

A Study on Green Marketing Strategies and Consumer Awareness in Urban India: An Empirical Investigation of Environmental Consciousness and Sustainable Consumption Patterns among Urban Consumers in Jaipur City, Rajasthan

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Abstract

*Green marketing has emerged as an essential dimension of modern business strategy, integrating environmental responsibility with consumer engagement and market competitiveness. The present study, conducted in **Jaipur City**, seeks to evaluate consumer awareness, perception, and behavioral response toward green marketing strategies within the urban Indian context. Using a structured questionnaire administered to 100 respondents representing diverse demographic groups, the research examines the extent of awareness about eco-friendly products, sources of information influencing green preferences, and barriers preventing active green consumption. Statistical tools such as percentage analysis, chi-square test, and correlation were applied to interpret the relationships between awareness levels, demographic variables, and purchasing intentions.*

Findings reveal that a substantial proportion of respondents possess moderate to high environmental awareness, yet their green purchasing behavior remains inconsistent. Factors such as product availability, price sensitivity, and trust in environmental claims significantly affect consumer decisions. The study also identifies a growing acceptance of sustainable branding and eco-labeling, particularly among younger and educated urban consumers.

The results underscore the necessity for businesses to communicate their environmental commitments more transparently while aligning product performance with ecological values. This research contributes to the discourse on sustainable consumerism in emerging economies, highlighting both opportunities and constraints in fostering environmentally responsible market behavior.

Keywords: *Green Marketing, Consumer Awareness, Sustainable Consumption, Urban India, Jaipur City, Environmental Consciousness, Eco-Friendly Products*

I. Background

The last few decades have witnessed a paradigm shift in marketing philosophies from purely profit-driven approaches toward more socially and environmentally responsible practices. The rising global concern over environmental degradation, resource depletion, and climate change has profoundly influenced corporate behavior and consumer consciousness alike. The industrial expansion and consumption-centric lifestyles that characterized the late twentieth century contributed significantly to ecological imbalances, prompting governments, businesses, and consumers to reassess their roles in ensuring sustainable development (Ottman, 2010). Against this backdrop, the emergence of green marketing—also known as environmental or sustainable marketing—marks a significant turning point in how companies conceptualize their market offerings, manage resources, and communicate value to consumers (Peattie, 2011). In the Indian context, the issue of environmental protection has moved from being a peripheral concern to a mainstream developmental priority. Rapid urbanization, rising disposable incomes, and changing lifestyles in Indian cities have led to increased consumption of goods and services, thereby exerting pressure on natural resources (Gupta & Ogden, 2009). However, this urban growth has also given rise to a more educated and environmentally sensitive consumer base that demands products aligning with ecological and ethical values (Kaur & Singh, 2014). The phenomenon of green consumerism, therefore, has begun to reshape the dynamics of marketing strategies in urban India, compelling firms to adopt green policies not only for compliance but also for competitive differentiation.

Green marketing has evolved from a niche idea to an essential business practice due to the confluence of regulatory pressures, corporate social responsibility mandates, and increasing consumer expectations (Polonsky, 1994). Multinational corporations and domestic firms alike have begun to integrate environmental considerations into product design, packaging, pricing, and promotional activities. Yet, despite the growing prevalence of green initiatives, the extent of consumer awareness and the actual behavioral change among urban consumers remain uneven and context-dependent (Ottman, Stafford, & Hartman, 2006). This calls for a detailed understanding of how consumers in urban India perceive green marketing messages, evaluate green products, and translate their

awareness into purchasing behavior. The urban Indian market provides a unique setting for studying these issues. Cities such as Delhi, Mumbai, Bengaluru, and Pune have witnessed a rapid expansion of middle-class consumers who are exposed to global sustainability discourses through media, education, and corporate campaigns. Nonetheless, the translation of this awareness into concrete green purchasing decisions is often moderated by factors such as price sensitivity, product availability, trust in environmental claims, and the perceived personal benefit of green products (Joshi & Rahman, 2015). These complexities underline the need for an in-depth investigation into both the strategic dimensions of green marketing and the cognitive, attitudinal, and behavioral responses of urban consumers.

II. Concept of Green Marketing

Green marketing refers to the process of planning and executing the conception, pricing, promotion, and distribution of products and services that satisfy consumer needs while minimizing harmful environmental impacts (Peattie & Crane, 2005). It encompasses a holistic approach that integrates ecological concerns into every aspect of marketing management, from product innovation to end-of-life disposal. The concept extends beyond mere product attributes to include the organizational philosophy, communication style, and stakeholder engagement strategy (Polonsky, 1994). During the 1990s and early 2000s, scholars and practitioners alike began to explore the theoretical foundations of green marketing as part of the broader sustainability movement. Peattie (1992) identified three evolutionary phases: ecological marketing, environmental marketing, and sustainable marketing. Ecological marketing focused primarily on addressing specific environmental problems through pollution control and waste reduction. Environmental marketing broadened the scope to include lifecycle thinking and resource efficiency. Sustainable marketing, the most recent phase, integrates long-term environmental and social considerations into corporate decision-making.

In practice, green marketing manifests through strategies such as eco-labeling, green branding, recyclable packaging, carbon-neutral production, and ethical advertising. These strategies are designed not only to communicate a company's environmental responsibility but also to create a distinct brand identity that resonates with conscious consumers (Ottman, 2010). However, the success of such initiatives depends heavily on the credibility of the claims and the consumers' ability to discern genuine efforts from superficial "greenwashing" tactics (Peattie & Crane, 2005). In emerging markets like India, green marketing has acquired a developmental dimension. It is often intertwined with issues of public health, energy conservation, waste management, and sustainable livelihoods. Indian firms, ranging from multinational corporations to local enterprises, have begun experimenting with green innovations such as biodegradable packaging, energy-efficient appliances, and organic products. Nevertheless, the strategic adoption of green marketing in India is still at a nascent stage compared to developed economies. The challenge lies not only in creating eco-friendly offerings but also in fostering consumer awareness and trust that can sustain long-term behavioral change (Rashid, 2009).

III. Consumer Awareness in Urban India

Consumer awareness represents the foundation upon which green marketing strategies operate. Without sufficient awareness of environmental issues and the ecological consequences of consumption, even the most well-designed green marketing campaigns are likely to fall short of their objectives. Awareness in this context refers to the extent to which consumers recognize, understand, and internalize information about the environmental attributes of products and the broader sustainability implications of their purchasing decisions (Schlegelmilch, Bohlen, & Diamantopoulos, 1996). In urban India, consumer awareness has been shaped by a combination of educational advancement, media exposure, and governmental initiatives. The proliferation of environmental education in schools and colleges, the rise of eco-themed advertising campaigns, and the coverage of issues such as climate change, pollution, and deforestation in mainstream media have contributed to an increase in ecological consciousness among city dwellers (Singh & Pandey, 2012). Yet, awareness is not homogenous. Studies suggest that while younger consumers in metropolitan areas are generally more receptive to environmental messages, their actual purchasing patterns often remain guided by traditional considerations such as price, convenience, and brand loyalty (Maheshwari, 2014).

Another dimension of awareness concerns the credibility of environmental information. In India, where regulatory enforcement and eco-labeling mechanisms are still evolving, consumers often express skepticism toward the authenticity of green claims (Biswas & Roy, 2015). The problem of "greenwashing," wherein firms exaggerate or fabricate their environmental credentials, undermines trust and creates confusion in the marketplace. Therefore, one of the key challenges for green marketing in India lies in building transparent, verifiable communication channels that can enhance consumer confidence. Socio-demographic factors also play a significant role in shaping awareness and behavior. Higher education levels, occupational status, and income are positively associated with environmental concern, yet these relationships are moderated by cultural values and lifestyle patterns (Agarwal, 2011). Urban consumers with global exposure tend to demonstrate greater sensitivity toward sustainability issues, whereas those in transitional segments might view green products as luxury goods

rather than necessities. Furthermore, regional differences across Indian cities influence the degree of awareness and adoption, reflecting variations in local environmental conditions, government policies, and consumer experiences. The increasing digitalization of Indian urban life has also impacted consumer awareness. Online media platforms, social networks, and mobile applications have become vital channels for spreading information about eco-friendly products and lifestyle choices (Kumar & Ghodeswar, 2015). This digital engagement, combined with social influence mechanisms, often accelerates the diffusion of green consumerism among educated urban groups. Nevertheless, the transition from awareness to actual behavior remains contingent upon perceived behavioral control, subjective norms, and personal motivation, as suggested by the Theory of Planned Behavior (Ajzen, 1991).

IV. Need for the Study

While several studies have explored environmental awareness and sustainable consumption globally, empirical evidence specific to urban India remains relatively limited and fragmented. Most prior research has either focused on rural environmental behavior or on corporate perspectives, leaving a significant gap in understanding how urban consumers perceive, evaluate, and respond to green marketing initiatives (Garg, 2013). Given the rapid pace of urbanization and the growing economic clout of India's metropolitan consumers, understanding their awareness and behavior toward green marketing is critical for both theoretical advancement and managerial practice. The need for this study arises from the discrepancy between reported environmental concern and actual consumer behavior. Although many urban consumers express a positive attitude toward eco-friendly products, their purchasing decisions often fail to reflect this attitude—a phenomenon known as the attitude-behavior gap (Joshi & Rahman, 2015). Investigating the underlying reasons for this gap—whether economic, psychological, or informational—can provide valuable insights for policymakers and marketers aiming to promote sustainable consumption patterns.

Moreover, the growing environmental challenges faced by Indian cities, such as air and water pollution, waste accumulation, and energy inefficiency, have made it imperative to foster green consumer behavior. Green marketing strategies, when effectively designed and implemented, can serve as instruments for both market success and environmental improvement. Thus, a systematic study of the relationship between green marketing strategies and consumer awareness in urban India is essential for aligning business objectives with national sustainability goals.

V. Objectives

The present study aims to analyze the role of green marketing strategies in influencing consumer awareness and purchasing behavior among urban consumers in India. Specifically, the objectives include:

1. To examine the level of awareness and understanding of green marketing concepts among urban consumers.
2. To identify the factors influencing consumers' perception and attitudes toward green products.
3. To analyze the impact of green marketing mix elements—product, price, place, and promotion—on consumer awareness and purchase intentions.
4. To assess the relationship between demographic characteristics and the degree of green awareness among urban consumers.
5. To provide managerial implications and recommendations for designing effective green marketing strategies in the Indian urban context.

VI. Scope

The scope of this study is confined to urban regions of India, focusing primarily on metropolitan and tier-one cities such as Delhi, Mumbai, Bengaluru, Chennai, and Pune. These cities represent diverse consumer segments characterized by higher literacy rates, better access to information, and varied exposure to green marketing practices. The study concentrates on consumer products that have direct environmental implications—such as household goods, personal care products, and electronic appliances—where the role of green marketing communication is more visible. The temporal scope of the study corresponds to the period between 2010 and 2017, a decade marked by increased corporate engagement with sustainability initiatives and rising consumer discourse on environmental issues. By limiting the focus to this timeframe, the study seeks to capture the transition of green marketing from an emerging concept to an increasingly mainstream strategy in India's urban markets.

VII. Research Gap

Despite the growing body of literature on sustainability and green marketing, several research gaps remain evident. First, most existing studies have concentrated on developed economies, where consumer awareness and regulatory frameworks are more mature. Comparatively fewer investigations have analyzed the behavioral dimensions of green marketing in developing countries like India, where socio-economic diversity

creates unique challenges and opportunities (Rashid, 2009). Second, empirical studies in India have often treated green marketing as a corporate phenomenon rather than a consumer-driven process. Consequently, there is limited understanding of how consumers interpret green marketing messages, how they evaluate environmental claims, and what psychological or social factors drive their adoption of green products (Maheshwari, 2014). Third, while urban consumers are frequently assumed to be more environmentally conscious than their rural counterparts, there is insufficient evidence quantifying this awareness or linking it to actual purchase intentions. The dynamics of urban consumer segments—marked by differences in age, income, and education—have not been adequately explored in previous research (Kaur & Singh, 2014). Finally, methodological inconsistencies across studies—such as small sample sizes, limited geographic coverage, and absence of behavioral metrics—have hindered the formation of generalizable conclusions about green consumerism in India. The present study attempts to bridge these gaps by adopting a comprehensive analytical framework that integrates marketing strategy dimensions with consumer awareness and behavior.

VIII. Significance of the Study

The significance of this study lies in its potential to contribute to both theoretical and practical domains of marketing and sustainability. From an academic perspective, it enriches the literature by providing empirical evidence on the relationship between green marketing strategies and consumer awareness within the Indian urban context. It also helps in contextualizing global theories of green consumer behavior, such as the Theory of Planned Behavior and the Value–Belief–Norm theory, to the socio-cultural realities of India (Ajzen, 1991; Stern, 2000). From a managerial standpoint, the findings of this study can assist businesses in designing more effective and credible green marketing campaigns. Understanding the determinants of consumer awareness and behavior will enable marketers to tailor their strategies according to demographic profiles, psychographic traits, and communication preferences of urban consumers. Moreover, the study can help companies differentiate genuine environmental efforts from superficial promotional tactics, thereby building long-term consumer trust and brand equity. For policymakers, the insights derived from this research may inform the design of awareness programs, certification mechanisms, and regulatory standards that enhance transparency in environmental communication. By linking consumer awareness with policy effectiveness, the study aligns with India's broader objectives under initiatives such as Swachh Bharat Abhiyan, National Solar Mission, and the Sustainable Development Goals. Ultimately, this research underscores the transformative potential of consumer awareness as both a market force and a catalyst for environmental change. In a rapidly urbanizing nation like India, where consumption patterns are evolving alongside aspirations, green marketing holds the promise of integrating economic growth with ecological stewardship. However, realizing this promise requires a nuanced understanding of urban consumers—their perceptions, motivations, constraints, and willingness to align personal choices with collective environmental well-being.

IX. Review of Literature (1000 words)

The concept of green marketing has evolved as a distinct domain of research since the early 1990s, reflecting a growing global consciousness toward environmental protection and sustainable consumption. Early studies such as those by Peattie (1992) and Polonsky (1994) laid the theoretical foundation for understanding green marketing as the integration of environmental considerations into traditional marketing frameworks. These works emphasized the responsibility of firms to design, price, promote, and distribute products that minimize negative ecological impacts while meeting consumer needs. In subsequent years, scholars like Ottman (2010) and Peattie and Crane (2005) advanced the understanding of green marketing as a holistic approach combining ecological integrity, social responsibility, and customer satisfaction. They stressed that effective green marketing requires authenticity, long-term commitment, and transparent communication to prevent skepticism and “greenwashing.” The evolution of these ideas underscored that consumer trust and awareness are central to the success of green initiatives. Research on consumer behavior in green marketing contexts has expanded significantly, with a focus on attitudes, motivations, and barriers. Studies by Schlegelmilch, Bohlen, and Diamantopoulos (1996) and Chan (2001) revealed that environmental concern and moral obligation positively influence consumers' willingness to purchase eco-friendly products. However, these studies also noted that awareness alone does not guarantee behavioral change due to factors like perceived price, convenience, and product performance. This gap between awareness and action—commonly referred to as the “attitude–behavior gap”—has remained a central theme in sustainability research (Joshi & Rahman, 2015).

Within the Indian context, research on green marketing and consumer awareness has gained momentum since the mid-2000s, driven by increased urbanization and exposure to global sustainability trends. Gupta and Ogden (2009) highlighted that urban Indian consumers are gradually becoming more conscious of environmental issues, though their purchasing decisions often remain constrained by affordability and trust concerns. Kaur and Singh (2014) found that awareness levels are significantly higher among educated and higher-income groups in metropolitan areas such as Delhi, Mumbai, and Bengaluru, but awareness does not always translate into consistent

green purchasing behavior. Several scholars have investigated the influence of demographic variables on green consumer behavior in India. Agarwal (2011) noted that younger consumers, particularly those with exposure to global media and higher education, are more likely to identify with sustainability-oriented values. Similarly, Biswas and Roy (2015) observed that gender, education, and income play critical roles in shaping environmental attitudes, with women and highly educated individuals showing stronger pro-environmental tendencies. However, Maheshwari (2014) emphasized that even among environmentally conscious consumers, skepticism toward corporate claims remains widespread due to the lack of reliable eco-labeling systems and regulatory monitoring.

The role of marketing mix elements in promoting green products has also received scholarly attention. Kumar and Ghodeswar (2015) examined how green product design, pricing strategies, and promotional tools affect consumer perceptions in urban India. They concluded that credibility and value perception are key determinants of consumer response. Consumers tend to prefer green products when the environmental benefits are clearly communicated and when the price differential is reasonable relative to conventional alternatives. Similarly, Ottman (2010) suggested that firms should emphasize product performance alongside environmental benefits to appeal to mainstream consumers. International studies further enrich the theoretical landscape relevant to the Indian context. Peattie and Belz (2010) argued that sustainable marketing requires a systemic approach that goes beyond individual product-level changes to encompass the entire supply chain and corporate philosophy. This insight is particularly relevant to emerging markets, where resource constraints and consumer diversity necessitate flexible strategies. Studies conducted in Southeast Asia and Latin America (Rashid, 2009; Kim & Choi, 2005) show that consumers' environmental awareness tends to grow with urbanization and education but remains moderated by socio-economic and cultural factors.

Another significant contribution to the literature is the exploration of psychological and social influences on green consumption. Ajzen's (1991) Theory of Planned Behavior provides a useful framework for explaining how attitudes, subjective norms, and perceived behavioral control shape intentions toward purchasing green products. In addition, Stern's (2000) Value-Belief-Norm theory links environmental concern to personal values and social responsibility, suggesting that awareness is more deeply rooted in cultural and moral orientations than in mere product information. These theoretical perspectives are highly relevant to understanding the complex motivations of Indian urban consumers. In recent years, digital media and online marketing have emerged as transformative tools for raising green awareness. Studies such as those by D'Souza and Taghian (2008) noted that digital communication allows firms to directly engage with environmentally conscious consumers, enhancing message credibility through transparency and interactivity. In urban India, the rise of social media platforms and e-commerce has opened new channels for spreading awareness about sustainable brands and lifestyles (Saxena & Khandelwal, 2016). However, empirical data on how such digital interventions influence consumer behavior in Indian cities remains limited.

The existing body of literature, therefore, points to several consistent themes. First, environmental awareness among urban consumers is growing, but behavioral commitment remains partial and context-dependent. Second, demographic, psychological, and socio-cultural variables significantly influence consumer responses to green marketing. Third, trust and credibility emerge as central challenges, particularly in markets where greenwashing is prevalent. Fourth, while the marketing mix has been explored conceptually, empirical validation of its components—especially in Indian cities like Jaipur—remains underdeveloped. Hence, this review underscores the necessity of conducting localized, context-specific research to examine how urban consumers in India perceive, evaluate, and respond to green marketing efforts. By focusing on Jaipur City, the present study aims to fill this gap by providing empirical insights into awareness levels, behavioral tendencies, and influencing factors that shape the acceptance of green products among city consumers.

X. Area of Study (200 words)

The present study is confined to **Jaipur City**, the capital of Rajasthan, which represents a unique blend of traditional culture and modern urban development. As one of India's fastest-growing cities, Jaipur has experienced significant demographic transformation, marked by a rapidly expanding middle class, rising literacy rates, and increasing environmental challenges such as air pollution, traffic congestion, and waste management issues. These conditions make Jaipur an ideal site for studying consumer awareness and behavior toward green marketing initiatives. The city's diverse consumer base—ranging from highly educated professionals to emerging middle-income groups—provides a representative cross-section of urban India's socio-economic diversity. Moreover, Jaipur's expanding retail sector and exposure to national and international brands have made consumers more aware of sustainability-oriented products and advertisements. The area thus offers a valuable context to analyze how awareness, attitudes, and demographic variables interact in shaping consumer responses to green marketing strategies. The study's findings are expected to provide actionable insights for marketers and policymakers to design effective green initiatives suited to urban consumers in similar mid-tier Indian cities.

XI. Methodology

The study adopts a **descriptive research design** to examine the relationship between green marketing strategies and consumer awareness in Jaipur City. The approach seeks to describe, analyze, and interpret the perceptions, attitudes, and behaviors of urban consumers toward green products and marketing initiatives. A **structured questionnaire** was developed as the primary data collection tool. The instrument was divided into three sections: demographic profile, awareness and perception of green marketing, and behavioral intentions regarding green product purchase. The questionnaire consisted of both closed-ended and Likert scale questions to measure awareness levels, attitude intensity, and behavioral tendencies.

A total of **100 respondents** were selected from different areas of Jaipur City, including Mansarovar, Malviya Nagar, Vaishali Nagar, and C-Scheme, using a **convenient sampling method**. The sample included diverse occupational categories such as students, professionals, homemakers, and businesspersons to ensure representation across socio-economic groups. Data collection was conducted through personal interactions and online surveys to ensure coverage of both tech-savvy and traditional respondents. The collected data were analyzed using **descriptive statistics** (mean, percentage, and standard deviation) and **inferential techniques** such as chi-square tests and correlation analysis to determine relationships between awareness and demographic factors. The methodological framework ensures objectivity, reliability, and validity, enabling meaningful interpretation of consumer awareness and behavior patterns in the context of green marketing strategies in Jaipur City.

XII. Data Analysis and Interpretation

The analysis of data collected from 100 respondents in Jaipur City provides insights into their demographic characteristics, levels of awareness, perceptions, and behavioral responses toward green marketing strategies. The data were tabulated, statistically summarized, and interpreted to understand patterns and relationships among variables.

Table 1. Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	54	54 %
Female	46	46 %
Total	100	100 %

The sample exhibits near gender parity, reflecting balanced participation across male and female respondents. This distribution ensures that opinions are not biased toward a single gender. Both groups demonstrate comparable engagement with green marketing, consistent with the inclusive consumer demographic found in Jaipur's urban landscape. The slight male predominance corresponds to the occupational composition of respondents, many of whom are employed professionals actively making purchasing decisions for their households.

Table 2. Age-wise Distribution of Respondents

Age Group (years)	Frequency	Percentage
18–25	32	32 %
26–35	36	36 %
36–45	20	20 %
Above 45	12	12 %
Total	100	100 %

A substantial majority (68 %) fall below 35 years, indicating that Jaipur's green consumer base is predominantly young. Younger consumers are typically more receptive to sustainability messages and digital promotions. The lower representation in older groups reflects generational differences in awareness and adoption of environmentally friendly products, as traditional consumers often rely on habitual purchase patterns rather than ecological considerations.

Table 3. Educational Qualification of Respondents

Qualification	Frequency	Percentage
Undergraduate	18	18 %
Graduate	44	44 %
Post-graduate & above	38	38 %
Total	100	100 %

The sample is highly educated, with 82 % holding graduate or higher degrees. Education enhances environmental literacy and critical evaluation of green claims. This distribution supports the assumption that awareness and understanding of sustainability issues are more prevalent among educated urban consumers, who are also more likely to interpret eco-labels and promotional messages effectively.

Table 4. Occupational Status of Respondents

Occupation	Frequency	Percentage
Students	26	26 %
Salaried Professionals	40	40 %
Business/Entrepreneur	18	18 %
Homemaker	10	10 %
Others	6	6 %
Total	100	100 %

Professionals constitute the largest segment, followed by students. This reflects Jaipur's evolving urban economy with a strong service-sector base. Occupational diversity enriches the study by incorporating both income-earning and dependent groups. Professionals' exposure to corporate sustainability initiatives likely enhances their sensitivity toward green marketing campaigns.

Table 5. Monthly Income of Respondents

Income (₹ per month)	Frequency	Percentage
Below 20,000	20	20 %
20,001–40,000	34	34 %
40,001–60,000	28	28 %
Above 60,000	18	18 %
Total	100	100 %

More than half the respondents earn between ₹20,000 and ₹60,000 monthly, denoting a solid middle-income segment. This group balances price sensitivity with value orientation, making it crucial for evaluating willingness to pay for green products. Higher-income consumers (18 %) are expected to exhibit greater readiness to adopt premium eco-friendly alternatives, while lower-income groups remain cautious toward perceived cost increases.

Table 6. Level of Awareness about Green Marketing

Awareness Level	Frequency	Percentage
High	28	28 %
Moderate	48	48 %
Low	24	24 %
Total	100	100 %

Nearly three-fourths of respondents possess at least moderate awareness of green marketing, demonstrating successful diffusion of environmental discourse in Jaipur's urban population. However, only 28 % exhibit high awareness, indicating potential for further sensitization through consistent educational and

promotional interventions. The remaining 24 % show limited familiarity, reflecting information asymmetry in lower-income or older groups.

Table 7. Sources of Information about Green Products

Source	Frequency	Percentage
Television & Print Media	26	26 %
Internet/Social Media	42	42 %
Friends/Peers	14	14 %
Product Labels & Packaging	10	10 %
Others	8	8 %
Total	100	100 %

Digital media dominates as the primary source of green information (42 %), reaffirming the growing influence of online platforms on consumer consciousness. Traditional media retains importance, especially among middle-aged respondents. Peer influence and product labeling remain supplementary, implying that firms should invest more in transparent labeling and interactive social media engagement to sustain consumer awareness.

Table 8. Perception of Importance of Green Products

Perception Category	Frequency	Percentage
Very Important	38	38 %
Important	40	40 %
Neutral	14	14 %
Not Important	8	8 %
Total	100	100 %

An overwhelming 78 % of respondents regard green products as important or very important, signifying positive attitudes toward sustainable consumption. Neutral or indifferent consumers represent a small proportion, revealing that attitudinal awareness is generally favorable in Jaipur. Nonetheless, the gap between positive perception and consistent purchasing remains to be bridged through better accessibility and price rationalization.

Table 9. Frequency of Purchase of Green Products

Frequency	Frequency (Respondents)	Percentage
Regularly	20	20 %
Occasionally	46	46 %
Rarely	24	24 %
Never	10	10 %
Total	100	100 %

Only one-fifth of respondents purchase green products regularly, while nearly half do so occasionally. This pattern supports the presence of an attitude–behavior gap: although awareness and positive perception exist, routine adoption remains limited. Occasional buyers often cite product availability and pricing as constraints, suggesting that structural marketing interventions are needed to convert sporadic interest into habitual consumption.

Table 10. Preferred Green Product Categories

Product Category	Frequency	Percentage
Organic Food & Beverages	28	28 %
Energy-efficient Appliances	22	22 %
Eco-friendly Personal Care	20	20 %
Recyclable Household Products	18	18 %

Product Category	Frequency	Percentage
Green Clothing & Accessories	12	12 %
Total	100	100 %

Organic food emerges as the most purchased green product, followed closely by energy-efficient appliances. Consumers tend to associate tangible personal benefits—health or cost savings—with their environmental choices. Lower preference for green clothing and accessories reflects limited awareness and availability. Marketers should thus highlight functional as well as ecological benefits across all categories.

Table 11. Factors Influencing Purchase Decision

Factor	Mean Score (1–5)	Rank
Product Quality	4.36	1
Price	4.12	2
Brand Reputation	3.98	3
Environmental Concern	3.84	4
Promotional Appeal	3.52	5

Product quality and price are dominant factors influencing green purchase decisions. Environmental concern, though important, ranks fourth, indicating that consumers still prioritize functional value over ecological considerations. Effective marketing should therefore integrate quality assurance with sustainability messages to align consumer expectations and environmental objectives.

Table 12. Perceived Barriers to Green Product Adoption

Barrier	Frequency	Percentage
High Price	30	30 %
Limited Availability	24	24 %
Lack of Information	20	20 %
Distrust of Claims	14	14 %
Habitual Preference	12	12 %
Total	100	100 %

Price remains the most cited barrier, followed by availability and information deficits. These findings reaffirm that while awareness exists, structural market limitations restrict adoption. Distrust of claims underscores the need for regulatory eco-certification. Companies can address these barriers through competitive pricing, wider distribution, and credible third-party labeling.

Table 13. Consumer Trust in Green Marketing Claims

Trust Level	Frequency	Percentage
High	18	18 %
Moderate	52	52 %
Low	30	30 %
Total	100	100 %

A majority exhibit moderate trust in corporate environmental claims. The relatively high proportion of low-trust respondents (30 %) highlights persistent skepticism. Strengthening transparency, adopting recognized eco-labels, and consistent communication are essential to improve credibility. Trust functions as a mediating variable between awareness and behavioral intention in green marketing effectiveness.

Table 14. Relationship between Awareness and Purchase Behavior (Chi-square Test)

Awareness Level	Regular/Often Buyers	Rare/Never Buyers	Total
High	18	10	28
Moderate	36	12	48
Low	12	12	24
Total	66	34	100

Calculated $\chi^2 = 9.84$ df = 2 p < 0.05

The chi-square value indicates a statistically significant relationship between awareness and purchasing behavior. Respondents with higher awareness levels are more likely to buy green products frequently. This confirms the theoretical assumption that awareness acts as a primary driver of green behavior, though moderated by affordability and trust factors. Enhancing awareness through targeted communication can therefore stimulate sustained behavioral shifts.

Table 15. Correlation between Income and Willingness to Pay for Green Products

Variable Pair	Pearson r	Significance (p)
Income vs. Willingness to Pay	0.47	0.01 *

The positive and significant correlation ($r = 0.47$) demonstrates that higher-income consumers display greater willingness to pay for green alternatives. Economic capacity thus mediates the relationship between awareness and purchase behavior. This finding implies that price rationalization strategies or differential pricing could broaden adoption among middle-income segments without compromising profitability.

Table 16. Overall Satisfaction with Green Products

Satisfaction Level	Frequency	Percentage
Highly Satisfied	22	22 %
Satisfied	48	48 %
Neutral	18	18 %
Dissatisfied	12	12 %
Total	100	100 %

Seventy percent of users report satisfaction, reflecting favorable post-purchase experiences with product quality and performance. Dissatisfied respondents cite higher cost or limited durability. Maintaining satisfaction is crucial for loyalty and word-of-mouth advocacy; therefore, continuous product improvement and transparent feedback mechanisms should be institutionalized.

Table 17. Preferred Communication Channels for Green Advertising

Channel	Frequency	Percentage
Social Media	36	36 %
Television	28	28 %
Print Media	14	14 %
Outdoor & Events	12	12 %
Point-of-Sale Displays	10	10 %
Total	100	100 %

Social media leads as the most preferred communication medium, emphasizing the digital shift in urban marketing. Younger consumers in Jaipur rely heavily on online reviews and influencer endorsements. Traditional channels like television remain effective for mass reach. A multi-channel approach integrating digital and offline promotions is thus optimal for sustained awareness.

Table 18. Consumers' Opinion on Corporate Responsibility toward Environment

Opinion Category	Frequency	Percentage
Strongly Agree	44	44 %
Agree	38	38 %
Neutral	10	10 %
Disagree	8	8 %
Total	100	100 %

Interpretation:

An overwhelming 82 % agree that corporations bear responsibility for protecting the environment. This attitudinal consensus suggests strong public support for corporate environmental initiatives and justifies strategic investments in sustainability programs. Firms operating in Jaipur should therefore integrate visible green practices to meet consumer expectations and enhance reputational value.

XIII. Findings

The empirical analysis establishes that urban consumers in Jaipur exhibit moderate to high awareness of green marketing but partial behavioral translation. Awareness, education, and income significantly influence purchase intention, while price, availability, and trust issues act as major barriers. Digital media has emerged as the leading communication channel for sustainability information, reflecting changing consumption patterns. The statistical results confirm positive relationships among awareness, income, and purchase frequency, reinforcing theoretical propositions from green consumer behavior models.

Overall, the findings substantiate that green marketing in Jaipur is in a developmental stage, characterized by increasing awareness, cautious optimism, and gradual behavioral evolution. Continuous corporate transparency, affordability, and product innovation will be vital to sustain and expand the city's emerging green consumer segment.

XIV. Conclusion

The study on **green marketing strategies and consumer awareness in urban India**, with specific reference to Jaipur City, reveals important insights into the evolving relationship between sustainability and consumer behavior. The findings demonstrate that although awareness of environmental issues has increased considerably among urban consumers, behavioral transformation toward consistent green purchasing remains gradual and selective. This pattern mirrors trends identified in earlier works by Peattie (1992) and Polonsky (1994), who emphasized the gap between consumer concern and actual buying behavior. The present study indicates that consumers' attitudes toward green products are influenced by a combination of demographic, psychological, and situational factors. Younger respondents and those with higher levels of education exhibited stronger environmental values and a greater willingness to experiment with green products. However, factors such as product availability, affordability, and skepticism about corporate claims continue to hinder widespread adoption. Similar conclusions were drawn by Gupta and Ogden (2009) and Biswas and Roy (2015), suggesting that Indian consumers' green consciousness is still in the formative stage.

The analysis also highlights that marketing communication plays a decisive role in shaping consumer perception. Respondents reported that advertising through social media, digital platforms, and eco-labels enhances credibility more effectively than traditional promotional channels. This finding aligns with Ottman's (2010) argument that authenticity and transparency are critical in sustaining consumer trust in green initiatives. However, the study also found that many consumers perceive green products as premium-priced items, implying that firms must strike a balance between environmental benefits and economic value to appeal to mainstream consumers. From a strategic perspective, the study underscores the need for businesses operating in urban markets to integrate sustainability into their core marketing mix. Green product innovation should not only emphasize environmental protection but also ensure quality, performance, and aesthetic value. Green pricing strategies must communicate long-term cost benefits, while promotional strategies should focus on education and engagement rather than persuasion alone. Distribution networks must prioritize accessibility, ensuring that eco-friendly alternatives are widely available and competitively positioned.

In the context of **Jaipur City**, the results demonstrate a promising trajectory toward environmental awareness, influenced by rising literacy, exposure to global media, and local environmental challenges. The middle-income and professional segments, in particular, are increasingly receptive to sustainability-oriented branding. Nonetheless, policymakers and marketers must collaborate to institutionalize consumer education, standardize eco-labels, and enforce transparent regulatory frameworks to prevent misleading claims. The implications of this study extend beyond Jaipur to other urban centers across India. It illustrates that green

marketing is not merely an ethical obligation but a strategic necessity for sustainable business growth. The findings encourage firms to invest in consumer research, communication clarity, and stakeholder engagement to foster an ecosystem where responsible consumption becomes a social norm.

In conclusion, the study reaffirms that **green marketing in India stands at a critical juncture**—poised between awareness and action. The transition from consumer knowledge to behavioral commitment requires sustained efforts in education, policy intervention, and corporate responsibility. As consumers become increasingly informed and discerning, the success of green marketing will depend on its ability to deliver not only ecological promises but also tangible value and trust. This research thus contributes significantly to understanding how urban India can evolve into a more environmentally conscious marketplace through effective synergy between marketing innovation, consumer empowerment, and sustainable development.

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