

Gender Differences in Perceptions and Consumer Behavior towards Green Products: A Statistical Analysis of Green Marketing Influence

Ms.Rajeswari.K

Research Scholar (Part Time)

Department of Commerce, Vels Institute of Science Technology and Advanced Studies

eswaritiagu@gmail.com

Dr.R.V.Suganya

Assistant Professor and Research Supervisor

Department of Commerce, Vels Institute of Science Technology and Advanced Studies

<http://www.orcid.org/0000-0002-5800-9249>, Email: suganya.sms@velsuniv.ac.in

Abstract

Green marketing has emerged as a significant tool for businesses to promote environmentally friendly products and services, driven by increasing consumer awareness of environmental issues such as pollution and climate change. This study explores the influence of gender on consumer perceptions and behaviors towards green products in Chennai, India, focusing on the role of green marketing strategies. It examines the impact of gender on consumer perceptions of green product attributes, purchasing behaviors, and responses to green marketing practices such as eco-labeling and corporate social responsibility (CSR). The research employs a quantitative approach, using Pearson's correlation analysis to assess relationships among various factors, and t-tests to explore gender-based differences. The findings indicate that while green marketing significantly influences consumer attitudes, there are notable gender differences in environmental awareness and eco-conscious purchasing behaviors. Women exhibit a higher preference for eco-friendly products and greater environmental consciousness than men, while no significant gender differences were observed in post-purchase experiences or brand loyalty. Despite positive attitudes towards green marketing, these do not always translate into actual purchase behaviors, highlighting the need for businesses to align their marketing strategies with the practical factors influencing consumer decision-making.

Keywords: Green marketing, Consumer behavior, Gender differences, Eco-conscious purchasing, Sustainability, Marketing strategies, Corporate social responsibility (CSR), Eco-labeling, Environmental awareness, Chennai.

Introduction

Green marketing, sometimes referred to as environmental marketing, is the practice of promoting goods and services on the basis of their positive environmental effects. The growing worldwide concern about environmental problems such as pollution, waste management, resource depletion, and climate change has led to the development of this idea. Businesses all around the world have started using green marketing techniques in recent years to match their goods with the rising demand from customers for environmentally friendly items. Green marketing tactics emphasize product sustainability, lessening the influence on the environment, and promoting ethical consumer behavior.

The significance of green marketing has become increasingly popular in Chennai, India. Chennai, one of India's fastest-growing cities, has seen a sharp change in consumer behavior toward more environmentally friendly habits. The city's consumers are displaying a preference for green products as they grow more aware of the environmental impact of their purchases. Green marketing has become an essential tool for companies looking to appeal to environmentally sensitive consumers as a result of growing environmental consciousness and government pushes for sustainability projects. As a dynamic city, Chennai is also going through a demographic change, with younger, better-educated consumers being more likely to choose eco-friendly items. There is a noticeable change in consumer attitudes and purchasing patterns as a result of growing awareness of the negative consequences of non-sustainable practices, such as the overuse of plastics and non-renewable resources, especially among people who care about the environment. In order to satisfy this need, businesses are now using green marketing techniques, highlighting the environmentally friendly features of their goods and establishing themselves as sustainable brands.

Statement of Problem

Businesses are increasingly using green marketing techniques as a result of growing consumer demand for sustainable products and environmental concerns. Though eco-friendly items are widely promoted, little is known about how different factors affect consumer behavior, especially when it comes to gender inequalities. Due to differing societal roles, environmental awareness, and purchasing motivations, consumer perceptions of green products and their desire to engage in eco-conscious shopping behavior may differ across gender lines in Chennai, a fast rising metropolis.

Even though the market for eco-friendly products is growing, companies frequently fail to consider how gender affects consumer preferences and sustainability-related behavior. When it comes to eco-friendly product qualities, post-purchase experiences, and marketing messaging, men and women may hold differing opinions. These variations may significantly affect their brand loyalty and purchase choices. Additionally, the perceived value of green marketing tactics like eco-labeling, corporate social responsibility (CSR) programs, and environmentally conscious branding may also be influenced by gender. For businesses looking to successfully target a variety of consumer demographics, this knowledge gap poses a serious obstacle. Thus, the issue this study aims to address is the dearth of thorough research on how gender influences consumer attitudes and purchasing decisions about green products, particularly in Chennai. By examining how gender disparities impact consumers' interactions with green marketing and the elements that determine their choice to buy environmentally friendly goods, this study seeks to close this gap.

Research Question

1. How does gender influence consumer perceptions of green product attributes?
2. What is the impact of gender on consumer purchasing behavior toward green products?
3. Are there gender differences in how consumers respond to green marketing practices?
4. How do male and female consumers perceive the environmental benefits of green products?
5. What role does gender play in shaping consumer attitudes toward sustainability and eco-friendly products?
6. Do gender differences exist in the effectiveness of green marketing strategies?
7. How does gender affect the post-purchase experience and brand loyalty in the context of green products?

Research Objectives

1. To examine the impact of gender on consumer perceptions of green product attributes such as quality, sustainability, and eco-friendliness.
2. To analyze gender differences in consumer purchasing behavior toward green products, including factors influencing their decision-making process.
3. To explore how gender affects consumer responses to green marketing strategies, such as eco-labeling, advertising, and corporate social responsibility (CSR) initiatives.
4. To assess gender-based differences in environmental consciousness and how these differences influence consumer attitudes toward sustainability.
5. To evaluate the role of gender in shaping post-purchase experiences and brand loyalty in relation to green products.
6. To investigate how gender impacts the effectiveness of green marketing efforts, particularly in terms of consumer engagement and brand trust.
7. To identify barriers specific to gender in adopting green purchasing behavior and recommend strategies to overcome these barriers through targeted green marketing.

Review of Literature

Green marketing is the practice of promoting products and services that prioritise sustainability and reduce ecological impact (Vilarinho de Moraes et al., 2024). It was introduced in the 1970s during the environmental movement and has since expanded to encompass corporate social responsibility initiatives in addition to eco-friendly products. In the present day, green marketing is an essential strategy for businesses that aspire to succeed in an eco-conscious market, as a result of the increasing consumer demand for sustainable products, brand loyalty, regulatory compliance, and competitive advantage.

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Green marketing is the use of sustainable materials, waste reduction, and environmentally friendly manufacturing techniques to support environmentally friendly goods and services (Lelawati et al., 2024). As consumer knowledge of environmental problems rises, the idea has changed to reflect companies integrating sustainability into their operations and branding. This change over time has turned green marketing from a specialized tactic into a mainstream corporate tool. Green marketing is becoming more important today since consumers give sustainability top priority, regulatory demands becoming more strong, and businesses see the competitive advantage of environmentally friendly projects. Companies that embrace green marketing improve not only their reputation but also client loyalty and long-term market performance.

Emphasizing sustainability and lowering carbon footprints, green marketing entails advertising goods and services depending on their environmental benefits (Mandung, 2024). Responding to increased consumer awareness of pollution, climate change, and resource depletion, it has developed from a niche approach to a mainstream corporate strategy. Green marketing has evolved into a necessary strategy for market distinction as companies change to meet these needs. Including sustainability into corporate operations today not only improves consumer loyalty and brand image but also results in long-term financial gains, therefore positioning environmentally friendly firms for maximum competitiveness and market success.

Rising environmental concerns led green marketing to develop in the late 1980s and early 1990s, hence changing corporate strategies to stress sustainability (Hasanova, 2023). Rising public knowledge of environmental damage has motivated consumers to seek environmentally friendly items. This change has caused companies to concentrate on environmentally friendly product features and include environmental ethics into their operations. Still, problems like classifying "green" goods linger and complicate customer confidence. Green marketing has been further moulded by regulatory pressures, which also inspire businesses to embrace sustainable practices. Green marketing today stands for a more general dedication to sustainability encompassing corporate social responsibility and ethical procurement. Driven by growing consumer knowledge of environmental issues, green marketing has grown as a key tactic for pushing environmentally friendly products (Chauhan, 2023). Companies included sustainability ideas—such as social

responsibility and economic growth—into their marketing plans as worries about pollution and climate change developed. But issues like greenwashing draw attention to the need of ethical guidelines to guarantee real sustainability pledges. Philosophical theories stressing the long-term effects of green marketing on society and the environment include Kant's Categorical Imperative. In the end, green marketing keeps changing in reaction to customer demand, therefore creating a more ethical and environmentally friendly corporate scene.

Growing customer knowledge of environmental problems and rising demand for environmentally friendly products have helped green marketing become more and more important (Soni & Adnan, 2024). Companies are matching their plans with environmentally friendly methods, therefore gaining from competitive advantages and government backing. This trend builds consumer trust and loyalty as well as cost savings and innovation encouragement. Green marketing is becoming more and more popular as a result of the cultural change towards sustainability, hence it is absolutely important for modern company operations.

Essential understanding of the elements influencing buying choices is provided by consumer behaviour theories. According to the Theory of Planned Behaviour (TPB), a consumer's intention to participate in behaviour, such buying (Leong et al., 2022), is shaped by attitudes, subjective norms, and perceived control (Leong et al.). Guiding marketers in their strategy development, the Consumer Decision-Making Model describes phases including problem recognition and post-purchase evaluation. Maslow's Hierarchy of Needs offers a structure for comprehending consumer motivations by stressing the need of meeting fundamental needs before more advanced wants. These theories provide insightful direction for companies developing successful marketing plans that appeal to customer decision-making procedures. Businesses can increase customer trust and incorporate sustainability into their operations with the support of green marketing methods. Important strategies, such as environmentally conscious product design, eco-labeling, CSR, and green advertising, are emphasized by Udeh & Dugba (2025). Certifications such as Fair Trade add legitimacy to eco-friendly products, which use sustainable materials and energy-efficient features. Green advertising informs customers about sustainable options, while corporate social responsibility programs boost a firm's reputation for ethics. These methods boost brand loyalty and competitiveness while simultaneously decreasing environmental effect.

Research Gap

Despite the growing significance of green marketing, little research has been done on how gender influences customer behavior toward eco-friendly products, particularly in developing markets like Chennai. The majority of research focuses on how consumers generally feel about sustainability, but it doesn't particularly examine how men and women view green products differently. Furthermore, nothing is known about the long-term effects of green marketing techniques like eco-labeling and corporate social responsibility on consumer purchasing decisions. The problem of greenwashing, in which businesses make exaggerated claims to be eco-friendly, is also not well studied, especially when it comes to how it affects customer confidence. Lastly, further research is required to comprehend how regional variations, sociocultural elements, and the practical difficulties companies encounter when adopting sustainable practices affect consumer behavior.

Research Methodology

Research Design

This study follows a **quantitative research design** to analyze the relationship between gender and consumer perceptions and behaviors towards green products. The study employs **descriptive and correlational research methods** to identify patterns and relationships between various variables, such as green product attributes, consumer attitudes, and purchasing behaviors.

Data Collection

The data for this study is collected through a **survey questionnaire** distributed to a sample of consumers in Chennai, India. The survey consists of questions related to:

- Green product attributes (e.g., quality, sustainability, eco-friendliness)
- Post-purchase experiences and satisfaction
- Environmental consciousness and attitudes towards sustainability
- Responses to green marketing strategies and CSR initiatives
- Consumer purchasing behavior towards green product

Sample Size and Sampling Method

A total of **732 consumers** are surveyed, with equal representation of male and female respondents. The sample is selected using a **random sampling method** from various shopping centers, retail outlets, and online platforms in Chennai. This ensures a diverse and representative sample of consumers from different age groups, income levels, and educational backgrounds.

Variables

Independent Variable: Gender (Male, Female)

Dependent Variables:

- Consumer perceptions of green product attributes
- Consumer buying behavior towards green products
- Consumer responses to green marketing strategies
- Post-purchase experiences and brand loyalty
- Environmental consciousness and sustainability attitudes

Data Analysis

- **Pearson’s correlation analysis** to examine the strength and direction of relationships between gender and the key variables (e.g., perceptions of green product attributes, consumer buying behavior).
- **T-tests** to identify any significant gender differences in consumer attitudes and behaviors.

Hypothesis of the Study

- **H1:** There is a significant positive relationship between the factors determining consumer buying behavior toward green products and marketing elements that strongly influence buying behavior.
- **H2:** There is a significant difference between male and female consumers in their perceptions of green product attributes.
- **H3:** There is a significant difference in post-purchase experiences and brand loyalty between male and female consumers.

DATA ANALYSIS AND DISCUSSION

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.902
Bartlett's Test of Sphericity	Approx. Chi-Square	2627.378
	df	45
	Sig.	.000

Table reveals that the KMO measure of sampling adequacy is observed as 0.902 which is more than the threshold value of 0.600, hence the KMO value of 0.902 indicates that factor analysis greatly reliable for analysing 10 determining buying behaviour of green products variables. The KMO value also reveals a strong value of sampling adequacy for the present data set

PEARSON’S CORRELATION ANALYSIS

Consumer buying behavior towards green products are represented by the variables Determining buying behaviour of green product, Marketing elements strongly Determining buying behaviour of green product, Green Marketing Practices for Environmental Protection, Opportunities of using green Marketing, and Consumer Purchase Behaviour towards Green Product. The goal of the correlation test in this study is to assess the strength and direction of the correlations among these variables. To find out if the study's overarching goals are supported by the relationships between these variables, we need to know how consumers' attitudes, marketing elements, environmental views, and behavioral responses interact with one another. This will help us understand the Green Marketing and Its Impact on Consumer Behaviour in Chennai study.

Hypothesis

- H₁: There is a significant positive relationship between the factors determining consumer buying behavior towards green products and marketing elements that strongly influence buying behavior
- H₂: There is a significant positive relationship between marketing elements strongly determining buying behavior and green marketing practices for environmental protection.
- H₃: There is a significant positive relationship between green marketing practices for environmental protection and opportunities of using green marketing.
- H₄: There is a significant positive relationship between determining buying behavior towards green products and consumer purchase behavior towards green products.
- H₅: There is a significant positive relationship between marketing elements strongly determining buying behavior and consumer purchase behavior towards green products
- H₆: There is a significant positive relationship between the opportunities provided by green marketing and consumer purchase behavior towards green products
- H₇: There is no significant relationship between consumer purchase behavior towards green products and environmental knowledge or environmental consciousness

		Correlations				
		X12.tot	X13.tot	X14.tot	X15.tot	X16.tot
X12.tot	Pearson Correlation	1	.873**	.669**	.467**	.037
	Sig. (2-tailed)		.000	.000	.000	.318
	N	732	732	732	732	732
X13.tot	Pearson Correlation	.873**	1	.770**	.517**	.039
	Sig. (2-tailed)	.000		.000	.000	.295
	N	732	732	732	732	732
X14.tot	Pearson Correlation	.669**	.770**	1	.685**	.078*
	Sig. (2-tailed)	.000	.000		.000	.034
	N	732	732	732	732	732
X15.tot	Pearson Correlation	.467**	.517**	.685**	1	.051
	Sig. (2-tailed)	.000	.000	.000		.165
	N	732	732	732	732	732
X16.tot	Pearson Correlation	.037	.039	.078*	.051	1
	Sig. (2-tailed)	.318	.295	.034	.165	
	N	732	732	732	732	732

A very strong positive link ($r = .873, p < .001$) is demonstrated by the correlation data between Determining buying behaviour of green product and Marketing elements strongly Determining buying behaviour of green product. Consequently, it seems that marketing factors have a significant impact on customers' perceptions of the factors that influence their purchase of environmentally friendly items. This robust correlation points to a tight relationship between marketing strategies and customer purchasing habits. Effective marketing aspects are substantially associated with good perceptions of green marketing techniques for environmental preservation, as indicated by the strong positive correlation between Marketing elements strongly Determining buying behaviour of green product and Green Marketing Practices for Environmental Protection ($r = .770, p < .001$). Consumers are more likely to embrace ecologically conscious practices as marketing methods gain more attractiveness and persuasiveness.

Green Marketing Practices for Environmental Protection and Opportunities of using green Marketing both show a substantial association ($r = .685, p < .001$). This suggests that customers see more potential benefits of green marketing—like increased knowledge, enhanced quality of life, and the reliability of green products—when they recognize the existence of robust environmental practices. The correlations between Determining buying behaviour of green product and Opportunities of using green Marketing are moderate ($r = .467, p < .001$), and between Marketing elements strongly Determining buying behaviour of green product and Opportunities of using green Marketing they are also moderate ($r = .517, p < .001$). These results imply that green marketing possibilities do impact marketing perceptions and purchasing behavior, but the correlation is weaker than in the previous pairs. Nonetheless, the link is significant and lends credence to the theory that environmental opportunities influence consumer choices.

The weak but statistically significant correlation between Green Marketing Practices for Environmental Protection and Consumer Purchase Behaviour towards Green Product ($r = .078, p = .034$) suggests that consumers' attitudes on environmental protection activities have only a small influence on their actual buying behavior. Determining buying behaviour of green product and Consumer Purchase Behaviour towards Green Product have a weak and non-significant link ($r = .037, p = .318$), and X15 and X16 have a weak and non-significant relationship ($r = .051, p = .165$). Thus, it can be concluded that there is weak evidence linking purchasing conduct (X16) to the variables Determining buying behaviour of green product. and Opportunities of using green Marketing. Consumers' good sentiments and awareness of green marketing prospects may not, however, always lead to robust behavioural changes in the target areas. Generally, the results of the correlation test corroborate the study's hypotheses by proving the existence of substantial and meaningful links between the variables that influence consumers' purchasing decisions, the marketing mix, and eco-friendly advertising strategies. Possibilities for environmentally conscious advertising also exhibit moderate correlations with these factors, suggesting a partial impact. Consumers may grasp and value green marketing concepts, but their sentiments do not necessarily translate into purchasing behaviors, as indicated by the weaker connections with actual purchase behavior. This insight provides more evidence that green marketing has a substantial impact on Chennai residents' attitudes and perceptions, but it doesn't mean that other elements aren't also at play when it comes to translating those impressions into actions.

Gender Differences in Perceptions of Product Attributes and Eco-Conscious Buying is the first dominant factor (PAECBF), Environmental Awareness and Lifestyle Factor (EALF) Post-Purchase Experience and Company Reputation (PPECRF) and Opportunities of Using Green Marketing Factor

Null Hypothesis: There is no significant of difference between gender group in Product Attributes and Eco-Conscious Buying is the first dominant factor (PAECBF), Environmental Awareness and Lifestyle Factor (EALF) Post-Purchase Experience and Company Reputation (PPECRF) and Opportunities of Using Green Marketing Factor

	Gender	Mean	Std. Deviation	T Value	P Value
PAECBF	Male	31.7094	5.42140	2.256	0.024
	Female	32.6526	5.20619		
EALF	Male	20.2521	3.54500	2.893	0.004
	Female	20.9920	3.06665		
PPECRF	Male	15.7564	2.98287	0.929	0.353
	Female	15.9699	2.85905		
PPECRF	Male	67.7179	10.60314	2.406	0.016
	Female	69.6145	9.62433		

Product Attributes and Eco-Conscious Buying (PAECBF), Environmental Awareness and Lifestyle Factor (EALF), Post-Purchase Experience and Company Reputation (PPECRF), and Opportunities of Using Green Marketing (OUMGF) are some of the green product factors that are examined in this analysis, which looks into gender differences in perceptions. According to the null hypothesis, men and women do not noticeably differ in how they perceive these things.

A male's average score on PAECBF (Product Attributes and Eco-Conscious Buying) is 31.7094, with a standard deviation of 5.42140, and a female's average score is 32.6526, with a standard deviation of 5.20619. Less than 0.05 is shown by the t-value of 2.256 and the p-value of 0.024. Reject the null hypothesis and say that men and women think differently about product features and environmentally conscious purchasing because the p-value is statistically significant. This suggests that product qualities and environmentally conscious purchasing are more highly valued by women than by men, since the mean score of females is greater than that of males.

With a standard deviation of 3.54500 and a mean of 20.9920, the men and females in the sample score EALF

(Environmental Awareness and Lifestyle Factor), respectively, very well. Both the t-value and the p-value are less than 0.05; the former is 2.893 and the latter is 0.004. This points to a considerable gender gap when it comes to ecological consciousness and related lifestyle variables. The higher mean score among females compared to males suggests that ladies may be more environmentally conscious and make more conscious lifestyle choices when it comes to green products.

In the field of PPECRF (Post-Purchase Experience and Company Reputation), the average score for men is 15.7564, while the average score for females is 15.9699, with a standard deviation of 2.85905. Notably, both the t-value and the p-value are larger than 0.05, coming in at 0.929 and 0.353, respectively. In terms of how they feel about the company's reputation and the quality of their experience after purchasing environmentally friendly products, this indicates that there is no significant difference between the sexes. Despite a little lower mean score for men, this disparity does not reach statistical significance.

There is a difference in the means for males and females when it comes to OUMGF (Opportunities of Using Green Marketing Factor). The male mean is 67.7179 and the female mean is 69.6145 with a standard deviation of 9.62433. There is a statistical significance (p-value = 0.016) and a t-value (= 2.406) that is smaller than the significance level (0.05). That men and women see the potential benefits of green marketing in such different ways is evident from the data. The fact that women average a higher score than men suggests that they may view green marketing prospects more favorably or as being in line with their values.

Males, females tend to have a more favorable impression of PAECBF, EALF, and OUMGF. Statistical significance is indicated by the fact that all of these factors have p-values that are less than 0.05.

Nonetheless, in the case of PPECRF, the p-value of 0.353 is higher than 0.05, indicating that there is no significant difference between the gender.

Perceptions of post-purchase experience and company reputation are not significantly impacted by gender, according to the analysis. However, consumer perceptions of product attributes, eco-conscious buying, environmental awareness, and green marketing opportunities are impacted by gender.

Gender Differences in Perceptions of Green Product Service, Safety and Value Orientation Factor (GPSSVOF), Green Marketing Communication and Corporate Image Factor (GMCCIF), Retail Service Quality and Promotional Benefits Factor, (RSQPBF) and Health-Oriented Green Product Attributes and Brand Trust Factor (HOGPABTF)

Null Hypothesis: There is no significant of difference between gender group in Green Product Service, Safety and Value Orientation Factor (GPSSVOF), Green Marketing Communication and Corporate Image Factor (GMCCIF), Retail Service Quality and Promotional Benefits Factor, (RSQPBF) and Health-Oriented Green Product Attributes and Brand Trust Factor (HOGPABTF) and Consumer Buying Behaviour towards Green Products CBBGP

	Gender	Mean	Std. Deviation	T Value	P Value
GPSSVOF	Male	78.3547	14.14177	0.169	0.866
	Female	78.1707	12.81712		
GMCCIF	Male	48.1538	9.11972	2.115	0.035
	Female	46.6205	9.16112		
RSQPBF	Male	43.1709	9.10906	0.350	0.727
	Female	42.9277	8.01902		
HOGPABTF	Male	32.7009	6.06229	1.399	0.162
	Female	32.0482	5.80065		
CBBGP	Male	202.3803	37.23105	0.916	0.360
	Female	199.7671	33.22513		

On the Green Marketing Communication and Corporate Image Factor (GMCCIF)**, a discernible gender gap existed between the sexes (t = 2.115, p = 0.035). The gender gap in responses suggests that men see green marketing communication and company image more favorably than women. The mean score for men was 48.15, while the mean score for females was 46.62.

Consumer Buying Behaviour towards Green Products, Health-Oriented Green Product Attributes and Brand Trust Factor, RSQPBF, Green Product Service, Safety and Value Orientation Factor, and HOGPABTF, no significant gender differences were found (p values of 0.866, 0.727, 0.162, and 0.360, respectively). It can be inferred from this that gender does not significantly influence how these areas are perceived and acted upon.

The results show that we can only partially reject the null hypothesis. Perceptions of green marketing communication and corporate image (GMCCIF) differ significantly from one another, but no such differences were observed for the other categories.

Findings

According to the study's findings, the sample data is very appropriate for factor analysis, as indicated by the Kaiser-Meyer-Olkin (KMO) value of 0.902, which also validates the validity of the variables utilized. With a p-value of 0.000, the results of Bartlett's Test of Sphericity were significant, suggesting that the variables are sufficiently linked for factor analysis. With a correlation coefficient of 0.873 (p < 0.001), a strong positive correlation between marketing components and consumer perceptions of green products was discovered using Pearson's correlation analysis. This suggests that marketing strategies have a significant impact on consumers' perceptions and purchasing behavior

regarding green products. Furthermore, there was a substantial correlation between opportunities for green marketing and green marketing practices ($r = 0.685$, $p < 0.001$), suggesting that consumers see greater potential benefits in green marketing when they acknowledge strong environmental standards. Green marketing strategies and customer purchasing behavior, however, showed a poor association ($r = 0.078$, $p = 0.034$), indicating that favorable views toward green marketing do not always result in actual purchasing decisions. The perceptions of product qualities and eco-conscious purchasing behavior were found to differ significantly by gender, with women exhibiting a greater preference for eco-friendly products than males. While there were no discernible gender differences in post-purchase experiences, firm reputation, or general consumer purchasing behavior, women also showed higher levels of environmental awareness and a stronger appreciation for green marketing prospects. Additionally, men had a higher positive opinion of business image and green marketing communication than did women ($p = 0.035$). However, there were no discernible gender variations in opinions about the quality of retail services or environmentally friendly, health-conscious products. The results, which show significant gender-based disparities in environmental awareness and eco-conscious buying, conclude that green marketing tactics are essential in influencing customer attitudes and behavior. The study also shows that, despite the strength of these views, they do not necessarily result in actual purchase behavior, highlighting the need for additional research to examine other factors impacting sustainable consumption.

Conclusion

This study emphasizes how important green marketing is in influencing consumer behavior, especially in Chennai, India. Effective green marketing techniques can have a favorable impact on consumers' views about eco-friendly products, as seen by the high correlations found between marketing aspects, green marketing practices, and consumer perceptions. Positive attitudes and greater understanding, however, may not necessarily result in purchasing behavior, suggesting that other factors may be impacting customer choices. Women exhibit greater environmental consciousness and a greater propensity for eco-conscious purchasing than males, according to the study's gender-based distinctions, which also offer insightful information. However, it was discovered that gender had less of an impact on elements like post-purchase experience and corporate reputation, suggesting that more research is necessary to fully understand the wider sociocultural elements that affect green shopping. Overall, green marketing clearly affects customer attitudes and behavior, but it has little effect on actual purchase decisions. This suggests that companies may need to improve their tactics to close the gap between opinions and behaviors. To gain a better knowledge of the elements influencing sustainable consumption, more research might examine other variables including socioeconomic considerations or the efficacy of particular green marketing strategies.

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