

***The Role of Green Marketing Strategies in Shaping Consumer Attitudes and Purchase Intentions toward Eco-Friendly Products: With Special Reference to SDG 12 (Responsible Consumption and Production)***

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## **ABSTRACT**

As environmental degradation has increased due to unsustainable consumption and excessive waste disposal, there has also been a growing call for responsible business and environmentally conscious consumers. Thus, green marketing has become an important strategy to create awareness of environmental issues and encourage sustainable consumption while promoting eco-friendly products. This study investigates the influence of different green marketing strategies on consumer attitudes and their purchase intention toward eco-friendly products, with a specific focus on Sustainable Development Goal (SDG) 12 (responsible consumption and production). The study analyzes the impact of each dimension of green marketing on the consumer decision-making process and how each of these dimensions influences the likelihood of individuals practicing sustainable consumption. Using consumer behavior and sustainability theories, this study examines the effects of various green marketing initiatives (green product design, green pricing, green promotion, and green distribution) on consumers across cognitive, emotional, and behavioral levels. In addition, the study looks at the relationship between consumer attitudes toward eco-friendly products and consumer purchase intentions. By assessing how green marketing practices align with the goals of SDG 12, the study highlights the connectedness of marketing strategies, consumer behavior, and sustainable development outcomes. Marketers will find this research beneficial when developing their future green marketing campaigns for promoting responsible consumption, as well as providing insights into developing new policies related to green marketing practices and responsible consumption. Additionally, this research supports and extends existing literature by developing an integrated framework linking green marketing, consumer behavior, and responsible consumption/production. Overall, this research has increased our understanding of environmentally-conscious consumers and suggests how their purchasing behaviours take into account the long-term benefits to the planet provided by supporting sustainability objectives.

**Keywords:** Green marketing, consumer attitude, purchase intention, eco-friendly products, sustainable consumption, SDG 12, responsible consumption

## **1. INTRODUCTION**

There has been a notable rise in global awareness regarding the sustainability of our consumption patterns over the last several decades due to a variety of reasons including deteriorating environmental conditions, global climate change, and depletion of our planet's natural resources. The problems we face such as pollution, increasing amounts of waste being generated, and overusing our limited resources have come about largely as a result of rapid industrial growth and mass consumerism. Both businesses and consumers are understanding that we must now adopt sustainability measures that help to lessen environmental impacts while at the same time achieving our social and economic goals. Many consumers and experts have identified the idea of sustainability in consumption as an important area of growth. Sustainable consumption promotes the responsible use of products and services in such a way that reduces the negative environmental impacts through all parts of the product/service lifecycle. Within this broadening sustainability, the practice of marketing has undergone some significant changes. Marketing has traditionally been designed to maximise profit; however, today's marketing strategies are increasingly incorporating social and environmental factors. To reflect these changes, "green marketing" has arisen as a way to promote products and services that are environmentally friendly and ethically produced through sustainable product design, pricing, promotion and distribution methods. In order to create an image of sustainability for their brands and induce environmentally conscious consumer behaviour, companies are using tools such as eco-labels, green brands, transparent communications and sustainable packaging. In addition to addressing environmental issues with their products, these practices are creating loyalty and trust with consumers and can improve a company's brand image, thereby providing a competitive advantage in an increasingly sustainability-oriented market.

The increased focus on green marketing demonstrates the need for people to consume and produce responsibly. Continued use of non-sustainable production techniques and an overabundance of consumption has created significant pressure on ecosystems, thereby requiring companies and consumers to work together to achieve common sustainability objectives. Responsible consumption involves a person making informed and thoughtful purchasing decisions while responsible production is the responsibility of companies to have sustainable sourcing, implement energy efficiencies, and use waste reduction practices. Only through working together will long-term environmental sustainability and economic resilience be achieved. The United Nations Sustainable Development Goal 12 (SDG 12) aims at encouraging the responsible use and development of resources. The purpose of SDG 12 is to encourage the effective use of natural resources, to reduce waste generation, and to promote the adoption of environmentally responsible production practices within all industries and

societies. At the same time, green marketing strategies can play an important role in supporting SDG 12 by connecting sustainable production processes with consumer behaviours. With the help of businesses using green marketing initiatives, consumers will be more aware of environmentally friendly products they can purchase, be more likely to purchase them, and thus will be more likely to exhibit responsible consumption behaviours.

This chapter will discuss how businesses use green marketing strategies to shape consumer attitudes and behaviours toward making purchases of environmentally sound products in relation to SDG 12. The chapter starts by summarising key concepts relating to green marketing and the availability of environmentally sound products. The chapter then addresses the ways in which businesses develop green marketing strategies to encourage responsible consumption by changing consumer behaviour. Lastly, the chapter concludes with the key findings from the analysis, the implications for consumers, the recommendations for marketers and policymakers, and the future research directions.

## 2. BACKGROUND OF THE STUDY

The global community is facing rapid increases in the complexities and number of the environmental threats which are arising today. Not only are there many more environmental threats now and growing rapidly due to industrialization and the consumption-based lifestyle, the state of social and economic stability, or more accurately, instability has worsened; the impact of industrialization has created an imbalance in nature and placed a large burden on society and governments to find ways to achieve sustainability. In the process of increasing our understanding of the consequences of environmental harm, many consumers are re-evaluating how they purchase products and attempting to purchase products that support their beliefs about environmentally sound principles and ethical responsibility.

Furthermore, this dramatic shift to an environmentally conscious consumer market is also being accompanied by a major change in how marketing is done. Traditionally, marketing focused on emphasizing product features, price, and promotional appeal to generate sales. Marketing practices often ignored or minimized the potential impact of environmental harm associated with a product. The increased overall awareness of environmental damage; increased regulatory scrutiny; and increased stakeholder expectations will mandate organizations to implement green marketing practices. Green marketing provides a method for incorporating environmentally sustainable concepts into the development, communication, and distribution of products. This movement to creating sustainable companies is evidence that sustainable businesses will increasingly be reliant on environmentally sound practices and ethically responsible resource usage in order to remain successful. By incorporating sustainability throughout their marketing strategies, businesses have a major opportunity to encourage the use of eco-friendly products by consumers. Firms can help develop trust in green claims, influence consumer perceptions of eco-friendly products, and create awareness of environmentally sustainable alternatives. This is accomplished through a variety of tactics including innovative product design, eco-friendly packaging solutions, transparent communication, and credible eco-certifications.

Green marketing not only helps organizations minimize their environmental footprint; but through education on the environmentally sustainable alternatives available to them, it also fosters a basic understanding of responsible consumption habits among consumers. Thus, businesses serve as critical players in advancing the development of environmentally sustainable production patterns that align with global sustainability principles.

Most marketing strategies using green marketing techniques are used in order to create positive consumer attitudes toward eco-friendly products, with the result being the creation of those products through various means. Any variable that creates an effect on the consumer's evaluation of eco-friendly products — such as level of environmental awareness — has a major impact on the consumer's intention to exhibit sustainable purchasing behaviour. More specifically, while many consumers are concerned with the environment, only a small number of them will consistently demonstrate pro-environmental behaviour or translate this pro-environmental behaviour into action by purchasing.

The difference between the amount of concern that consumers demonstrate when it comes to their environments (concern for the environment) and the amount of purchase activity actually occurring can be used by businesses when developing focused and targeted marketing strategies that facilitate and encourage sustainable consumption and production, which are components of Sustainable Development Goal 12. When organisations examine the relationship between the green marketing initiatives, the consumer's attitude toward eco-friendly products, and purchase intention, they are better able to understand how to motivate responsible-consumption behaviours. Therefore, an understanding of how the consumer attitudinally relates to sustainable development will allow businesses to align their marketing strategies with the goals of Sustainable Development Goal 12, thus supporting responsible consumption and production.

## 3. CONCEPTUAL FRAMEWORK



This section provides the conceptual framework from which this study is designed to examine the relationship among green marketing strategies and consumer behaviors, with an emphasis on how consumers' attitudes and purchasing intentions toward environmentally friendly goods are established through the application of sustainability and consumer behavior theories, in addition to the United Nations Sustainable Development Goal #12 (Responsible Consumption and Production). The conceptual framework will show how the green marketing efforts of businesses can impact their customers' perspectives of their products and product purchase decisions, and consequently, promote and facilitate businesses engaging in sustainable forms of operating.

### **3.1 Concept of Green Marketing**

Green marketing refers to how products and services can be planned, produced and marketed with the least amount of harm to the environment and with the intent of creating a sustainable future. The original concept of green marketing was mostly related to environmentally friendly products and/or services; today's definition embraces a broader view of how business can incorporate their ecological responsibility into their overall operations. Early definitions of green marketing were largely limited to marketing environmentally friendly or safe products or services, while newer definitions also include marketing ethical and moral standards as well as sustainable operations. Generally described using the 4Ps of Marketing (Product, Price, Promotion, Place), green marketing is represented by characteristics associated with the product itself (e.g., green raw materials, energy-efficient manufacturing), green packaging (e.g., recyclable or decomposable packaging), green pricing (e.g., not just looking at what it costs to produce but also what the costs associated with production or use of a good/service are for the environment — helping potential customers see how they will receive long-term benefits from creating sustained goods), green promotion (e.g., promoting the environmental benefits of a good/service using straightforward, truthful communications to help potential customers reduce the level of scepticism toward eco-labels, environmentally-friendly certifications and "going green" awareness programs) and green distribution (e.g., minimising the carbon footprint of a good/service via the use of efficient distribution/logistics systems, using sustainable as opposed to non-sustainable materials in the process of creating a good/service, and minimising the quantity of packaging associated with a good provided). These four components of green marketing are necessary for creating successful green marketing strategies that create viable products/services.

### **3.2 Consumer Attitude toward Eco-Friendly Products**

When it comes to purchasing decisions, consumer attitudes toward a product are important. Simply put, an individual's attitude is their psychological tendency to evaluate a product or object favourably or unfavourably. When considering purchasing behaviour related to sustainable products, attitude has three main components: cognitive, affective and behavioural. The cognitive, affective and behavioural components of attitude support consumer's knowledge about sustainability and their emotion or feelings regarding their commitment to acting in a sustainable manner. The cognitive component (the thought process) focuses on consumer's awareness and beliefs about sustainability issues and about the benefits of purchasing sustainable products. The affective component (the emotional response) captures consumer's feelings related to sustainability such as their concern for the environment and their sense of ethical responsibility for acting in a sustainable manner. The behavioural component (the intended behaviour) captures consumer's willingness to act in ways that support sustainability, including consumers' preferences for sustainable products over traditional products. A well-designed green marketing program can enhance all three components of attitude by providing consumers with improved environmental knowledge, positive emotional responses and motivation to purchase sustainable products.

### **3.3 Purchase Intention of Green Products**

The intention for a consumer to purchase a specific product is the conscious intent or will to do so. When it comes to the intention for purchasing environmentally friendly products, there are several factors that shape the behaviour of the consumer, including environmental awareness, product quality perception, price, confidence in claims of environmental responsibility, and social pressure from others. Many consumers say they are concerned about the environment, but this concern does not always lead directly to the purchase of an eco-friendly product. Barriers such as price (higher than traditional alternatives), unavailable products, and distrust of claims of being eco-friendly can cause the consumer to not act on their intentions.

It is important to note that successful marketing strategies are essential in providing a way to bridge the gap between consumers' intention to purchase an eco-friendly product and their actual purchasing behaviour. This can be done through establishing trust and credibility, increasing perceived value of the product, and developing a direct link of the environmental benefits of products to the individual needs and priorities of the consumer. As such, examining the influencing factors that lead to a consumer's intention to make a purchase is critical for assessing the impact of a marketing strategy and the ability to influence the acceptance of eco-friendly products by consumers.

### **3.4 Connection Between Green Marketing and Sustainable Development Goal 12**

The green marketing industry has been pivotal in linking the business world with the Sustainable Development Goals (SDGs), specifically, Sustainable Development Goal 12 (SDG 12), which includes achieving responsible consumption and sustainable production. Through promoting environmentally friendly products and sustainable business practices, green marketing has created an opportunity for consumers to make informed, responsible choices about their purchases. As a result, consumers are shifting their buying habits from those that could potentially harm the environment to those that are more sustainable in nature. In doing so, green marketing reinforces the goals of responsible consumption while making a direct impact on achieving SDG 12. On the production side, green marketing provides incentives for businesses to use cleaner technologies, use resources more efficiently, and create environmentally responsible supply chains. These practices generate less waste, lower emissions, and create a long-term protective environment. Over time, the combined actions of responsible businesses and responsible consumers produce positive outcomes for the environment and society, including conservation of natural resources, better public health, and sustainable economic development. As such, green marketing plays a strategic role in advancing SDG 12 by aligning consumer behaviour with sustainable production systems.

#### **4. REVIEW OF LITERATURE**

Since the early 2000s there has been a significant increase in scholarly work about green marketing and sustainability consumer behavior, due to the growing awareness of environmental destruction as well as the rising importance of sustainable consumption practices. There has been significant scholarly interest on how green marketing has affected consumer attitudes and behavior toward purchasing environmentally friendly products. Over the last several years, this research has become increasingly aligned with the United Nations (UN) Global Sustainability Goals, particularly the 12th goal...Responsible Consumption and Production.

##### **4.1 Studies on Green Marketing Strategies**

Initially, Peattie (2001) wrote that green marketing is an evolving discipline, which includes incorporating socially responsible behaviors into the marketing decision-making process. Following this, Polonsky and Rosenberger (2001) stated that the effectiveness of green marketing depends on consistency between the environmental marketing claims made by the company and the environmental behaviours consistent with these claims; otherwise, consumers will become sceptical of the company's environmental claims. These findings were further demonstrated by Chan (2005), who found that green marketing initiatives can be a way for companies to enhance their brand positioning to the extent that consumers view their environmental marketing claims as being reliable and credible.

Sharma and Iyer (2012) found that green marketing initiatives had a very positive effect on creating consumer awareness of green products within the Indian market, but their success is largely determined by the level of communication transparency and clarity. Ahmad and Thyagaraj (2015) found that both green brand positioning and higher levels of concern for the environment increased positive consumer attitudes towards green products in India. Premi, Sharma and Dangayach (2021) completed a large-scale review of existing research on green marketing and concluded that including sustainability into the marketing mix positively increases consumer trust and positively contributes to building long-term brand equity. Kumar et al. (2024) confirmed that green advertising and having a strong green brand image have a significant impact on consumers' purchase intentions, due to increased levels of trust and perceived authenticity.

##### **4.2 Consumer Attitude toward Green Products**

Consumer attitudes have long been seen as a major influence on buying environmentally friendly products. Ajzen (1991) suggested that attitudes can influence intention to behave by the use of the belief system and the formation of an evaluation. In Green Consumption, Laroche, Bergeron, and Barbaro-Forleo (2001), found that positive pro-environmental beliefs could lead to willingness to pay more for eco-friendly products.

This link is substantiated by several studies conducted in India. Pathak, Aggarwal, and Singh (2018), established that customer awareness of the environment and ethical concerns are important factors for creating positive customer attitudes towards green products. Slightly apart, Ahmad and Thyagaraj (2015), found that the benefits associated with emotion and self-expression have a greater effect on forming positive customer attitudes than environmental understanding alone for Indian customers. At the global level, Simanjuntak et al. (2023), demonstrated that both cognitive and affective aspects of attitude have substantial influence over consumers' willingness to engage in green purchases.

##### **4.3 Purchase Intention and Sustainable Behaviour**

Intentions to buy have often been used as an indicator of sustainable consumption patterns, according to Chan (2001) and Vermeir and Verbeke (2006). Although consumers may have positive feelings towards sustainability and "green" products, they often turn out to be price-sensitive or consider convenience in their final purchasing decision.

In terms of India, Verma (2022) found that young consumers' green purchasing intentions were influenced largely by their level of environmental concern, their level of green trust and their own personal norms. Also, Datta Sriramaneni et al. (2025) found that consumer intentions to buy eco-friendly items increased when they were likely to be healthy or if they exerted more behavioural control. Kumar & Kumar (2016) found that the "attitude-behaviour gap" was consistent among many different studies and strongly suggested that there is a need for increased use of green marketing in order to make environmentally conscious purchases (Joshi & Rahman, 2015).

##### **4.4 Research Related to SDG 12 (Responsible Consumption and Production)**

Research explicitly linking green marketing to Sustainable Development Goal 12 remains limited but is gradually emerging. United Nations (2015) emphasised that achieving SDG 12 requires changes in both production systems and consumer behaviour. Tukker et al. (2019) argued that sustainable consumption policies must be supported by market-based instruments, including green marketing.

Recent studies suggest that green marketing can support SDG 12 by encouraging responsible consumption through eco-labels, sustainability communication, and ethical branding (Kumar et al., 2024). Megha (2024) highlighted that while green consumption studies address environmental concern and intention, few empirically connect these outcomes to SDG-oriented indicators, particularly in emerging economies such as India.

##### **4.5 Identification of Research Gaps**

While numerous studies have been done on the topic of green marketing and how consumers behave toward products marketed as "green", there remain numerous research gaps regarding implementation of green marketing initiatives. First, while there have been a considerable number of empirical studies done that look at integrating consumer attitudes and intention to purchase into green marketing strategies, very few researchers have been able to create a comprehensive study that looks at all three components together within the context of SDG 12. Second, there are only a limited number of empirical studies linking green marketing to responsible production and consumption. Third, there is also a lack of literature on Indian green marketing that considers all three components together within a framework of sustainable development. By identifying these gaps in the academic literature, researchers will not only advance the academic literature on green marketing and consumption, but may also facilitate policy-oriented initiatives related to sustainability in the marketplace.



## 5. OBJECTIVES OF THE STUDY

This research is theoretical in nature and will contribute to a greater understanding of how green marketing contributes to long-term sustainability in consumer behavior. Study-specific goals include the following:

- Examine how green marketing strategies affect consumer attitudes toward green products.
- Analyze the theoretical connection between green marketing and consumer intention to purchase green products.
- Assess consumers' awareness and perception of green products as reported in the literature.
- Evaluate the impact of using green marketing strategies on achieving the Sustainable Development Goal (SDG) 12 of Sustainable Consumption and Production (SCP).
- Develop and present an integrated conceptual framework that relates green marketing strategies to consumer attitudes and purchasing intentions in the context of sustainable consumption.

## 6. RESEARCH METHODOLOGY

This research has employed a theoretical and conceptual method of investigation. The only information collected for this study was secondary in nature, and there was no data collection effort or statistical analysis; nor have the data produced any opportunity for empirical testing.

### 6.1 Research Design

A descriptive/exploratory conceptual research design has been employed. The goal of this research is to synthesise the current theories, concepts, and academic outcomes related to green marketing; consumer attitudes; purchase intentions; and sustainable consumption. This research does not attempt to test any hypotheses or provide empirical measurements of variables; rather, it is an effort to produce a structured conceptual understanding of the elements identified.

### 6.2 Sources of Data

The data that will be used in the analysis of this research study comes primarily from secondary sources. The sources chosen for reference cover a broad spectrum of reputable and academically-sound sources that provide evidence for the topics related to green marketing and consumer behaviour, including national and international peer-reviewed journals, textbooks and collections regarding green marketing and consumer behaviour, and global organisations (e.g. UN) report publications. Further, documents that outline the Sustainable Development Goals (SDG), particularly SDG 12 under the UN Sustainable Development 2030 Agenda, were reviewed. Additionally, documented proceedings of conferences and academic databases would also be referenced. Collectively, these resources offer the theoretical basis through which the correlation will be established between green marketing strategies and sustainable consumer behaviour.

### 6.3 Method of Analysis

A systematic literature review will serve as the primary methodology for analysis purposes in this research study. Using a systematic literature review approach allows one to identify, evaluate and synthesise the findings from the appropriate academic studies that examine how green marketing relates to sustainable consumption. The data extracted from previous research will be compared, assessed and merged to extract the concepts, themes and theories that will aid in accomplishing the current research objectives.

## 7. THEORETICAL FRAMEWORK OF ANALYSIS AND CONCEPTUAL REVIEW

Since this research is solely based on theoretical foundations; thus, the current section will give a framework for conceptually analyzing the existing literature in conjunction to draw from it vs. using empirical data. The findings will synthesize the previous research to determine how consumers' attitudes and intentions purchase eco products are affected by green marketing strategies.

### 7.1 Green Marketing Strategies

There is a consensus among scholars that green marketing strategies are critical in creating perceptions for consumers through highlighting environmentally responsible practices throughout the marketing mix. Green product design, use of eco-friendly packaging, transparent pricing approaches, ethical promotional practices, and sustainable delivery methods are examples of ways to build credibility for these green brands. It has been found that when these green marketing strategies are executed consistently and communicated well, they lead to greater consumer trust and perceived value in eco-friendly products.

### 7.2 Consumer Attitudes towards Environmentally Friendly Products

Conceptual frameworks and empirical research identify a consumer's attitude as being the most significant of the determinants of environmentally responsible consumption behaviour. The cognitive dimension of attitude encompasses the consumer's knowledge of and awareness to the environmental issues. The affective dimension is identified as the emotional aspects of consumer concern for the environment. The behavioural dimension encompasses the consumer's ability, or readiness, to perform an environmentally responsible action. Studies demonstrate how environmentally friendly products marketed in a green manner can positively impact all three dimensions by (i) increasing consumers' knowledge of the environmental, (ii) fostering positive emotional reactions towards the environmental and (iii) creating a greater likelihood that consumers will take environmentally friendly actions.

### 7.3 Intent to Purchase Green Products

The intent to purchase an environmentally friendly product has been shown to be affected by a number of factors such as; (i) a person's concern for the environment, (ii) the quality that they believe the product will possess, (iii) the price they are willing and able to pay for the product, and (iv) their trust in the environmental claims and messages associated with the product. While consumers may have a positive impression of sustainable products, their actual decisions to purchase these products are frequently hampered by; (i) higher prices, and (ii) the limited availability of such products; however, researchers agree that using effective green marketing techniques to align environmental benefits with consumer perceptions, values, and lifestyle will decrease this gap.

#### **7.4 Theoretical Framework of Key Concepts**

There is an established sequential connection between green marketing strategies, consumer attitude and intention to buy. Green marketing strategies influence the attitude of the consumer towards the green marketing by forming their intentions to buy environmentally-friendly products. This conceptual relationship supports the role of marketing in the transition of awareness of sustainability to responsible consumer behaviour that will help achieve global sustainability objectives such as Sustainable Development Goal (SDG) 12.

#### **8. Discussion**

##### **8.1 Interpretation and Relationship with Prior Research**

These results are in agreement with previous research on the importance of green marketing in developing environmentally responsible consumption patterns. The study also shows that consumers have positive attitudes and greater intention to purchase when they are exposed to transparent and credible green marketing. In addition, this study adds to the literature by developing a unified conceptual framework that incorporates both green marketing strategies and responsible consumption outcomes.

##### **8.2 Theoretical Implications**

This study makes significant theoretical contributions by combining the findings of green marketing, consumer behaviour, and sustainable development. The study builds on traditional models of consumer behaviour by including sustainability outcomes from Sustainable Development Goal 12. This conceptual framework forms a basis for future empirical and theoretical work in the areas of green marketing and sustainability.

##### **8.3 Management implications**

The study's conceptual insights provide managers and marketers with implications for their practical operations. Companies should consider embedding sustainability into their core marketing strategies rather than treating green initiatives as peripheral to the overall marketing strategy. Providing transparent communication about sustainability, using credible third-party verification of environmental claims, and educating consumers about sustainability will help build consumer trust and improve the effectiveness of green marketing initiatives. The study's findings can be used by managers to develop strategies that meet market demand and sustainability goals at the same time.

##### **8.4 Contribution to Sustainable Purchasing**

The study's results highlight the importance of green marketing in shaping consumer attitude and purchase intention, and ultimately, facilitating consumers' transition towards sustainable purchasing behaviour. Through the connection between sustainability-related production practices and the consumer's decision-making processes, green marketing is a key contributor to advancing the objectives of Sustainable Development Goal 12 (Responsible Consumption and Production). Encouraging consumers to make informed and responsible purchase decisions helps to promote sustainable long-term environmental preservation, resource efficiency, and a sustainable economy.

#### **9. FINDING OF THE STUDY**

This study used conceptual research. The findings from the study were based on synthesizing existing literature and theoretical approaches rather than through empirical investigation. There are three key conceptual insights identified by this study that have emerged from a synthesis of the literature.

First, there are a number of ways where green marketing strategies influence consumer attitudes towards eco-friendly products. There is consensus among researchers that design of an environmentally sensitive product; well-defined and transparent communication, along with an integration of ethical promotional practices enhance an overall positive perception about purchasing environmentally friendly products. Therefore, green marketing influences environmental concern, fosters trust in the product innovation process and influences the manner in which consumers evaluate eco-friendly products positively. In addition, past research has consistently illustrated an important link between a shopper's attitude and how much they intend to buy a sustainable product. Positive thoughts, feelings, and actions towards green products significantly increase your willingness to buy them. However, research also indicates that although consumers feel strongly about the environment, they may not ultimately buy a green product. This represents a gap between consumer attitudes and intentions and indicates the need for additional marketing support to convert awareness of the environment into actual purchase intentions.

Moreover, researchers also find that promoting green products through green marketing is a key strategy for achieving the 12th Sustainable Development Goal (SDG). By promoting eco-friendly products through green marketing, we can reduce greenhouse gas emissions and increase consumer demand for these products, and therefore, green marketing can assist in supporting broader sustainable development.

#### **10. SUGGESTIONS AND RECOMMENDATIONS**

The suggestions and recommendations below are based on conceptual insights from the research study discussed previously.

##### **10.1 Suggestions for Marketers**

Suggestions for marketers: Marketers should incorporate sustainability into their main marketing strategies as opposed to treating green initiatives as alternatives. Marketers need to focus on developing genuine green brands, effectively communicating environmental information in a transparent manner, and using credible eco-certifications where applicable. Educating consumers about the long-term benefits of eco-friendly products will also help build trust and reduce scepticism.

##### **10.2 Recommendations for Policymakers**

Recommendations for Policymakers: Policymakers can help support green marketing practices by providing a clear set of existing regulations and standardised guidelines for eco-labelling. By encouraging compliance with sustainability standards and discouraging misleading environmental claims, consumer confidence in green products can be improved. In addition, providing policy incentives for the sustainable production of goods and responsible marketing will support the attainment of Sustainable Development Goals (SDG) 12.

### 10.3 Awareness Programs for Consumers

Consumer Awareness Programs: Initiatives aimed at raising consumer awareness are critical to encouraging consumer behaviour that supports sustainable development through responsible consumption. Campaigns aimed at educating consumers about environmental issues, providing capacity-building training for improving sustainability literacy, and awareness drives to increase public awareness of the importance of eco-friendly products can facilitate improved understanding of the impact of purchasing decisions on the environment through sustainable development initiatives.

### 10.4 Effective Strategic Green Marketing As a Long-Term Approach

Companies should implement a long-term strategy by aligning all elements of their businesses with sustainability principles in order to develop new products, establish pricing mechanisms, promote sales and distribute products in accordance with sustainability principles. Collaboration among stakeholders (e.g., suppliers, consumers and regulatory agencies) will help companies achieve their goals for green marketing and provide benefits such as improved market performance, sustainable development, responsible consumption patterns, increased stakeholder engagement, enhanced brand loyalty, etc.

### 11. Study's Contribution to Goal 12 (Responsible Consumption & Production)

According to the UN Sustainable Development Goals (SDGs) report, this research reflects a theoretical view of how green marketing strategies might help promote responsible consumption and implement sustainable production methods, thus contributing significantly to the progress of SDG 12. By reviewing previous literature on green marketing, this research demonstrates that marketing plays an essential role in shaping consumer attitudes and influencing their intent to purchase eco-friendly products. Therefore, this research will provide insight into how green marketing can help consumers make more sustainable decisions regarding their consumption behaviours and support the overall objectives of SDG 12.

In relation to responsible consumption, green marketing assists consumers in becoming more knowledgeable about environmental issues as well as the potential consequences of their purchases. Green marketing, through transparent marketing communication, eco-labels, and sustainability branding, allows consumers to make informed decisions that will impact the environment. As such, these efforts support SDG 12 in terms of promoting conscious consumption behaviour as well as increasing demand for environmentally-responsible products.

In relation to sustainable production, the research shows that green marketing motivates businesses to implement environmentally-responsible practices throughout their supply chain. In order to establish and maintain the credibility and trust of their consumers, companies must utilise clean technologies, improve resource efficiency, and reduce waste. These practices will help align production processes with the principles of sustainable development as envisioned by SDG 12.

According to the research, the parties responsible for achieving SDG 12 include consumers, companies, and governments. Consumers shape market demand through their purchases made with consciousness and thoughtfulness. In response to this, firms will adapt their marketing and production strategies to the sustainable practices of their customers. Additionally, governments contribute to the success of responsible consumption/production through regulations, standards, and awareness programs. Each constituent must actively work together to help implement responsible consumption patterns.

### 12. LIMITATIONS OF THE STUDY

This research has several limitations despite its contributions to the theoretical literature. Firstly, as a conceptual study, it does not use empirical data or statistical analysis; therefore, the information presented is based on theoretical interpretations and secondary data from the existing literature, not original observations or measurements, hence the conclusions drawn have limitations based upon this type of data.

Secondly, there is no geographic or industry context for the study; while an all-encompassing scope provides more generalisability, there may be some region-specific or sector-specific dynamics of green marketing and consumer behaviour that were not considered.

Lastly, access to secondary data was limited; therefore, findings are potentially limited because of the availability of existing literature and the potential variance in quality and coverage of the literature at different times and in different research contexts. These limitations also provide opportunities for other future empirical researchers to develop and expand on the proposed conceptual framework.

### 13. SCOPE FOR FUTURE RESEARCH

The conceptual framework behind this study presents various potential avenues for future research. One option would be to conduct comparative analyses across various industries and product categories, which will help yield greater insights into how different marketing strategies function within the marketplace. Through these kinds of comparative analyses, researchers may be able to identify unique challenges and advantages associated with promoting environmentally-friendly products.

Future research could also further develop this conceptual framework by examining how cross-country (e.g., comparing the US to Brazil) differences in cultures, economies, and regulations affect the success of green marketing strategies and consumers' responses to them. Conducting this type of international comparison study could deepen our understanding of how sustainable behaviour will change based on consumer behaviour in developed and emerging markets.

Another area for future research is the increasing significance of digital channels for marketing. Researchers may explore how digital marketing influences consumer attitudes and behaviours toward buying environmentally-friendly products (e.g., through social media, influencers, and sustainable disclosures made online).

Furthermore, additional research could explore the cognitive and psychological factors that drive environmentally-friendly purchasing behaviour (e.g., environmental values, moral norms, perception of consumer effectiveness, and trust in green products/brands). By integrating these types of variables into empirical or experimental investigations, researchers would improve their models of theoretical development and allow for additional insights into consumer behaviours related to sustainable consumption in support of sustainable development goal 12.

## 14. CONCLUSION

A review of the available literature evaluated the relationship between green marketing and both consumers' attitudes and purchase intentions toward environmentally friendly products, particularly as it relates to Sustainable Development Goal 12, which promotes responsible consumption and production.

Results of this review indicate that green marketing has an overall positive impact on consumers by raising their level of environmental awareness; fostering positive attitudes towards environmentally friendly products; and ultimately increasing their intention to purchase these products. Through effective communication of the environmental benefits of products, green marketing supports the ability of businesses to incorporate sustainable production practices into their operations and therefore help achieve long-term sustainability objectives.

Green marketing can also help establish patterns of responsible consumption and production, contributing to the creation of sustainable consumption and production systems. Through its ability to create collaborative and synergistic relationships among consumers, businesses, and governments, green marketing can help to drive transformative change that supports sustainable development and ultimately advances the successful realization of SDG 12. Continued research is needed to further study, develop, and refine the role of green marketing in supporting sustainability initiatives in response to the increasing global focus on environmental issues.

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