



Looking at the globe through the green lens: A study of consumer attitudes towards green marketing

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Abstract

Growing awareness of environmental issues has resulted in a change in consumer behaviour. Consumer perceptions towards living a green lifestyle have shifted. People are actively attempting to lessen their environmental impact. Firms have noticed this shift in customer sentiments and are attempting to acquire a competitive advantage in the market by utilizing the green market's potential. Consumers and producers have focused their attention on environmentally friendly items such as low-power or energy-efficient electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate-free detergents [21]. The current study introduces the concept of green marketing, focuses on consumers' level of awareness about environmental issues, their perceptions and preferences toward green marketing practices, and investigates the numerous ways in which distinct consumer traits are linked to the concept of green marketing.

The search terms comprise green marketing, green consumer behaviour, green awareness, green purchase intentions, sustainable marketing. Google Scholar has been used as the database to extract articles as it includes articles listed in Web of Science and Scopus as well.

Key words: *Green marketing, consumer behaviour, awareness, green purchase behaviour, sustainable marketing, environment, purchase intentions.*

I Introduction

Sustainable marketing, waste management, water and energy conservation and preventing pollution are buzzwords in today's culture. Firms have begun to change their behaviour to accommodate emerging concerns as society becomes more worried about the natural environment. Due to global warming, ozone depletion, pollution of seas and rivers, noise and light pollution, acid rains, and desertification, as well as many other critical environmental challenges, environmentalism has arisen as a crucial feature over the last decades [22][37][79]. Because of the rapid depletion of non-renewable energy resources and the development of non-biodegradable toxins, consumers and businesses are becoming more aware of green marketing challenges. Today's world faces a slew of environmental concerns, making it critical for businesses to design and sell themselves as environmentally friendly. Researchers and marketers have

become increasingly interested in the impact of marketing on creating and preserving ecological equilibrium [7]. Table 1 contains summary information on some studies in this area of research.

Environmental degradation is causing concern all across the map. As the condition of environment deteriorates, consumers' attitudes toward environmentally friendly items become more conscious [34]. The organisations have noted the deterioration of the environment and the resulting change in consumer awareness and attitudes [34]. Firms operating in industries directly use natural resources and the environment supplies them inputs and provides a physical space for all operations [48]. Because marketing operations have increased consumption and waste while reducing the product life cycle; marketing has also been blamed for some environmental damage [37].

According to American Marketing Association, marketing of products that are presumed to be environmentally safe is called as green marketing [6]. It is a technique for making potential customers aware about environmentally beneficial practices [5]. Green marketing is also termed as environmental marketing, sustainability marketing or ecological marketing. It is a management process that recognizes, anticipates, and meets the requirements and wants of customers and society in a profitable and long-term manner [48]. Green marketing covers a wide range of actions, including changing the product, making modifications to the manufacturing process and packaging, as well as changing advertising or eliminating any activity that has a detrimental impact on the environment [5][55]. Thus, green marketing refers to holistic marketing concept that facilitates the exchange of goods to satisfy customers' needs and wants, with minimal detrimental impact on environment while also conserving the environment, without compromising the ability of future generations to meet their own needs, as part of overall corporate strategy [22].

Green marketing became a green movement in the 1990s [16][66], and the decade of 1990 was dubbed the era of "Green Revolution" [73]. With the passage of time, consumer support for environmental protection has grown, resulting in increased demand for green products [48][55][62][73]. Since then, green marketing has grown in importance as a research topic for academics and marketers [48][82]. It emphasizes the use of toxin-free ingredients and environmentally friendly techniques in product development [62]. It is regarded as one of the most important business trends nowadays. Green marketing, as a multifaceted idea, has been linked to concepts like ecological marketing, sustainable marketing, environmental protection strategy, and environmentally friendly marketing [7][70].

Green customers are those who are aware of and concerned about environmental issues [78]. These consumers typically boycott manufacturers and merchants and actively promote environmental preservation [35]. Consumers' degree of knowledge, attitudes, values, and behaviours have a significant impact on environmental quality. When consumers' fundamental needs for performance, quality, convenience, and affordability are addressed, and they understand how a green product could assist solve environmental problems, they adopt green products [60]. From a business prospective, it has to be profitable, which is not the case for all "green" products. According to [15], the organic sector is suffering, while local produce, animal welfare, and fair-trade practices are improving the bottom line. There has to be a balance between sustainability, the company's need for profit, and the broader need to safeguard the ecosystem, according to [38].

Table 1: Some Research on Consumer Attitudes towards Green Marketing

Author/Year	Type of Study	Focus of Study	Findings
Ajai Pal Sharma (2021)	Review paper	Systematic review to develop a green purchase decision-making model.	Lack of environmental awareness, price, perceived related dangers, organisational image, trust, and willingness to pay have all been cited as impediments, resulting in a disconnect between customers' attitudes and actual buying behaviour for green products.
Ryan Firdiansyah, Monizaihasra Mohamed, Mohd Yusoff Yusliza, Jumadil Saputra and Zikri Muhammad and Abdul Talib Bon (2021)	A review Paper	Green marketing and sustainable marketing	This study finds a significant effect of green marketing on its brand image, impacting consumer purchasing decision behaviour.
Muhammad Salman Shabbir, Mohammed Ali Bait Ali Sulaiman, Nabil Hasan Al-Kumaim, Arshad Mahmood, and Mazhar Abbas (2020)	An empirical research	Green marketing approaches and consumer beliefs and the behavior of consumers towards the environment	Green marketing strategies have a positive and significant impact on customer behaviour toward the environment, and the importance of green marketing for firms has been underlined.
ShabbirHusain (2020)	A review Paper	Review and classification of academic work done on consumer behaviour in the green marketing.	Gender, age, economic group, and education level were all investigated as moderating factors in socio-demographic studies.
Thanika Devi Juwaheer, Sharmila Pudaruth, Marie Monique Emmanuelle Noyaux, (2019)	An empirical research	Green marketing strategies on consumer purchasing patterns in Mauritius	There is a strong desire among businesses to promote green branding, eco-labeling, and green packaging tactics in order to encourage a more environmentally conscious workforce. Mauritius customers are adopting a more environmentally friendly purchasing style.
Bhanu Pratap Singh and Dr. Ruchi Kashyap Mehra (2019)	An empirical research	Customers awareness towards the advertising of green marketing and green product purchasing.	Green marketing and eco-friendly activities are becoming more popular among Indore residents and the majority of consumers purchase green products and adhere to green marketing principles.
Christopher Groening, Joseph Sarkis and Qingyun Zhu (2018)	Theoretical and conceptual research	A comprehensive overview of individual-level consumer behavior theories in green marketing	They undertake a large-scale evaluation of more than 20 consumer-level theories, which are divided into six categories, and give each theory's explanation, application in green marketing, and research proposals.
Ainsworth A. Bailey Aditya S. Mishra and Mojisola F. Tihamiyu (2018)	An empirical research	Application of the "GREEN" scale	The GREEN scale was created to assess how consumers demonstrate their concern for the environment through their purchasing habits.
Aakanksha Singha and Garima Malik (2018)	An empirical research	The purchase of eco-friendly cosmetics by female consumers	There is a negative correlation between female consumers' attitudes and purchases of green cosmetics.
Rosa Maria Dangelico and Daniele Vocalelli (2017)	Conceptual Research	Systematic Literature Review	Presents an in-depth examination and synthesis of the body of information currently available in the subject of Green Marketing, and as such, it has significant implications for managers, academics, and students.

Chitral P. Patel and Pawan K. Chugan (2015)	An empirical research	Influence of consumer perception towards green advertising on green purchase intention.	The areas of green advertising that had positive substantial influences on customers' green buy intention were environmental knowledge, company image, product feature improvisation, and ethical impact.
Prashant Kumar and Bhimrao Ghodeswar (2015)	A review Paper	Systematic review of literature in green marketing	The study continues by discussing the feasibility and importance of building a mix that may be used as the foundation for green marketing.
Rosamartina Schena, Giulia Netti and Angeloantonio Russo (2015)	An empirical research	Consumers' attitude as a feedback the signals (Signalling Theory)	The view of green products is changing, and the likelihood that environmental concerns could influence consumer purchasing behaviour is becoming more real.
Yatish Joshia and Zillur Rahmanb (2015)	A review and conceptual Paper	Consumer's environmental concern and products functional attributes	Consumers are aware of the impact of their consumption habits on the environment and society; they rationally weigh the advantages of green purchasing activities and assess how their efforts might help the environment and society.
Ben Dewalda, Barbara Jean Bruina and Yoon Jung Jang (2014)	An empirical research	Dine at a "green" restaurant	A third of the US population eats at "green" restaurants, with more than half of those unclear whether the restaurant was actually "green."
Mayank Bhatia and Amit Jain (2013)	An empirical research	Environmental issues, green products and practices.	Consumer persuasion to buy and choose green items over conventional ones was positively influenced by marketing companies' commitment to green marketing.
Gandhi Ankit and Rao Mayur (2013)	Case Study	Consumers' intentions to buy green items are influenced by green advertising.	Consumer attitudes about green advertising have a considerable impact on consumer purchase intentions for green products.
Golnaz Rezai, Phuah Kit Teng, Zainalabidin Mohamed and Mad Nasir Shamsudin (2013)	An empirical research	The link between socio demographic characteristics and consumer perceptions of the green concept	Going green is the best approach to save the environment and make green products and practices available in Malaysia.
Novera Ansar (2013)	An empirical research	Consumer intentions towards buying green products	Green purchase intention is not strongly related to socio demographic characteristics. Aside from environmental ads, price and environmentally friendly packaging were found to be favourably associated to the intention to buy green.
Kelly L. Haws, Karen Page Winterich and Rebecca Walker Naylor (2013)	An empirical research	Develop a scale of green consumption values	GREEN scale accurately predicts customer preference for green products.
Jacob Cherian and Jolly Jacob (2012)	A conceptual framework is presented	Consumer attitudes and green marketing.	One issue that comes up is that current consumption levels are overwhelming and unsustainable. As a conclusion, green marketing is vital, as is a shift in consumer behaviour and mindset toward more environment conscious lifestyles.
Sisira s. withanachchi (2012)	A review and conceptual Paper	Consumer behavior in green consumption	The tastes, preferences, perceptions are the socially constructed and the consumer culture, consumer ethics, and consumer values within green consumerism is configured by the discourse.

Lorena Carrete, Raquel Castan, Reto Felix, Edgar Centeno and Eva Gonzalez (2012)	An empirical research	Green consumer behavior in the context of emerging economies. B	Rather than being based on strong environmental principles, green practices appear to be embedded in the ancient traditions of saving and frugality.
Elham Rahbar and Nabsiah Abdul Wahid (2011)	An empirical research	Consumer's actual purchase behavior and green marketing tools.	Due to its positive public image, s eco-branded products have been commercially successful, causing consumers to purchase and brand loyalty to flourish.
Ravindra P. Saxena and Pradeep K. Khandelwal (2008)	An exploratory and empirical research	Green marketing and its interface with consumers	Consumers have a strong positive attitude towards green marketing and also agree to that: "In future more and more consumers will prefer green products."
Kaman Lee (2008)	An empirical research	Hong Kong adolescent consumers' green purchasing behaviour.	Environmental worry was the second most important predictor of Hong Kong adolescents' green shopping behaviour, followed by concern for self-image in environmental protection as the third, and perceived environmental duty as the fourth most important predictor.
Sanjay K. Jain and Gurmeet Kaur (2004)	An empirical research	Extent of environmental awareness, attitudes and behaviour prevalent among consumers in India	Consumers feel that the sudden increase in environmental care is genuine, and that people in India are eager to adopt ecologically beneficial initiatives to address environmental issues.
Stavros P. Kalafatis, Michael Pollard, Robert East, Markos H. Tsogas (1999)	An empirical research	Consumers' intention to buy environmentally friendly (EF) products	In terms of the TPB's robustness in predicting and explaining desire to buy EF items, the study gave substantial support.
Polonsky Michael Jay (1994)	Conceptual Research	Introduction to "Green Marketing"	Consumers tend to be less dedicated to environmental improvement and may be attempting to place too much blame on industry and government.

II Green marketing tools

Green marketing tools such as eco-labels, eco-brands, and environmental advertising will make green product qualities and characteristics easier to see and understand, hence encourage people to buy ecologically friendly items [31]. Application of these tools is critical in changing consumers' actual purchasing behaviour to buy environmentally friendly products, hence reduce negative environmental impact of synthetic products. Studies have focused on the impact of green marketing tools on purchasing behaviour; however, the conclusions often contradict each other [13][19]. Overall, there is a positive association between efficient green marketing methods and customers' green product purchasing behaviours. As a result, businesses should promote green branding, eco-labeling, and green packaging initiatives to persuade consumers to adopt a greener consumption pattern [82].

Perceptions of eco products: Environmentally friendly products are those that aim to eliminate negative environmental consequences while also providing significant improvements throughout the product life cycle [82]. Today's market is increasingly appealing to the marketers of green products. Consumers who are environmentally concerned choose to buy green products [65] to meet their emotional demands [31]. They aspire to buy eco-friendly alternatives for products that generate high level of environmental impact compared to those with low level of environmental impact [19]. Consumers view glass-based products, household cleaning products, aerosols, insecticides, and plastics as non-green product categories with a high environmental impact [31]. As a result, consumers are likely to respond positively to items that have

environmental elements. Understanding the impact of brands on customer purchasing decisions is crucial for marketers [31].

In a study about customer engagement behaviour, the key variables for making a purchasing decision were found as perceived quality, perceived value, experience, and functional aspects of the product [9]. Customers have shown a willingness to buy green products if they are available, thus marketers should make them available to them for consumption [53]. In an examination of green consumer psychology, it was found that customers want to satisfy a variety of requirements while purchasing environmentally friendly products in order to decrease environmental pollution guilt and express a green lifestyle [62].

Environmental advertising: Constant and continuous communication from the organizations' side is required to make an impact and create a distinct green positioning. Green positioning is a crucial factor in the success of green branding efforts [24][30][31]. Green advertising emphasizes the ability of products, services, ideas, or organisations to aid or mitigate environmental harm [36]. Environmentally sustainable products will not be commercially viable if green brand qualities are not adequately articulated [65]. Consumers' responses to green marketing were impacted greatly by their earlier perceptions of the company's environmental concerns [21]. The goal of green advertising is to influence consumer behaviour by encouraging people to buy environmentally friendly items and drawing their attention to the positive effects of their purchases, both for themselves and for the environment [8][26]. Advertisements that use green products and activities are more likely to elicit emotions and lead to persuasion. Marketing messages about green practices should be more focused on theme and messaging [53]. The more information about the environment that green marketing supply to consumers, the more likely they are to want to buy the product; advertisements should also emphasise the product's green attributes, as people prefer to acquire things that are relevant and valuable to them rather than just making green claims [21]. The presentation of the corporation's goal statement relating to environmental protection, presentation of methods followed by the company to go green, and one specific CSR action adopted by the organisation comprise the basis of environmental advertising [26]. Environmental advertisements help to form a consumer's values and translate these values into the purchase of green products [2][8][36]. Environmental statements in commercials and on product labels have been demonstrated to affect purchasing decisions of 70 percent of the respondents [18]. Environmental advertisement, however, is not found to be significant with purchase behavior [31]. One of the factors contributing to the failure of applying environmental advertisements to enhance purchase behavior is due to low credibility of green advertisements among consumers [50].

Environmental friendly packaging: The most requested feature for a green product is sustainable packaging [70]. Until the previous decade, green packaging was not a big focus of research [57]. With increased environmental concerns, consumer awareness of green packaging has resulted in a more environmentally friendly mindset. It has also been said that items that do not exhibit green features have less commercial success [42]. The advantages of ecologically friendly packaging are mostly determined by the nature of the packaging and can save money. It could, for instance, be recyclable, reusable, or made of environmentally friendly materials, reducing the need for natural resources [70].

Perceptions of eco labeling: Eco-labeling has a considerable impact on customer behaviour toward items since it transmits information about the consumer's environmental concerns as well as product qualities. Increased consumer knowledge of eco labels will aid in the promotion of green consumerism [31]. The goal of introducing eco-labels and organic food labels is to allow consumers to distinguish between products that are less detrimental to the environment and those that are not [75]. Recognizing the impact of eco-labels on consumers and their effects on the environment, as well as whether they consider eco-labels in their decision-making, is critical [30][58]. It has been found that eco-labels are appealing instruments and have a

favourable impact on customer awareness of green products and purchasing intent [58][72]. When consumers are aware of eco labels, they are more likely to be interested in learning about green marketing and purchasing green items [58]. They prefer eco-labeled products for a variety of reasons, including environmental concerns and personal health concerns [25][41]. While some customers recognise the purposes of labels, this does not invariably translate to green purchase decisions [17]. According to a recent study, consumers lack faith in the multitude of eco-labeling on items, according to the study [47]. It is extremely difficult to persuade consumers to make purchase decisions without the confidence and trust of eco-labels; they will choose environmentally friendly products that are less destructive to the environment than their alternatives based on their trust in eco-label [31]. Furthermore, [30] adds that little is known regarding the impact of label information on a consumer's desire to buy environmentally friendly products. The performance of eco-labeling programmes even had a negative impact in some cases [13]. Labels may reduce misunderstanding and dissatisfaction, but they will raise product costs [70]. Furthermore, consumers' preference for eco-labeled products may provide a competitive advantage to producers of reasonably environmentally friendly products, allowing them to gradually force less environmentally friendly competitors out of the market [75].

Green products premium and pricing: Going green comes with a price tag that not everyone is prepared to pay. Previous research studies on consumer willingness to pay more for green products have yielded conflicting results. Consumers felt that green products are priced higher than conventional products [53]. Furthermore, a well-designed environmental regulation pricing model encourages green activities, giving businesses a competitive advantage [57]. Although consumers have shown positive attitude towards green products, but at the same time they are concerned with the availability and price of such products [4]. Past studies have indicated that green products have substantial awareness among customers and willing to pay more for the green products [4][10][11][45][59][75][83] to protect the environment [24][61]. As a result, businesses should encourage customers to switch brands or even pay a premium for greener alternatives [29]. On the contrary, it was found that consumers seek out green products while making purchases, but they are willing to pay the same price for green alternatives as their ordinary counterparts [4]. According to [62], emotional marketing has the ability to move passive green consumers who are willing to pay a premium for environmentally friendly products to greener consumption patterns.

III Socio-demographic characteristics of green consumers

Environmental behaviour of consumers is influenced by various factors, including external (e.g. education, media, family, or culture), internal (e.g. knowledge, attitudes, awareness, or involvement), and situational (economic rewards and legislation) [52]. Consumer opinions toward the government's involvement and their personal environmental norms influenced their views on green products greatly [81]. Many customers regard environmental products and claims as not just perplexing, but also misleading. They appear to believe that producers and retailers only behave in their own self-interest in order to increase profit margins, and that the media are their clandestine collaborators [52].

Past researches have focused on socio-demographic characteristics, psychographic measures and geographic variables in an attempt to profile green consumer segments and have witnessed mixed results [52]. Consumers with higher income, higher education and small family size are willing to pay more for products like organic products, however, organic products gain more respect as a result of the requirement for certification and labeling [12]. Most studies appear to show that socio-demographic factors have limited significance in segmenting green consumers [52]. The fundamental reason for this is that socio demographic characteristics can be used to profile consumers in terms of environmental knowledge, but when it comes to behavioral elements of environmental consciousness components, they are of little relevance [27][59].

Consumers' socio demographic profile, such as gender, dwelling area, age, education level, and income, are linked to their attitudes toward going green, but their perceptions of going green with environmental concerns are significantly influenced only by gender and educational level [37].

Age and education appear to be two of the most relevant variables in determining environmental behaviour, according to traditional research on green consumer profiling [5][51][52]. The general belief is that younger individuals are likely to be more sensitive to environmental issues and serious about environment preservation [5]. Consumers who grew up in an era when environmental problems were a major worry are more likely to be open to these issues [80]. On the other hand, education is expected to correlate positively with environmental concerns and behavior [46][80]. Consumers with higher levels of education are more aware of the environmental issues; hence, are more concerned about environmental quality and more motivated to participate in environmentally responsible behaviors [mm]. While looking at consumer awareness of the natural environment by age, it was discovered that children have more environmental knowledge and are more involved in environmental protection than their parents; reason being they are taught in their schools as to what to do with the garbage and celebrate earth day at school and consider actions to give relief to the planet [52]. However, age differences in consumer attitudes toward green marketing were found to be insignificant in a study [4][46]. One study demonstrates that older individuals are more concerned about the environment and purchase green products than younger people [51]. In comparison to the middle and senior age groups, younger generations are more inclined to adopt environmentally friendly items [56]. Organic items were more likely chosen by younger customers and those from higher income groups who stated pro-environmental attitudes and practices [39].

Income is another socioeconomic variable generally thought to be related to environmental sensitivity [5]. Green consumers were found to have a greater level of education and a higher household income [46], they believed that eco-friendly products were beneficial to their health and that they helped to conserve resources. The justification for this notion is that people with higher income levels can afford the marginal cost increases associated with supporting environmental causes and choosing green products [80]. Furthermore, higher social classes are more likely to witness the effects of environmental degradation through their outdoor recreational activities [27]. The results of studies on gender differences in consumer attitudes toward green marketing were found to be insignificant [4][46][81]. However, a negative correlation was found between female consumers' attitudes and purchases of green cosmetic items [5].

It was observed that perceived market influence mediates the relationship between environmental concerns and green purchase behaviour and geo-cultural products' attractiveness plays a mediating role in the green marketing model and marketing performance [72].

IV Consumer attitudes and purchase intentions

The attitude towards products is the major factor which influences the purchasing behaviour of consumers [1]. Customers have a positive attitude toward buying green products and have a high level of trust in them [51]. Consumers are more environmentally conscious, have a strong positive attitude toward green marketing, and will prefer green products in future [53] and that the businesses who can build a green image will have a competitive advantage in the market [75]. Because the environment has a direct impact on human health, the majority of respondents felt that becoming green may benefit human health [37]. Concern for the environment, eco-labeling, previous experiences, and perceived utility have all been recognized as key determinants of green consumer behaviour [3]. The percentage of consumers who buy just green items has been discovered to be quite low, and marketers should use this as an opportunity to expand their product ranges and present themselves as environmentally friendly [53]. Consumer knowledge of green products is

strong [11]; however they are unaware of green activities undertaken by various government and non-government bodies [1], implying that additional efforts from organisations are required in this area [53]. According to [48] demand and attitudes for green products is likely to be uneven across different market segments and cultures. The low degree of awareness and confidence in eco-friendly products are the two key challenges to green marketing [5]. [1] found that consumer behaviour is unaffected by green marketing operations and suggested that consumers should be continually informed of environmental issues, such as the detrimental effects of other products on the environment and how to maintain the environment safe. Furthermore, marketers should keep in mind that they must maintain a constant awareness of environmentally friendly items.

Environmental education, company image, product feature improvisation, and ethical impact are all facets of green advertising that have positive substantial influences on customers' green purchase intention [21]. The two most important drivers of green purchasing intention were perceived trustworthiness of the environmental advertisement claim and relevance of marketed goods to respondents' daily life [21]. Skepticism of green promises and the credibility of advertisements, however, had negligible effects on green purchasing intention [21]. Environmental advertisements and ecological packaging are associated with a higher likelihood of making green purchases, and there is a moderate association between the two [59].

Environmental concerns: Concern for the environment is a significant predictor of green shopping behaviour [45]. Increased environmental consciousness has resulted in a higher desire to acquire environmentally friendly products [3][79]. Consumers express serious concerns about the state of the environment and want businesses to use environmentally friendly methods to protect the environment [82]. To safeguard the environment, consumers may prefer green items over conventional ones as a result of greater awareness and concern [53]. Consumers regard environmental awareness to be real, and are eager to take environmentally beneficial initiatives to alleviate environmental concerns [74]. A new market for green products is formed as a result of this increasing concern, and consumers have increased its importance. The rationale for this is that consumers' active participation is seen as a strategy of promoting environmental conservation [47]. Consumers are becoming more informed, and many, particularly in developed countries, are seeking long-term development for their children [75]. However, it has also been stated that environmentally conscious consumers do not necessarily behave in an environmentally good manner [65]. Consumer sentiments toward green products were not significantly influenced by environmental protection [81]. Few buyers have a desire to recycle things, care about pollution, and pay for more environmentally friendly products. Their perceived level of self-involvement in environmental protection may deter them from participating in ecologically friendly activities like recycling [81].

V Attitude-behaviour gap

Environmental awareness and concern may not always translate into purchasing decisions [5][26][34]. Also, not all customers are eager to purchase ecologically friendly goods [43]. A thorough discussion of consumer behaviour theories in green marketing revealed the gap between consumer attitudes and actual purchasing behaviour [23]. Many customers have an ideal concept of being ecologically responsible, but they may not be able to put this concept into practice, resulting in no efforts to transition to a green lifestyle [44]. It was found that organic food options were consistently purchased less frequently than non-organic options [39]. Consumers rarely purchase products that contained recycled materials, due to the fact that these items are not very common in the consumer market [46]. It was also observed that only 4 percent of consumers who expressed care for the environment purchased green products, despite the fact that 67 percent of consumers expressed their concern; as a result, it's critical to look into the reasons for this shaky relationship [69].

Environmental concern and green product features were two key explanations for inconsistency in green consumers' attitudes and actual purchase behaviour, according to certain studies [84]. Knowledge, values, lifestyle, and social influence also influence the attitude-behavior gap [49]. Price, perceived related risks, organisational image, trust, and desire to pay have all been cited as impediments, resulting in a disconnect between consumer attitudes and actual buying behaviour when it comes to green products [3].

Green customers have become a driving force in how businesses operate, and these environmentally conscious customers are spawning a new economy all around the world [82]. Understanding the behavioral characteristics of green consumers can aid in the development of green solutions to bridge the gap between consumer attitudes and actual purchasing behaviour for green products. Desirable changes in marketing techniques for green marketers are emphasized based on new understanding, ongoing changes in green marketing decisions, and opportunities offered by green marketing acceptance [64]. Continuous research into changes in consumer behaviour in the marketplace can be used to study marketing trends. Businesses can adapt their offerings to customers by spotting these changes.

VI Conclusions and suggestions

The current study is a synthesis of various aspects related to consumers' attitudes towards green marketing, providing valuable insights to marketers who want to understand environmentally conscious individuals. The need for green marketing emanates from the fact that the consumption levels are high and unsustainable; making it imperative for a shift in the consumer's behavior and attitude towards more environmental friendly life styles. It is clearly evident from the past studies that the consumers are aware of the environmental concerns and have strong values and beliefs towards the environment. Despite their feelings for the environment, customers are hesitant to engage in green shopping behaviours. Some consumers willing to pay a little extra towards green purchases, organizations are discerning the demands, behavior and attitude of the consumers. Businesses are looking towards gaining an edge in the green market industry by trying to redo their products into an environmental friendly product. They're also attempting to educate the masses through green advertising, which focuses on green products and how they benefit consumers. All this will promote the concept of green products among the people.

Some general observations can be made based on the comprehensive review of the existing literature. First, there is significant evidence that not all consumers are ready to pay more for green products. Consumers from low income categories cannot afford to buy environmentally friendly products as they are significantly more expensive than their conventional counterparts. Second, environmental behaviors in one context do not necessarily transfer to other contexts. An individual may be engaged in recycling the waste but may not be prepared to pool car while travelling to office. Third, there might be barriers for consumers to attain green behavior such as lack of availability of wide variety of green products at reasonable price. Finally, the apprehensions about perceived usefulness are also identified as barriers to green purchase behaviour.

Despite the consistent gap between green consumers' attitude and actual behaviour, there is a significant growth in the domain of green marketing. Since the success of green products depend on the consumers adopting or changing their attitude and behavior towards such products, it is imperative that green marketers identify all the factors that encourage cooperation. The field of green marketing would benefit from examining actual behavior instead of purchase intentions for multiple reasons. As a result, businesses should encourage consumers to switch brands or even pay more for greener alternatives. Managers can identify certain stages in the green product purchasing process for specific consumer categories and devise strategies to drive them forward. Increased contact and a thorough understanding of the needs of consumers help address the individual and psychological dimensions. Consumer goods businesses, marketers, and the

government must work together to communicate the practical benefits of green products and to enhance packaging and labels to help consumers understand them. Companies should focus their positioning efforts on the positive effects of these benefits and build brand distinction in environmentally conscious segments of the market willing to pay higher price for these products. On the other hand, providing affordable eco-friendly alternatives that can lead to a sustainable livelihood is a challenge in the low-income segments of the market. This can be accomplished by focusing on items that use low-cost production processes and recyclable or reused materials, as well as selling directly to customers via agents rather than through cost ineffective retailers.

Government can play a strong role in consumers' perceived effectiveness of their actions on the environment. It can establish numerous environmental consumer standards, such as recycling content and environmental performance measures, which can assist consumers, generate more positive impressions of a product's environmental efficacy, influencing their green purchasing behaviour. Furthermore, the government can have significant influence through regulatory systems and the implementation of various incentives for consumers with diverse levels of environmental awareness. There is also a need to develop clear industry standards and certification systems in order to build trusting connections and allow green product marketers to communicate a consistent message to consumers. Effective green marketing techniques should be further developed and applied in both private and public institutions, and marketers should take use of green branding, packaging, labeling, and advertising to increase demand for green products.

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