



Indian Journal of Commerce, Business & Management (IJCBM)

An International Peer Reviewed, Refereed, Indexed, Quarterly Research journal of Commerce, Business & Management

ISSN : 3108-057X (Online)

3108-1282 (Print)

Impact Factor-5.625 (IIFS)

Vol.-2; Issue-4 (Oct.-Dec.) 2026

Page No.- 12-20

©2026 IJCBM

<https://ijcbm.gyanvividha.com>

Author's :

Dr. Mukku Syam Babu

Associate Professor, Department of
Commerce, SRR & CVR Government
Degree College (A), Vijayawada,
Andhra Pradesh, India.

Corresponding Author :

Dr. Mukku Syam Babu

Associate Professor, Department of
Commerce, SRR & CVR Government
Degree College (A), Vijayawada,
Andhra Pradesh, India.

LEVEL OF CUSTOMER PERCEPTION TOWARDS GREEN MARKETING : A STUDY OF CONSUMER AWARENESS, TRUST AND PURCHASE INTENTION

Abstract : Green marketing has emerged as an important component of contemporary marketing management due to increasing environmental concerns, changing consumer expectations, and the growing emphasis on sustainable development. Businesses are increasingly incorporating environmentally friendly products, sustainable packaging, eco-labelling, energy-efficient production processes, and environmental communication into their marketing strategies. However, the effectiveness of these initiatives largely depends on how customers perceive, understand, and trust the environmental claims made by companies. The present paper examines the level of customer perception towards green marketing, with particular reference to environmental awareness, perceived product quality, price sensitivity, credibility of green claims, eco-labelling, brand image, and purchase intention. Drawing upon existing literature and established consumer behaviour theories, the paper develops a conceptual framework for examining the relationship between green marketing practices and customer perceptions. It also proposes a quantitative research methodology for assessing customer perceptions across different demographic groups. The paper highlights that environmental awareness alone may not necessarily translate into actual purchasing behaviour, as affordability, product availability, perceived value, and trust also influence consumer decisions. It argues that transparent environmental communication, credible certification, reasonable pricing, and demonstrable environmental benefits are essential for improving customer confidence in green products. The proposed framework provides useful directions for marketers, researchers, policymakers, and business organisations seeking to promote sustainable consumption.

Keywords : Green Marketing, Customer Perception,

Consumer Awareness, Green Products, Environmental Sustainability, Green Trust, Purchase Intention, Sustainable Consumption.

1. Introduction : Environmental sustainability has become a significant concern for governments, businesses, consumers, and society. Issues such as climate change, pollution, depletion of natural resources, excessive plastic consumption, and the accumulation of waste have increased the need for environmentally responsible production and consumption. In this context, green marketing has gained considerable importance as an approach through which businesses can integrate environmental considerations into their marketing decisions.

Green marketing refers to the development, pricing, promotion, and distribution of products and services in ways that seek to reduce environmental harm while meeting consumer needs. It extends beyond advertising environmentally friendly products to include product design, sourcing of raw materials, manufacturing processes, packaging, distribution, and post-consumption waste management.

The growing importance of green marketing has encouraged organisations to introduce recyclable packaging, organic products, energy-efficient appliances, biodegradable materials, and products manufactured using resource-efficient processes. Nevertheless, the success of these initiatives depends not only on the environmental characteristics of products but also on the perceptions and attitudes of customers.

Customer perception represents the manner in which individuals interpret information, evaluate product attributes, form opinions, and make purchasing decisions. In green marketing, customer perception may be influenced by environmental awareness, knowledge of sustainability, perceived product benefits, brand reputation, price, product availability, and the credibility of environmental claims.

Although many consumers express concern for the environment, their actual purchasing decisions may differ from their stated environmental preferences. Some customers may prefer environmentally friendly products but avoid purchasing them because of higher prices, limited availability, doubts about product performance, or uncertainty regarding environmental claims. Sharma (2021), in a synthesis of consumer purchase behaviour and green marketing research, identified environmental concern, eco-labelling, prior experience, perceived usefulness, price, trust, and perceived risk as important considerations in green purchasing behaviour. These observations demonstrate the importance of examining not merely customer awareness but also the overall level and determinants of customer perception towards green marketing.

The present paper therefore seeks to develop a conceptual understanding of customer perception towards green marketing and propose an empirical framework for measuring its dimensions.

2. Statement of the Problem : The increasing promotion of green products has created opportunities for businesses to differentiate their brands and appeal to environmentally conscious customers. However, the extent to which customers understand and accept green marketing practices remains an important question.

Customers may encounter environmental claims such as “eco-friendly,” “natural,” “organic,” “biodegradable,” and “sustainable” while purchasing consumer goods. Yet, they may not always possess sufficient information to determine whether these claims are genuine, meaningful, or supported by credible evidence.

Furthermore, environmentally friendly products may sometimes be perceived as expensive, less accessible, or inferior in performance compared with conventional alternatives. Misleading environmental claims and greenwashing can further weaken customer confidence in

businesses.

Consequently, a gap may arise between environmental awareness, favourable perceptions, purchase intention, and actual purchasing behaviour. Understanding this gap is essential for developing effective green marketing strategies.

The central problem addressed in this paper is the need to understand the level of customer perception towards green marketing and identify the factors that influence customers' evaluation and acceptance of environmentally responsible products.

3. Review of Literature

3.1 Green Marketing and Consumer Behaviour : Green marketing has evolved from a limited emphasis on environmental promotion into a broader marketing approach incorporating environmental considerations throughout the product life cycle. Businesses increasingly use environmental attributes to communicate product differentiation and corporate responsibility.

Skackauskiene and Vilkaite-Vaitone (2023) reviewed research on green marketing and customer purchasing behaviour and highlighted the importance of understanding how different green marketing strategies influence customer responses at various stages of purchasing.

Their review suggests that green marketing practices need to be examined in relation to specific customer outcomes rather than being treated as a single, uniform influence.

3.2 Environmental Awareness and Customer Perception : Environmental awareness refers to the extent to which customers understand environmental problems and recognise the potential environmental consequences of their consumption choices.

Customers with greater environmental awareness may be more likely to evaluate products according to their environmental impact. They may consider recyclability, resource efficiency, sustainable sourcing, and waste reduction when comparing alternatives.

However, environmental awareness does not automatically result in green purchasing. Customers may face financial, practical, or informational constraints that prevent them from acting upon their environmental concerns.

3.3 Green Marketing and Purchase Intention : Purchase intention reflects a customer's willingness or likelihood to purchase a product. Green marketing may influence this intention by communicating environmental benefits, establishing a positive brand image, and increasing perceived product value.

Research reviews by Sharma (2021) and Sharma, Aswal, and Paul (2023) indicate that consumer purchase behaviour is influenced by multiple factors, including environmental concern, consumer attitudes, perceived risks, social influences, and product-related considerations.

Therefore, purchase intention should be examined as an outcome of customer perception rather than as a direct and inevitable consequence of green marketing exposure.

3.4 Green Trust and Credibility : Green trust refers to customers' confidence in the environmental claims, commitments, and practices of a business.

When customers believe that a company provides accurate and verifiable environmental information, they may be more willing to consider its green products. Conversely, exaggerated or misleading claims may create scepticism and reduce confidence.

Credible eco-labels, transparent product information, third-party certification, and clear explanations of environmental benefits can help customers evaluate green claims more effectively.

3.5 Price Sensitivity and Perceived Value : Price remains an important consideration in green purchasing decisions. Some customers may be willing to pay a premium for products that offer

credible environmental benefits, while others may prioritise affordability.

Perceived value involves the customer's assessment of the benefits received relative to the price and other costs incurred. If green products are perceived as environmentally beneficial, reliable, and reasonably priced, customers may develop more favourable perceptions.

However, a high price without clearly demonstrated environmental or functional benefits may discourage purchasing.

3.6 Greenwashing and Customer Scepticism : Greenwashing refers to the use of misleading, exaggerated, or insufficiently substantiated environmental claims to create an impression of environmental responsibility.

Greenwashing can make it difficult for customers to distinguish genuinely sustainable products from products that rely primarily on promotional claims. As a result, customer scepticism may increase and trust in green marketing may decline.

Businesses must therefore ensure that environmental claims are specific, transparent, verifiable, and consistent with actual product characteristics and organisational practices.

3.7 Research Gap : Existing research has examined environmental awareness, green marketing practices, customer attitudes, purchase intention, and actual purchasing behaviour. However, these factors are not always examined together in a single research framework, particularly in specific local consumer markets.

A useful empirical contribution would be to measure the overall level of customer perception while simultaneously assessing awareness, trust, perceived quality, price sensitivity, environmental communication, and purchase intention.

The present paper proposes an integrated framework that can be tested among consumers in an Indian market setting. The actual relationships among these variables should be established through primary data collection and statistical analysis.

4. Objectives of the Study : The major objectives of the study are:

1. To examine the level of customer awareness regarding green marketing and environmentally friendly products.
2. To assess customer perceptions of the quality, usefulness, and environmental benefits of green products.
3. To analyse the influence of green advertising, eco-labelling, and environmental communication on customer perception.
4. To examine the role of green trust and the credibility of environmental claims in shaping customer attitudes.
5. To assess the influence of price sensitivity and product availability on customer acceptance of green products.
6. To examine the relationship between customer perception and green purchase intention.
7. To suggest suitable strategies for improving customer confidence in green marketing practices.

5. Research Questions : The study seeks to address the following research questions:

1. What is the level of customer awareness and understanding of green marketing?
2. How do customers evaluate the quality, price, and environmental benefits of green products?
3. To what extent do eco-labels and environmental advertisements influence customer perception?
4. Does customer trust in environmental claims contribute to favourable perceptions of green marketing?

5. What factors prevent customers from converting favourable environmental attitudes into actual purchasing behaviour?

6. Do customer perceptions differ according to selected demographic characteristics?

6. Research Hypotheses : The following hypotheses are proposed for empirical testing.

H1: Environmental awareness is positively associated with favourable customer perception towards green marketing.

H2: The perceived environmental benefits of green products are positively associated with customer perception.

H3: The credibility of green advertising and eco-labelling is positively associated with customer trust.

H4: Green trust is positively associated with customer purchase intention.

H5: Perceived price barriers are negatively associated with customer purchase intention.

H6: Favourable customer perception towards green marketing is positively associated with green purchase intention.

H7: Customer perception towards green marketing differs significantly across selected demographic groups.

These hypotheses are proposed for testing and should not be interpreted as statistically established findings of the present conceptual paper.

7. Research Methodology

7.1 Research Design : The proposed empirical investigation may adopt a descriptive and analytical research design. The descriptive component would measure the level of customer perception towards green marketing, while the analytical component would examine associations among awareness, trust, perceived value, price sensitivity, and purchase intention.

The present manuscript provides a conceptual foundation and a proposed research design. Primary data must be collected before reporting empirical findings.

7.2 Sources of Data : The proposed study would use both primary and secondary data.

Primary data: Responses may be collected from customers through a structured questionnaire covering awareness, attitudes, perceived environmental benefits, trust, pricing, and purchase intention.

Secondary data: Relevant information may be obtained from peer-reviewed journal articles, books, academic databases, and publications relating to green marketing and sustainable consumer behaviour.

7.3 Sampling Design : The target population may comprise adult consumers who purchase or evaluate consumer products in a selected geographical area of Andhra Pradesh.

A sample of approximately 200–300 respondents may be considered for an initial survey, subject to the study's population, resources, statistical requirements, and sampling design. This is a proposed sample size, not a completed sample.

A stratified or appropriately designed convenience sampling approach may be adopted, depending on the availability of a sampling frame and the intended scope of generalisation.

The study should specify the selected locations, eligibility criteria, data collection period, sample size justification, and sampling limitations.

7.4 Research Instrument : A structured questionnaire may be developed using a five-point Likert scale, where:

1 — Strongly Disagree

2 — Disagree

3 — Neither Agree nor Disagree

4 — Agree

5 — Strongly Agree

The questionnaire should cover the following dimensions:

- Environmental awareness
- Perceived environmental benefits
- Perceived product quality and value
- Green advertising and eco-labelling credibility
- Green trust
- Price sensitivity and product availability
- Overall customer perception
- Green purchase intention

Questionnaire items should be reviewed for clarity and content validity and pilot-tested before the final survey.

7.5 Statistical Tools : The following statistical techniques may be used, depending on the research questions and measurement quality:

1. **Percentage analysis:** To describe respondents' awareness and purchasing preferences.
2. **Mean and standard deviation:** To assess the average level and variation of customer perceptions.
3. **Reliability analysis:** Cronbach's alpha or another suitable reliability measure to assess the internal consistency of multi-item scales.
4. **Exploratory factor analysis:** To investigate the underlying dimensions of customer perception, where sample adequacy and measurement conditions permit.
5. **Correlation analysis:** To examine associations among environmental awareness, trust, perceived value, and purchase intention.
6. **Regression analysis:** To assess the relationship between selected explanatory variables and customer perception or purchase intention.
7. **t-test or ANOVA:** To examine group differences where appropriate assumptions are satisfied.

The choice of statistical methods should follow the final research design and the characteristics of the collected data.

8. Conceptual Framework : The proposed conceptual framework considers customer perception as a multidimensional construct shaped by environmental, product-related, economic, and communication factors.

Independent variables

- Environmental awareness
- Perceived environmental benefits
- Product quality and perceived value
- Green advertising and eco-labelling credibility
- Green trust
- Price sensitivity and product availability

Dependent variables

- Overall customer perception towards green marketing
- Green purchase intention

Potential moderating variables

- Age
- Income

- Educational background
- Previous experience with green products

The framework proposes that environmental awareness, perceived benefits, credible communication, and trust may contribute to favourable customer perceptions. Price barriers and limited availability may constrain purchase intention. Demographic variables may help explain differences between customer groups.

The framework is conceptual and should be refined in accordance with the selected theoretical model and empirical evidence.

9. Discussion : Customer perception towards green marketing is likely to be shaped by a combination of cognitive, emotional, economic, and behavioural factors. A comprehensive understanding of these factors is essential for interpreting the potential effectiveness of green marketing strategies.

9.1 Awareness Does Not Necessarily Indicate Acceptance : Environmental awareness provides an important foundation for sustainable consumption. However, awareness alone may not be sufficient to generate favourable perceptions or purchasing decisions.

Customers may understand the importance of environmental protection while continuing to purchase conventional products because of price differences, availability, convenience, or established buying habits. Therefore, businesses should complement environmental education with practical and affordable product alternatives.

9.2 Perceived Quality and Functional Performance : Customers generally expect products to satisfy their functional requirements regardless of their environmental positioning. Green products must therefore demonstrate acceptable quality, reliability, durability, and usefulness.

If customers perceive green products as inferior in performance, their willingness to purchase them may decline. Environmental benefits should complement, rather than substitute for, functional product benefits.

9.3 Credibility of Environmental Claims : The credibility of environmental communication is central to customer confidence. General statements such as “green,” “natural,” or “environmentally safe” may have limited persuasive value when they are not supported by clear explanations or evidence.

Companies can improve credibility by providing specific information about recyclable materials, packaging reduction, energy efficiency, sustainable sourcing, or other verifiable product attributes. Independent certification may further assist customers in evaluating environmental claims.

9.4 Price and Accessibility : Price sensitivity can influence whether customers translate positive environmental attitudes into purchasing behaviour. A substantial price premium may discourage customers with limited purchasing power, even when they recognise the environmental benefits. Businesses should explore cost-efficient production, appropriate pricing, accessible distribution channels, and product options for different income groups.

9.5 Trust and Brand Reputation : Trust can reduce uncertainty about the environmental claims made by companies. Consistency between promotional statements and actual business practices may strengthen customer confidence and support long-term brand relationships.

Conversely, misleading claims can damage reputation and undermine the effectiveness of subsequent green marketing campaigns.

9.6 The Gap Between Intention and Actual Behaviour : A favourable attitude towards green products does not always result in an actual purchase. Customers may express willingness to support environmentally responsible businesses but ultimately choose alternatives that are

cheaper, more convenient, or more readily available.

This attitude-behaviour gap suggests that businesses should assess not only stated purchase intention but also actual purchase frequency, repeat purchases, and willingness to recommend green products.

10. Managerial Implications : The proposed framework has several implications for marketing managers and business organisations.

First, strengthen customer education. Environmental communication should explain the specific benefits of products in simple, understandable language.

Second, ensure transparency. Environmental claims should be supported by reliable evidence, appropriate certification, and clear product information.

Third, maintain product quality. Green positioning should be supported by functional performance, safety, durability, and customer satisfaction.

Fourth, adopt reasonable pricing strategies. Businesses should examine the affordability of green products and communicate the benefits that justify any price difference.

Fifth, improve product availability. Green products should be accessible through appropriate retail outlets, online channels, and local distribution networks.

Sixth, avoid greenwashing. Companies should ensure that their marketing messages accurately represent their environmental performance and avoid vague or exaggerated claims.

Seventh, measure customer perceptions periodically. Customer surveys, feedback systems, repeat-purchase analysis, and product reviews can help organisations identify changes in environmental expectations and purchasing preferences.

11. Policy Implications : Public policy can support informed and responsible green consumption by encouraging credible environmental labelling, accurate advertising, consumer education, and improved access to sustainable products.

Consumer protection mechanisms should address misleading environmental claims and help customers distinguish substantiated environmental benefits from unsupported promotional statements.

Educational institutions, industry associations, and public agencies can also contribute through awareness programmes on waste reduction, recycling, responsible consumption, and sustainable product choices.

Such initiatives may strengthen customer understanding while encouraging businesses to adopt more transparent and environmentally responsible marketing practices.

12. Limitations and Scope for Future Research : The present paper is conceptual and does not report original survey findings. Its proposed relationships and hypotheses require empirical testing.

Future research may collect primary data from customers in urban and rural areas of Andhra Pradesh and compare their perceptions across product categories, including food products, household goods, clothing, personal-care products, and electrical appliances.

Comparative studies may also examine differences across income groups, educational backgrounds, generations, and levels of environmental awareness.

Longitudinal studies could investigate whether customer perceptions and purchasing behaviour change following environmental awareness campaigns or improvements in product accessibility.

Further research may use structural equation modelling to examine whether green trust and perceived value mediate the relationship between green marketing practices and purchase intention, provided the theoretical model and sample support such analysis.

13. Conclusion : Green marketing represents an important approach to integrating environmental responsibility with marketing strategy. However, its effectiveness depends on more than the promotion of environmentally friendly products. Customer awareness, perceived environmental benefits, product quality, price, communication credibility, and trust all need to be considered when assessing customer perceptions.

The conceptual analysis presented in this paper highlights the importance of distinguishing environmental awareness from overall customer perception, purchase intention, and actual purchasing behaviour. Customers may recognise the importance of sustainability but still face economic, informational, or practical barriers when choosing green products.

Businesses seeking to improve customer perceptions should therefore focus on credible environmental claims, reliable product performance, reasonable pricing, accessible distribution, and transparent communication. Policymakers can complement these efforts by supporting consumer education and appropriate mechanisms for verifying environmental claims.

The proposed research framework and hypotheses provide a basis for an empirical investigation into the level of customer perception towards green marketing. Once supported by primary data and statistical analysis, such a study can offer more specific evidence concerning the factors that influence customer acceptance of green products and the development of sustainable consumer behaviour.

References :

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
2. Kumari, R., Verma, R., Debata, B. R., & Ting, H. (2022). A systematic literature review on the enablers of green marketing adoption: Consumer perspective. *Journal of Cleaner Production*, 366, Article 132852. <https://doi.org/10.1016/j.jclepro.2022.132852>
3. Sharma, A. P. (2021). Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*, 45(6), 1217–1238. <https://doi.org/10.1111/ijcs.12722>
4. Sharma, K., Aswal, C., & Paul, J. (2023). Factors affecting green purchase behavior: A systematic literature review. *Business Strategy and the Environment*, 32(4), 2078–2092. <https://doi.org/10.1002/bse.3237>
5. Skackauskiene, I., & Vilkaite-Vaitone, N. (2023). Green marketing and customers' purchasing behavior: A systematic literature review for future research agenda. *Energies*, 16(1), Article 456. <https://doi.org/10.3390/en16010456>
6. Irfan, A., & Bryła, P. (2025). Green marketing strategies for sustainable food and consumer behavior: A systematic literature review and future research agenda. *Journal of Cleaner Production*, 486, Article 144597. <https://doi.org/10.1016/j.jclepro.2024.144597>

•