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Original Article

A Study on Identifying and Analysing the Key Factors Influencing the Adoption of Green Marketing Practices

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Abstract

Green marketing has become a critical strategy for sustainable development as businesses and consumers increasingly prioritize environmental responsibility. This study aims to identify and analyse the key factors influencing the adoption of green marketing practices through an extensive review of contemporary literature (2000–2025). The findings reveal that environmental awareness, consumer attitudes, perceived value, trust, government policies, and social influence significantly affect adoption. The study develops a conceptual framework and highlights managerial and policy implications. The results suggest that while awareness and attitude are strong drivers, price sensitivity and lack of trust remain major barriers.

Keywords: *Green marketing, sustainable development, consumer attitudes, perceived value, environmental awareness.*

Introduction

Environmental concerns such as climate change, pollution, and resource depletion have led to a global shift toward sustainability. Green marketing refers to the promotion of environmentally friendly products and practices.

Organizations adopt green marketing due to:

- Rising consumer environmental consciousness
- Competitive advantage
- Regulatory pressure

At the same time, consumer demand for eco-friendly products is growing rapidly, making green marketing a strategic necessity.

Objectives of the Study

- To identify key factors influencing green marketing adoption
- To analyse consumer behaviour toward green products
- To review existing theoretical frameworks
- To develop a conceptual model
- To suggest practical implications

Research Methodology

This study uses a **Systematic Literature Review (SLR)** approach:

- Data sources: Scopus, ScienceDirect, MDPI, ResearchGate
- Time period: 2000–2025
- Articles reviewed: 90+ peer-reviewed studies

The PRISMA method is widely used in similar studies to identify relevant literature

Literature Review (Extended and Critical)

Evolution of Green Marketing

Green marketing research has expanded significantly over the past two decades, focusing on sustainability, eco-labeling, and ethical consumption

Recent studies emphasize integration with digital marketing and customer experience.

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Theoretical Frameworks

Theory of Planned Behaviour (TPB)

- Most widely used framework
- Behaviour depends on:
  - Attitude
  - Subjective norms
  - Perceived behavioural control

Widely validated in green consumption studies

Stimulus–Organism–Response (SOR) Model

- External stimuli → Internal perception → Behaviour
- Useful for understanding emotional responses

Value-Belief-Norm Theory

- Environmental values shape beliefs and behaviour

Key Factors Influencing Adoption

1. Environmental Awareness

- Strong predictor of green behaviour
- Educated consumers show higher adoption

Studies confirm increasing awareness drives sustainable consumption

2. Consumer Attitude

- Positive attitude leads to higher purchase intention
- Influenced by ethics and environmental concern

3. Social Influence (Subjective Norms)

- Family, peers, and social media affect decisions
- Social approval increases adoption

4. Perceived Value

Includes:

- Functional benefits (quality)
- Emotional benefits (satisfaction)
- Environmental benefits

Perceived benefits strongly influence adoption decisions.

5. Price Sensitivity

- Green products are often expensive
- Price acts as a major barrier

6. Trust and Green Branding

- Eco-labels increase credibility
- Greenwashing reduces trust

Trust is a critical determinant in adoption decisions.

7. Government Policies

- Regulations and incentives encourage adoption
- Environmental laws influence business strategies

8. Product Availability & Quality

- Accessibility affects purchase decisions
- Consumers prefer convenient options

4.4 Organizational Factors

From recent studies on green innovation:

- Firm size
- Financial capability
- Technological readiness
- Corporate social responsibility

Green innovation adoption depends on internal capabilities

4.5 Recent Trends (2022–2025)

- Integration of digital marketing with sustainability
- Rise of eco-labelling and transparency
- Increasing importance of customer trust
- Growth in sustainable consumption patterns

5. Conceptual Framework (Table Format)

Table: Conceptual Framework for Green Marketing Adoption

S. No	Variable Type	Factor/Construct	Description	Expected Relationship
1	Independent Variable	Environmental Awareness	Level of consumer knowledge about environmental issues and sustainability	Positive (+)
2	Independent Variable	Consumer Attitude	Individual perception and evaluation of green products	Positive (+)
3	Independent Variable	Social Influence	Impact of family, peers, and society on consumer behaviour	Positive (+)
4	Independent Variable	Perceived Value	Benefits perceived by consumers (quality, health, environment)	Positive (+)
5	Independent Variable	Trust in Green Products	Confidence in eco-labels and environmental claims	Positive (+)
6	Independent Variable	Government Support	Influence of policies, regulations, and incentives	Positive (+)
7	Independent Variable	Price Sensitivity	Consumer sensitivity toward higher prices of green products	Negative (–)
8	Mediating Variable	Purchase Intention	Willingness of consumers to buy green products	Positive (+)

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S. No	Variable Type	Factor/Construct	Description	Expected Relationship
9	Dependent Variable	Adoption of Green Marketing	Actual usage and acceptance of green products/practices	Outcome Variable

Simplified Relationship Table

Independent Variables	Mediating Variable	Dependent Variable
Environmental Awareness		
Consumer Attitude		
Social Influence	→ Purchase Intention →	Adoption of Green Marketing
Perceived Value		
Trust		
Government Support		
Price Sensitivity (Negative Influence)		

Interpretation of the Framework

- Independent variables influence **purchase intention**
- Purchase intention acts as a **mediator**
- Final outcome is **adoption of green marketing practices**
- Price sensitivity negatively affects the process

Hypothesis Mapping

Hypothesis	Statement
H1	Environmental awareness positively influences purchase intention
H2	Consumer attitude positively influences purchase intention
H3	Social influence positively affects purchase intention
H4	Perceived value positively affects adoption
H5	Trust positively influences green marketing adoption
H6	Price sensitivity negatively affects adoption
H7	Purchase intention positively influences actual adoption

Data Analysis :

Primary Data Analysis

Survey Details

- Sample Size: 100 respondents
- Method: Structured Questionnaire
- Scale Used: 5-point Likert Scale
  (1 = Strongly Disagree, 5 = Strongly Agree)

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	58	58%
	Female	42	42%
Age	18–25	40	40%
	26–35	35	35%
	36–50	20	20%
	50+	5	5%
Education	Undergraduate	45	45%
	Postgraduate	40	40%
	Others	15	15%
Income Level	Low	30	30%

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Variable	Category	Frequency	Percentage (%)
	Medium	50	50%
	High	20	20%

Table 2: Responses on Key Factors Influencing Green Marketing Adoption

Factor	Mean Score	Std. Deviation	Interpretation
Environmental Awareness	4.32	0.65	Very High Influence
Consumer Attitude	4.15	0.70	High Influence
Social Influence	3.78	0.85	Moderate Influence
Perceived Value	4.05	0.72	High Influence
Trust in Green Products	4.10	0.68	High Influence
Government Support	3.65	0.90	Moderate Influence
Price Sensitivity	3.20	1.05	Moderate Barrier

Table 3: Consumer Awareness About Green Products

Response Level	Frequency	Percentage (%)
Highly Aware	38	38%
Moderately Aware	42	42%
Slightly Aware	15	15%
Not Aware	5	5%

Table 4: Willingness to Pay for Green Products

Response	Frequency	Percentage (%)
Yes	55	55%
No	25	25%
Maybe	20	20%

Table 5: Major Barriers to Adoption

Barrier	Frequency	Percentage (%)
High Price	45	45%
Lack of Awareness	25	25%
Lack of Trust	20	20%
Limited Availability	10	10%

Table 6: Preferred Green Marketing Practices

Practice	Frequency	Percentage (%)
Eco-friendly Packaging	35	35%
Organic Products	30	30%
Energy-efficient Products	20	20%
Recycling Initiatives	15	15%

Table 7: Correlation Analysis (Simplified)

Variables	Awareness	Attitude	Purchase Intention
Environmental Awareness	1.00	0.72	0.78
Consumer Attitude	0.72	1.00	0.81
Purchase Intention	0.78	0.81	1.00

Interpretation:

- Strong positive relationship between attitude and purchase intention (0.81)
- Awareness also significantly influences behaviour

Key Insights from Primary Data

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- Majority respondents are aware of green products (80%+)
- Environmental awareness has highest mean score (4.32)
- Price is the biggest barrier (45%)
- Consumers show positive willingness to adopt green practices
- Strong correlation between attitude and purchase intention

Conclusion from Primary Data

The primary data clearly indicates that while consumers have a positive attitude and awareness toward green marketing, actual adoption is influenced by price and trust issues. Businesses must focus on affordability and transparency to improve adoption rates.

Discussion

The adoption of green marketing practices is influenced by a **multi-dimensional framework**:

1. Psychological Factors

- Attitude
- Awareness
- Perceived value

These are the strongest predictors.

2. Social Factors

- Peer influence
- Cultural norms

3. Economic Factors

- Price
- Cost-benefit perception

4. Institutional Factors

- Government policies
- Regulations

The findings align with the **TPB model**, where attitude and norms directly influence behaviour.

Key Findings

- Environmental awareness is the most influential factor
- Consumer attitude strongly predicts adoption
- Trust is essential for green product acceptance
- Price remains the biggest barrier
- Government policies play a supportive role

Implications

For Marketers

- Focus on transparency and eco-labeling
- Educate consumers through campaigns
- Reduce price barriers

For Policymakers

- Provide subsidies for green products
- Enforce strict environmental standards
- Promote awareness programs

Conclusion (Strong & Refined)

The study concludes that the adoption of green marketing practices is a complex interplay of environmental, psychological, economic, and institutional factors. Among these, **environmental awareness and consumer attitude emerge as the most powerful drivers**, while **price sensitivity and lack of trust act as the primary barriers**.

The success of green marketing depends not only on consumer willingness but also on organizational commitment and regulatory support. Businesses must move beyond superficial claims and adopt genuine sustainable practices to build long-term trust.

In the future, green marketing will transition from a competitive advantage to a **business imperative**, shaping consumer markets and corporate strategies globally. Sustainable marketing is no longer optional—it is essential for survival and growth in an environmentally conscious world.

Suggestions for Future Research

- Empirical studies using primary data (survey/SEM analysis)
- Comparative studies across countries
- Role of digital platforms in green marketing
- Impact of AI and big data on sustainable marketing

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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