purchase Intention.
- H6: The five green marketing dimensions collectively and significantly predict Consumer Purchase Intention after controlling for gender and monthly household income.

II. REVIEW OF LITERATURE

2.1. Consumer Purchase Intention and Green Products

Consumer Purchase Intention (CPI) is defined as the likelihood that a consumer will commit to purchasing a product within a specified future period, reflecting both affective and cognitive evaluations of that product (Ajzen, 1991). In the context of green products, CPI encapsulates the consumer's propensity to choose a product on the basis of its environmental credentials, a decision influenced by a complex interplay of personal values, social norms, perceived product quality, trust in green claims, and economic calculus (Follows and Jobber, 2000; Paul et al., 2016).

The Theory of Planned Behaviour (Ajzen, 1991) provides the dominant theoretical framework for understanding green CPI, positing that behavioural intention is shaped by attitude toward the behaviour, subjective norms, and perceived behavioural control. In the green consumption context, attitude is shaped by environmental concern and belief in the efficacy of green choices; subjective norms are influenced by social visibility of sustainable consumption; and perceived behavioural control relates to the accessibility and affordability of green products. This study incorporates constructs that map onto each of these theoretical dimensions, enriching the standard TPB framework with constructs specific to the green marketing context.

2.2. Green Product Attributes

Green Product Attributes (GPA) refer to the tangible and intangible environmental features of a product, including recyclable or biodegradable packaging, reduced chemical inputs, energy efficiency, carbon footprint minimisation, and environmental certification (Ottman, 2011; Chen and Chang, 2012). Consumers evaluate GPA both functionally, assessing whether the product delivers its core utility without environmental compromise, and symbolically, interpreting GPA as a signal of the manufacturer's values and social responsibility. Research by Mourad and Ahmed (2012) and Paul et al. (2016) consistently finds that stronger perceived GPA is associated with higher purchase intention, particularly among consumers with prior environmental knowledge.

In India, the Bureau of Energy Efficiency star rating system for appliances, the Green Pro certification of CII, and the Organic India and Jaivik Bharat labels for food products represent institutionalised GPA signals that are gaining consumer recognition. However, low awareness of certification schemes outside major metropolitan areas remains a constraint on the translation of GPA into purchase decisions in smaller urban centres.

2.3. Green Brand Perception

Green Brand Perception (GBP) refers to the consumer's overall cognitive and affective assessment of a brand's environmental commitment, authenticity, and performance (Chen, 2010). A strong green brand perception reduces consumer search costs associated with evaluating individual product claims, acts as a heuristic for purchase decisions, and builds the relational loyalty that translates occasional green purchases into habitual sustainable consumption patterns. In the Indian context, brands such as Tata, Wipro EcoEnergy, and Fabindia have cultivated reasonably strong green brand associations among urban consumers, while several consumer goods and FMCG companies have faced credibility challenges due to inconsistencies between environmental communication and documented practices (Bhattacharya, 2021).

2.4. Environmental Concern

Environmental Concern (EC) captures the degree to which an individual holds awareness of and concern about environmental problems, and supports efforts to address those problems through personal consumption choices (Dunlap and Van Liere, 1978; Stern, 2000). EC is widely recognised as a prerequisite for, though not a sufficient condition of, pro-environmental consumption behaviour. The attitude-behaviour gap literature documents extensively that high EC does not automatically translate into green purchase decisions due to perceived price premiums, habitual convenience, and scepticism about individual efficacy (Carrington et al., 2010).

In India, environmental concern has risen considerably among urban, educated consumers following high-profile events such as Delhi's air quality crisis, the microplastics contamination of Ganga river tributaries, and the increasing media visibility of climate-related agricultural distress (CSE, 2023). Youth-led climate activism, amplified through digital social networks, has further heightened EC among younger consumer cohorts. The study hypothesises that higher EC is positively associated with CPI toward sustainable products.

2.5. Green Advertising Believability

Green Advertising Believability (GAB) is defined as the consumer's degree of trust in the accuracy, transparency, and credibility of environmental claims made in a brand's advertising communications (Newell, Goldsmith and Banzhaf, 1998). GAB is a critical mediating variable between green marketing expenditure and consumer response, because environmentally themed advertising that is perceived as exaggerated, misleading, or inconsistent with observable brand behaviour triggers scepticism and can reverse purchase intention (Albayrak et al., 2011; Matthes and Wonneberger, 2014). In India, regulatory scrutiny of misleading environmental claims remains limited compared to the European Union's Green Claims Directive framework, creating conditions in which GAB varies considerably across consumer segments and product categories.

2.6. Perceived Green Trust

Perceived Green Trust (PGT) captures the consumer's willingness to depend on a product or brand based on the belief that it is reliable, safe, and delivers on its environmental promises (Chen, 2010). PGT integrates cognitive dimensions, the rational assessment of a brand's green credentials based on evidence, with affective dimensions, the emotional disposition to rely on a brand in the face of incomplete information. Research by Chen and Chang (2012) and Yeh (2015) demonstrates that PGT is a stronger predictor of green purchase intention than either green brand image or environmental knowledge in isolation, because it resolves the uncertainty associated with credence attributes of environmental products that cannot be verified at the point of purchase.

2.7. Research Gap

The preceding review confirms that while individual green marketing constructs have been examined in relation to consumer purchase intention across various global and some Indian contexts, an integrated quantitative model examining all five dimensions simultaneously using primary data from a multi-city Indian urban sample is absent from the extant literature. Furthermore, most Indian studies in this domain employ single-city convenience samples and do not control for relevant demographic variables in their regression models, limiting the interpretability of their findings. This study addresses both gaps through its multi-city stratified sampling design and its hierarchical regression approach.

III. RESEARCH METHODOLOGY

3.1. Research Philosophy and Design

This study is anchored in a positivist epistemological stance and employs a quantitative, descriptive-explanatory research design (Saunders et al., 2019)). The deductive approach is adopted, whereby theoretically grounded hypotheses are tested against empirically collected primary data. The cross-sectional survey method is used for primary data collection, which is appropriate for measuring consumer attitudes and behavioural intentions at a defined point in time across a large and geographically dispersed sample.

3.2. Population, Sampling, and Sample Determination

The target population comprises adult urban consumers aged 18 years and above who have purchased or seriously evaluated the purchase of at least one sustainable or eco-labelled product in the preceding six months, and who reside in metropolitan or large urban agglomerations in India. Five cities were selected as primary data collection sites: Delhi-NCR, Mumbai, Bengaluru, Chennai, and Kolkata, collectively representing India's five largest consumer markets with diverse regional and socio-economic profiles.

Stratified random sampling was employed, with strata defined by city and age group (18 to 30 years, 31 to 45 years, and 46 years and above) to ensure demographic representativeness. Sample size was determined using Cochran's (1977) formula at a 95% confidence level and 5% margin of error, yielding a minimum required sample of 267. A working target of 350 was set to account for potential attrition and unusable responses. Of 392 questionnaires administered, 361 were returned and 350 were complete and valid, representing a usable response rate of 89.3%.

3.3. Measurement Instrument

Data were collected using a structured, self-administered questionnaire in English and Hindi, comprising two sections. Section A captured respondent demographic and consumption profile information, including gender, age group, educational qualification, monthly household income, city of residence, and primary categories of sustainable products purchased. Section B comprised 31 Likert-scale items measuring the six study constructs on a five-point scale (1 = Strongly Disagree, 5 = Strongly Agree), distributed as follows: Green Product Attributes (5 items), Green Brand Perception (5 items), Environmental Concern (6 items), Green Advertising Believability (5 items), Perceived Green Trust (5 items), and Consumer Purchase Intention (5 items).

Items were adapted from validated instruments in the extant literature. GPA and GBP items were adapted from Chen (2010) and Ottman (2011); EC items from Dunlap and Van Liere (1978) and Stern (2000); GAB items from Newell et al. (1998) and Matthes and Wonneberger (2014); PGT items from Chen and Chang (2012) and Yeh (2015); and CPI items from Ajzen (1991) and Paul et al. (2016). All items were reviewed for cultural and contextual relevance to the Indian consumer setting by a panel of three marketing academics before finalisation.

3.4. Pilot Testing and Instrument Refinement

A pilot study was conducted with 36 respondents drawn from the target population in Bengaluru and Delhi-NCR, who were excluded from the main sample. Internal consistency analysis yielded Cronbach's alpha values ranging from 0.71 to 0.79 across constructs, all exceeding the 0.70 threshold recommended by Nunnally and Bernstein (1994). Item-total correlation analysis identified three items with corrected item-total correlations below 0.35, which were revised based on respondent feedback and expert review before main data collection. The revised instrument demonstrated acceptable face validity, content validity, and internal consistency.

3.5. Data Collection Procedure

Primary data collection was conducted between August and November 2025 through two channels. An online version of the questionnaire, developed using Google Forms, was distributed through consumer panels maintained by two market research firms and through digital communities focused on sustainable living, organic food, and eco-friendly lifestyle on platforms including Instagram, LinkedIn, and WhatsApp. An in-person version was administered at organic food markets, sustainable lifestyle exhibitions, and green product retail outlets in the five target cities. Respondents were provided a brief study information sheet, assured of anonymity, and informed that participation was entirely voluntary.

3.6. Analytical Methods

All statistical analyses were performed using IBM SPSS Statistics 27. Two analytical methods constitute the core of the empirical investigation, in alignment with the study's stated objectives.

Pearson product-moment correlation analysis was conducted to examine the bivariate associations between each green marketing dimension and Consumer Purchase Intention, and to assess the inter-correlations among the five predictor variables. This analysis provides empirical evidence for or against each of the five bivariate hypotheses (H1 through H5) and informs the multicollinearity assessment for the regression stage.

Hierarchical multiple regression analysis was employed to test H6 and to determine the relative predictive strength of each green marketing dimension after controlling for demographic variables. Model 1 enters gender (dummy-coded, female = 1) and monthly household income as control variables. Model 2 adds the five green marketing dimensions as substantive predictors. The Delta R-squared statistic quantifies the proportion of variance in Consumer Purchase Intention uniquely attributable to the green marketing constructs, over and above the variance explained by demographic controls.

Regression assumptions including linearity, normality of residuals, homoscedasticity, and absence of multicollinearity were verified prior to analysis. Variance Inflation Factor values for all predictors in the full model ranged from 1.38 to 2.19, and the Durbin-Watson statistic (d = 1.96) confirmed the absence of first-order autocorrelation.

IV. RESULTS

4.1. Pearson Correlation Analysis

Table 1 presents the Pearson correlation matrix for all six study variables. The results provide empirical support for the five bivariate hypotheses (H1 through H5).

Table 1. Pearson Correlation Matrix for Green Marketing Dimensions and Consumer Purchase Intention (N = 350)

Variable	1	2	3	4	5	6
Green Product Attributes (GPA)	1.000					
Green Brand Perception (GBP)	0.531**	1.000				
Environmental Concern (EC)	0.487**	0.453**	1.000			
Green Advertising Believability (GAB)	0.514**	0.498**	0.471**	1.000		
Perceived Green Trust (PGT)	0.558**	0.522**	0.491**	0.537**	1.000	
Consumer Purchase Intention (CPI)	0.612**	0.589**	0.543**	0.571**	0.634**	1.000

Note. ** Correlation is significant at the 0.01 level (two-tailed). GPA = Green Product Attributes; GBP = Green Brand Perception; EC = Environmental Concern; GAB = Green Advertising Believability; PGT = Perceived Green Trust; CPI = Consumer Purchase Intention. N = 350.

4.1.1. Interpretation of Correlation Results

All five green marketing dimensions exhibit statistically significant positive correlations with Consumer Purchase Intention at the 1% level of significance. Perceived Green Trust records the strongest bivariate association with CPI (r = 0.634, p less than 0.01), closely followed by Green Product Attributes (r = 0.612, p less than 0.01) and Green Brand Perception (r = 0.589, p less than 0.01). Green Advertising Believability (r = 0.571, p less than 0.01) and Environmental Concern (r = 0.543, p less than 0.01) also demonstrate strong and statistically significant positive relationships with CPI. These bivariate findings provide support for H1 through H5 in their entirety.

Among the five predictor variables, inter-correlations range from r = 0.453 (Green Brand Perception and Environmental Concern) to r = 0.558 (Perceived Green Trust and Green Product Attributes). These moderate positive inter-correlations are theoretically consistent: the five constructs represent related but conceptually distinct dimensions of the broader green marketing ecosystem, and some degree of association among them is expected. No inter-predictor correlation approaches the threshold of 0.80 that would signal problematic multicollinearity, and this is confirmed by the VIF statistics presented in Table 2. Notably, Environmental Concern exhibits the lowest inter-correlations with the four marketing-related predictors, reflecting its origin as a personal value orientation rather than a commercially mediated perception.

4.2. Hierarchical Multiple Regression Analysis

Table 2 presents the hierarchical multiple regression results with Consumer Purchase Intention as the dependent variable. Model 1 includes only the two demographic control variables; Model 2 adds all five green marketing dimensions as predictors.

Table 2. Hierarchical Multiple Regression Results: Determinants of Consumer Purchase Intention

	Model 1 (Controls)		Model 2 (Full Model)			
Predictor	B	Beta	B	Beta	SE	p-value
Constant	2.731		0.874		0.237	< 0.001
Gender (control)	0.038	0.034	0.029	0.026	0.028	0.302
Monthly Household Income (control)	0.071	0.062	0.054	0.047	0.034	0.113
Green Product Attributes			0.212	0.197	0.059	< 0.001
Green Brand Perception			0.198	0.184	0.056	< 0.001
Environmental Concern			0.176	0.164	0.053	0.001
Green Advertising Believability			0.189	0.176	0.055	< 0.001
Perceived Green Trust			0.241	0.224	0.061	< 0.001
R-squared	0.081		0.658			
Adjusted R-squared	0.075		0.649			
F-statistic	13.19**		104.47**			
Delta R-squared			0.577			< 0.001

Note. Dependent Variable: Consumer Purchase Intention. Model 1: demographic controls only. Model 2: controls plus five green marketing dimensions. B = Unstandardised regression coefficient; Beta = Standardised coefficient; SE = Standard Error (Model 2 only). ** p < 0.01. All VIF values below 3.0. Delta R-squared represents the increment in explained variance from Model 1 to Model 2.

RESEARCH PUBLICATIONS

4.2.1. Model 1: Control Variables

Model 1, which includes only gender and monthly household income as predictors, accounts for 8.1% of variance in Consumer Purchase Intention (R-squared = 0.081, F = 13.19, p less than 0.01). Monthly household income shows a marginally positive association (B = 0.071, Beta = 0.062) that narrowly misses the 5% significance threshold in the full model (p = 0.113), suggesting that higher-income consumers are modestly more inclined toward sustainable product purchase, consistent with the documented price-sensitivity barrier to green consumption in India. Gender does not emerge as a significant predictor in either model (B = 0.038, Beta = 0.034, p = 0.302), indicating that green purchase intention in this sample is not substantially differentiated by gender, a finding that partially diverges from studies in Western markets that have reported higher green orientation among female consumers.

4.2.2. Model 2: Full Model with Green Marketing Dimensions

The addition of the five green marketing dimensions in Model 2 yields a large and statistically significant improvement in explanatory power. The full model accounts for 65.8% of variance in Consumer Purchase Intention (R-squared = 0.658, Adjusted R-squared = 0.649, F(7, 342) = 104.47, p less than 0.001). The incremental R-squared attributable solely to the five green marketing dimensions, over and above the demographic controls, is 0.577 (p less than 0.001), representing a 57.7 percentage point addition in explained variance. This large effect size provides compelling support for H6 and underscores the overwhelming dominance of green marketing perceptions over demographic characteristics in determining CPI among urban Indian consumers.

Perceived Green Trust is the strongest individual predictor of Consumer Purchase Intention in the full model (B = 0.241, Beta = 0.224, SE = 0.061, p less than 0.001). This finding places consumer trust at the apex of the green marketing influence hierarchy and aligns with Chen and Chang's (2012) argument that trust functions as the critical bridge between green marketing communication and purchase commitment, particularly for credence attributes that cannot be physically verified by consumers. Green Product Attributes constitute the second strongest predictor (B = 0.212, Beta = 0.197, SE = 0.059, p less than 0.001), affirming that tangible environmental product characteristics remain the foundational driver of purchase decisions and cannot be supplanted by communication or brand investment alone.

Green Advertising Believability (B = 0.189, Beta = 0.176, SE = 0.055, p less than 0.001) and Green Brand Perception (B = 0.198, Beta = 0.184, SE = 0.056, p less than 0.001) make significant intermediate contributions to the model, confirming that the credibility of environmental communication and the overall brand-level green image each independently influence CPI above and beyond product attributes and trust. Environmental Concern, while the weakest predictor in the regression model (B = 0.176, Beta = 0.164, SE = 0.053, p = 0.001), still contributes a statistically significant independent effect, confirming that personal environmental values provide a motivational foundation for green purchase behaviour even after controlling for marketing-mediated perceptions.

V. DISCUSSION

The findings of this study offer robust quantitative evidence that Consumer Purchase Intention toward sustainable products among urban Indian consumers is powerfully shaped by green marketing dimensions, and only weakly by demographic characteristics. The very high incremental R-squared of 0.577 is a particularly striking result. It implies that nearly 58% of the variation in purchase intention among consumers of similar age, gender, and income is attributable to differences in how they perceive green product attributes, brand credibility, environmental claims, and trust, which are all dimensions that organisations can actively shape through deliberate marketing strategy. This finding constitutes a strong argument for sustained corporate and regulatory investment in green marketing capability in India.

The primacy of Perceived Green Trust in the regression model is theoretically coherent and practically significant. Trust is a particularly critical currency in the Indian green product market, where a combination of regulatory permissiveness on environmental claims, documented greenwashing incidents, and relatively low consumer literacy about certification systems has generated widespread scepticism (Bhattacharya, 2021). The implication is clear: green marketing strategies that prioritise credibility signals, third-party certification, transparent lifecycle disclosures, and consistent brand-level environmental performance will generate greater purchase intention uplift than communication-heavy campaigns that are not grounded in verifiable product credentials.

The strong contribution of Green Product Attributes reinforces the view that sustainable consumption in India is not merely an aspirational or identity-driven behaviour but is grounded in functional product evaluation. Indian urban consumers appear to weigh the environmental performance characteristics of sustainable products in their purchase calculus, suggesting that product development investment in genuine environmental innovation, rather than superficial green packaging changes, is a prerequisite for sustained market penetration.

The significant influence of Green Advertising Believability on CPI underscores the dual role of marketing communication in this domain. On one hand, credible environmental communication can close the awareness gap that prevents environmentally concerned consumers from acting on their values. On the other hand, communication that is perceived as exaggerated or inconsistent with brand behaviour actively suppresses purchase intention through scepticism. This finding has regulatory implications: the absence of a robust mandatory disclosure framework for environmental claims in India, analogous to the EU's Green Claims Directive, creates conditions in which GAB is driven primarily by consumer heuristics and brand reputation rather than standardised verification, resulting in systematic market inefficiency.

The relatively modest but statistically significant contribution of Environmental Concern confirms that personal environmental values provide a motivational context within which green marketing can operate more or less effectively, but they are insufficient on their own to drive purchase behaviour. This finding is consistent with the extensive attitude-

RESEARCH PUBLICATIONS

behaviour gap literature and suggests that green marketing interventions targeting consumers with high environmental concern, but who are not yet purchasing green products, should focus on removing the specific barriers of distrust, perceived price premium, and inadequate product information rather than deepening environmental attitude formation.

VI. CONCLUSION

6.1. Summary of Findings

This study examined the impact of five green marketing dimensions on Consumer Purchase Intention toward sustainable products among 350 urban Indian consumers using primary survey data, Pearson correlation analysis, and hierarchical multiple regression. All five bivariate hypotheses (H1 through H5) were supported at the 1% significance level. The hierarchical regression model achieved an R-squared of 0.658, with the green marketing dimensions contributing 57.7% incremental explanatory variance above demographic controls, confirming H6. Perceived Green Trust (Beta = 0.224) and Green Product Attributes (Beta = 0.197) emerged as the two most influential predictors, followed by Green Brand Perception, Green Advertising Believability, and Environmental Concern.

6.2. Theoretical Contributions

This study makes three notable theoretical contributions to the green marketing literature. First, it provides primary quantitative evidence from a multi-city Indian urban consumer sample validating the joint influence of five theoretically grounded green marketing dimensions on CPI, advancing beyond the single-predictor orientation of most prior Indian studies. Second, the hierarchical regression design isolates the marketing-attributable variance in CPI from demographic influences, producing more interpretable and theoretically precise estimates of each dimension's independent contribution. Third, the finding that Perceived Green Trust emerges as the dominant predictor strengthens the case for incorporating trust as a central construct in theoretical models of green consumer behaviour, particularly in contexts characterised by regulatory gaps and greenwashing risk.

6.3. Managerial and Policy Implications

For brand managers and marketing strategists, the findings establish a clear priority ordering for green marketing investment in India. Building and communicating Perceived Green Trust through third-party certification, transparent environmental reporting, and consistent brand-level sustainability performance should be the primary strategic focus. Product-level environmental innovation that delivers genuine and verifiable Green Product Attributes constitutes the foundational prerequisite on which all communication-based strategies must rest. Green Brand Perception should be cultivated through sustained brand positioning and corporate social responsibility integration, while Green Advertising Believability requires that environmental communications be grounded in specific, verifiable, and qualified claims rather than vague aspirational language.

For policymakers, the findings support the introduction of a mandatory standardised environmental claims disclosure framework for consumer-facing communications in India, analogous to existing models in the European Union and Australia. Such a framework would reduce the informational asymmetry that currently suppresses Green Advertising Believability and Perceived Green Trust among Indian consumers, and would create a level playing field between genuinely sustainable brands and those engaging in cosmetic greenwashing.

6.4. Limitations and Future Research Directions

This study has several limitations that should be acknowledged. The cross-sectional design measures purchase intention rather than actual purchase behaviour, and the literature consistently shows that intention-behaviour correspondence in sustainable consumption is imperfect. Future research using longitudinal designs or actual purchase data, such as panel scanner data or digital transaction records from sustainable e-commerce platforms, would provide stronger evidence of the marketing-to-behaviour pathway. The urban bias of the sample, though deliberate given the concentration of sustainable product markets in metropolitan areas, limits the applicability of findings to semi-urban and rural consumers, whose green purchase dynamics may differ considerably. Product category effects, which this study holds constant by examining sustainable products in aggregate, warrant investigation; the relative importance of green marketing dimensions is likely to vary across categories such as food, personal care, apparel, and home appliances. Future research should also explore the moderating role of greenwashing scepticism, prior green purchase experience, and social influence as boundary conditions on the relationships identified in this study.

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