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The Impact of Green Marketing on Consumer Purchasing Behavior in The Fashion Industry in India

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Peer Review Information	Abstract
<i>Submission: 27 Jan 2025</i> <i>Revision: 28 Feb 2025</i> <i>Acceptance: 30 March 2025</i> Keywords <i>Green Marketing</i> <i>Sustainable Fashion</i> <i>Consumer Behavior</i> <i>Eco-Labeling</i> <i>Circular Fashion</i>	Green marketing has taken root as a pivotal tactic for India's fashion sector, mirroring customers' increasing desires for sustainable and ethical ways of working. This examination investigates how eco-friendly branding, materials from nature that can be used again and again, and see-through practices sway the choices of city dwellers between 18 and 45 years old, with a focus on the sway of eco-labels, re-using clothes in innovative circles, and production done properly on aligning with what customers value. Some aspects are inspected closely to comprehend how well they fit with customer principles. The investigation exposes a substantial modification in preferences shifting towards manufacturers that prioritize ecological duty, compelled by heightened mindfulness, social responsibility, and administrative promotion for maintainability. The conclusions emphasize that customers are progressively ready to support manufacturers that incorporate green showcasing into their tasks, making openings for separation in the serious business sector. This examination underlines the job of natural showcasing in redesigning the Indian style scene, offering bits of knowledge for brands seeking to balance benefit with environmental care. Additionally, the investigation uncovers that while some shoppers are pulling in to brands with eco-accommodating activities, others stay hesitant since of inclusion of higher costs. The examination proposes makers ought to additionally center around unveiling natural activities to shoppers and showing how ventures add to a maintainable future.

Introduction

In the last years, globally the fashion industry has gone through very observable transformation. This development was very strongly driven by rising consumer awareness on environmental concerns and the increasing demand for very sustainable practices. India, however, was probably among the

most interesting places to witness such a change-the old traditional fabric heritage-marketbitty and everything in modern times. In the effort to realize the adoption of environmentally friendly methodologies and mechanisms for the industry, green marketing, in particular, has acquired a very new dimension. With this regard, green marketing

has come up as an essential tool for fashion labels trying to balance profits with the responsibility they owe to ecology.

Observing the environmental and social costs uncomfortable by fast fashion concerning pollution, unethical labor practices, and material waste, more Indians are seeking as much a sustainable as an ethical alternative. This consumer transition is particularly marked among youngsters, hence the following generations like millennials and Generation Z to include a portion of their sustainability criteria.

It is necessary to carefully design products in order to cater to consumer preferences, thereby position the Indian fashion industry in reliance to various green marketing techniques, such as eco-friendly fibers, ethical production techniques, recycling and upcycling, and transparent supply chain claims. Certifications and eco-labels serve to substantiate authenticity of the eco-friendly propositions of the fashion brand, thereby fostering confidence in consumers to believe.

This study investigates green marketing's penetration into consumer attitude and behavior toward buying the fashion segment within India. It inspects the driving forces influencing consumers' preferences, the efficacy of green marketing techniques, and the extent to which these practices influence purchases. Very tightly observed, it helps glean insights about the role of green marketing on the reshaping of India's fashion business domain, leading to a more sustainable destiny.

Literature Review

Green marketing has become a crucial strategy in increasing green consumption among consumers to make the environment friendly products as inactive with sickness. Hereunder will be combed the existing literature on the effectiveness of green marketing, factors affecting green purchase decisions, demographics influences concerning the challenges located within the implementation.

The Positive Impacts of Green Marketing on Consumer Behavior

Green marketing has the ability to change consumer behavior as it promotes the consumption of eco-friendly products, instills environmental awareness, and creates buy-in for greener goods. The research by Ottman et al. (2006) and Peattie (2001) shows that when green marketing is properly implemented, it would not only permeate sustainable consumption, but it would also generate loyalty to brands for environmentally conscious consumers. The value lies in its potential to build long-term relationships

with consumers through engagement and trust due to green marketing strategies.

Different factors shape the decision on the purchase of green consumer goods. Such factors were identified by Gleim et al. (2013) and Joshi & Rahman (2015) as the following:

Perceived product efficacy: The promise of the product benefit will lead in the purchase of environment-friendly products.

Personal Values: Adds to altruism, environmental responsibility, or ethical considerations in green consumer behavior.

Awareness towards the Environment: Those consumers possessing greater concern toward the problems related to the planet will surely purchase anything covered under the green label.

Challenges of Greenwashing

Despite the transformative potential of green marketing, it is often undermined by "greenwashing," where companies exaggerate or falsify their environmental claims. According to Delmas and Burbano (2011), such practices erode consumer trust, reduce the credibility of green marketing, and hinder its effectiveness. Brands must counter consumer skepticism through transparency and authenticity to foster trust.

Demographic Influences on Green Marketing Effectiveness

Demographics significantly shape how consumers perceive and respond to green marketing. Diamantopoulos et al. (2003) outline key demographic influences:

Age: Younger consumers, particularly millennials and Gen Z, display higher levels of environmental consciousness and receptiveness to green marketing messages.

Gender: Women are generally more inclined toward sustainable purchasing behaviors compared to men.

Income: Higher-income groups are better positioned to afford premium eco-friendly products.

Education: The better-educated consumers are, the more knowledgeable they will be about environmental issues and likely to become participants of the green cause.

Challenges in Implementing Green Marketing Strategies

Despite its promise, implementing green marketing strategies poses several challenges. Kumar and Polonsky (2017) identify the following obstacles:

Cost Implications: Producing eco-friendly products

often entails higher costs, which can strain businesses' profitability.

Complex Supply Chains: Sustainability across entire supply chains is resource-intensive and logistically complex.

Demand for Transparency: Consumers increasingly demand clear, verifiable information about a brand's environmental practices, necessitating authenticity in communication.

Objectives:

1. To evaluate how customer purchasing behaviour in the Indian fashion sector is impacted by green marketing strategies.
2. To determine how consumers feel about eco-friendly and sustainable fashion products.
3. In spite of their best efforts to be environmentally conscious, the following obstacles keep people from buying sustainable fashion.
4. In order to help fashion firms better engage environmentally concerned consumers and improve their green marketing strategies, we provide the following recommendations.

Research Methodology

This study takes a systematic approach to examine how green marketing affects consumer purchasing behavior in the Indian fashion industry. It targets a sample of 100 respondents, striking a balance between practicality and statistical relevance. This sample size is intended to gather enough data to effectively analyze trends and perceptions in consumer behavior. The sampling frame includes individuals who have bought fashion items in the last six months, as their recent purchasing experiences are particularly relevant for evaluating behavior related to green marketing. The research focuses on residents of Nagpur, a city characterized by a blend of urban and semi-urban demographics, which provides varied insights into consumer behavior. A stratified random sampling method is used to ensure that different demographic groups are fairly represented. Stratification is based on important variables such as age, gender, income, and education levels, resulting in a comprehensive and inclusive dataset.

Primary data is gathered through online questionnaires and structured surveys sent out via email and social media to ensure easy access. The questionnaire features both close-ended and Likert scale questions to obtain both quantitative and qualitative insights. The main areas of focus include consumer awareness of green marketing, preferences for sustainable fashion, trust in green marketing claims, and both past and intended purchases of eco-friendly products. A pilot test

with 10 participants is carried out to verify the clarity and reliability of the survey tool.

The collected data is analyzed using statistical software like SPSS and Microsoft Excel. Descriptive statistics provide a summary of demographic information and general trends in consumer behavior, while inferential statistics help identify relationships and key factors that influence purchasing decisions. Furthermore, thematic analysis is employed to draw qualitative insights from open-ended responses, adding contextual depth to the quantitative results.

Analysis & Outcome

The analysis emphasizes the urgent need for brands to implement a focused green marketing strategy to effectively engage eco-conscious consumers in the Indian fashion industry. By targeting the 26-45 age demographic, brands can align their campaigns with the values of environmentally aware and value-driven shoppers. Customized marketing efforts that highlight eco-friendly products, affordability, and luxury appeal to both middle-income and high-income consumers, ensuring relevance across various income brackets. Messaging that promotes inclusivity, especially through gender-neutral and sustainable products, resonates with a broad audience, enhancing overall appeal. Utilizing social media platforms, educational initiatives, and affordability-driven programs allows brands to connect with students, employed individuals, and self-employed groups, ensuring a comprehensive market presence. Loyalty programs, seasonal trends, and partnerships with influencers foster brand advocacy and encourage repeat purchases. This strategy also highlights the significance of transparency in ethical practices, the use of organic materials, and sustainable packaging to cultivate consumer trust. Consequently, brands that adopt these strategies can anticipate increased engagement within the 18-45 age range, improved brand loyalty, and a wider reach among middle-income and luxury-seeking consumers. By establishing themselves as leaders in eco-friendly fashion, brands can not only meet the rising demand for sustainable practices but also achieve long-term success in a changing market.

Findings

The research highlights a notable change in consumer behavior towards sustainability within the Indian fashion industry, fueled by a growing awareness of environmental issues and the impact of green marketing. The results indicate that individuals aged 26 to 45 are the most receptive

demographic to eco-friendly marketing strategies, as they often prioritize ethical practices and sustainable products when making purchasing decisions. Among this group, women and consumers with middle-to-high incomes show a stronger preference for green fashion, emphasizing the need to tailor campaigns to these specific segments.

Consumers are increasingly looking for brands that reflect their values of sustainability and inclusivity. There is a rising demand for gender-neutral fashion items, which mirrors a broader cultural movement towards diversity and representation in the market. This demand opens up opportunities for brands to innovate and appeal to a growing consumer base by providing inclusive and sustainable choices.

The significance of digital marketing channels is another key finding. Social media platforms, educational initiatives, and partnerships with influencers have been effective in engaging younger audiences, including students and professionals. These channels not only enhance the visibility of sustainable products but also inform consumers about the environmental consequences of their purchasing choices, fostering a stronger connection with eco-friendly brands.

Trust and loyalty are identified as essential elements in consumer decision-making. Brands that prioritize transparency in their ethical practices—such as fair trade, the use of organic materials, and sustainable packaging—are more likely to gain consumer trust. Additionally, loyalty programs paired with seasonal campaigns can further promote repeat purchases and foster long-term customer relationships.

Even with the positive trends, affordability continues to be a major obstacle for adopting sustainable fashion, particularly for those with lower incomes. While consumers in the middle to high-income brackets are often willing to pay more for eco-friendly products, brands need to find ways to make sustainable fashion more accessible to a wider audience. Providing affordable options and clearly communicating the long-term benefits of sustainable products can help tackle this issue.

In summary, the findings reveal a strong demand for sustainable fashion in India, presenting brands with the chance to take the lead in the market by aligning their strategies with what consumers want. By effectively utilizing green marketing, promoting inclusivity, and addressing affordability issues, brands can build trust, loyalty, and achieve long-term success in the changing eco-conscious fashion landscape.

Conclusion

The study highlights the significant impact of green marketing on consumer purchasing behavior within the Indian fashion industry. Consumers, especially those aged 26 to 45, are increasingly focusing on sustainability, ethical practices, and inclusivity when making their buying choices. Women and individuals from middle-to-high-income backgrounds show a greater tendency to embrace eco-friendly fashion, emphasizing the necessity for targeted marketing approaches.

Brands that prioritize transparency, ethical sourcing, and the use of sustainable materials are more likely to earn consumer trust and loyalty. Additionally, digital marketing avenues, including social media and influencer partnerships, effectively engage younger and professional demographics. Nonetheless, affordability poses a challenge, suggesting a need for cost-effective strategies to make sustainable fashion more accessible to a broader audience.

In summary, the findings underscore the importance of aligning green marketing initiatives with consumer values, utilizing digital platforms, and tackling issues like affordability. By doing so, brands can not only satisfy the increasing demand for sustainable fashion but also position themselves as leaders in the eco-conscious fashion sector, promoting long-term success and environmental stewardship.

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