



Examining The Effectiveness Of Green Marketing Communication On Consumer Behavior Towards Sustainable Purchases

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ABSTRACT

The role of Green Marketing Communication in influencing customers' green buying behavior is crucial, given the rising environmental consciousness and the increasing significance of sustainability in consumer decision-making. This foundation offers a comprehensive understanding of the main variables and reasons that influence customers' decision to purchase environmentally friendly products, as well as the impact of marketing communication on these decisions. GMC has become a crucial instrument in influencing customers' environmentally conscious buying habits, leading to a significant change in mindset towards sustainability. The article examined the various effects and sway of green marketing communication on customers, scrutinizing the fundamental factors that contribute to a more environmentally aware marketplace. The research examines the impact of green marketing on promoting greater environmental consciousness, establishing trust and credibility, molding customer opinions, gaining a competitive edge, influencing purchasing decisions, and encouraging more sustainable lives. The study aims to examine the determinants of effective green marketing communication and its influence on customers' attitudes and choices about environmentally friendly products. Furthermore, the study seeks to tackle obstacles such as the possible doubt caused by green washing and the significance of transparency in establishing customer confidence. Communicating sustainable and eco-friendly features fosters a sense of responsibility and consciousness among consumers, therefore impacting their purchase choices. Nevertheless, it is vital for organizations to guarantee openness and authenticity in their green marketing endeavors in order to establish trust and confidence. As consumers grow more aware of their environmental footprint, the use of green marketing communication is expected to remain important in promoting sustainable consumption habits and facilitating progress towards a more environmentally friendly and eco-conscious future.

Keywords: Building Trust, Credibility, competitive advantage, Sustainable Lifestyles, purchase intention, preference, attitude, Marketing Communication and Consumers' Green Purchase Behaviour.

Introduction

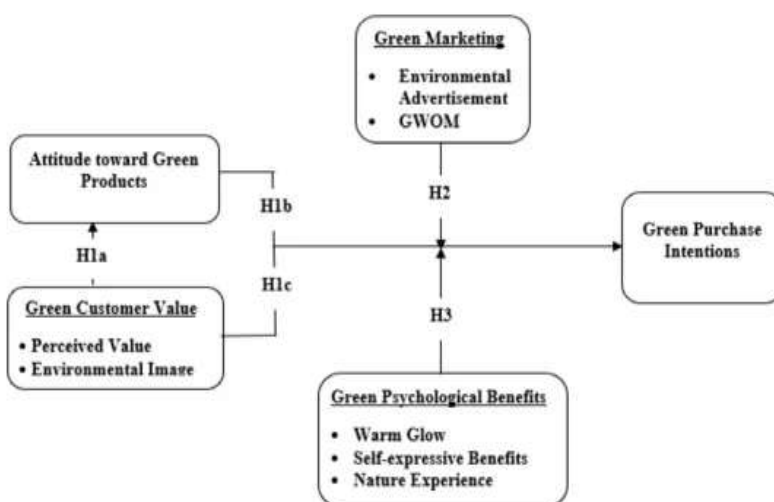
In today's global economy, the increasing recognition of environmental concerns has resulted in a significant change in how consumers behave. This shift is defined by a growing inclination towards eco-friendly products and services, leading firms to embrace sustainable practices. The convergence of these tendencies has led to the emergence of the field of Green Marketing Communication and its influence on customers' environmentally conscious purchasing behavior. In recent decades, there has been an extraordinary increase in environmental concerns, encompassing issues such as climate change, deforestation, pollution, and the loss of natural resources. This has led people to reassess their purchase choices, actively seeking out items

that are in line with their environmental ideals. In addition, both consumers and enterprises, particularly in developed countries, are more aware of the urgent need to adopt environmentally friendly purchasing behavior and manufacturing processes. Green marketing communication is more than just the sale of products. It involves creating a favorable brand reputation, cultivating customer confidence, and making a meaningful contribution to a more sustainable future [13]. Consumer attitudes are evolving to increasingly favor sustainable options. Consumers are more aware of the ecological consequences of their purchases and actively seeking products and services that limit damage to the world. Green marketing communication serves as a catalyst, establishing a favorable link between the brand and the consumer. When consumers see a company's true commitment to sustainability, it strengthens their satisfaction, loyalty, and advocacy for the brand. Businesses that place a high priority on environmentally friendly communication not only appeal to consumers who are concerned about the environment, but also cultivate a feeling of pleasure and pride among their customers. This leads to long-term customer satisfaction and favorable referrals through word-of-mouth.

Study context

Consumers are becoming more cognizant of the ecological issues that the earth is experiencing, and as a result, their purchase choices are influenced by a desire to make a good impact on the environment. Green marketing communication acts as a conduit between businesses and environmentally aware consumers, disseminating information and raising awareness about products that adhere to sustainable principles. Efficient communication techniques emphasize the environmentally friendly qualities of products, focusing on features like recyclability, energy efficiency, and decreased carbon footprint. Green marketing communication not only educates customers but also fosters a sense of accountability and affiliation with environmental concerns, therefore cultivating a common set of principles. Consequently, this correlation enhances customers' propensity to select items that align with their ecological principles, thereby promoting a transition towards a more sustainable and environmentally aware buying pattern. As organizations acknowledge the growing significance of sustainability, it becomes crucial to incorporate efficient green marketing communication techniques in order to fulfill consumer expectations and promote a more ecologically aware marketplace. Environmentally responsible marketing, sometimes known as green marketing, is an essential strategy for organizations seeking to showcase their dedication to sustainability, distinguish themselves from rivals, and attract consumers that prioritize eco-friendly operations [3]. Green marketing has a vital role in changing customers' environmental behavior [5]. Therefore, this research study was conducted to improve the comprehension of customers' awareness, from their own perspective, about businesses' green marketing communication and its influence on consumers' green purchasing decisions. Nevertheless, this growth has led to the worsening of several environmental problems [13]. Portuguese citizens are increasingly concerned about significant environmental problems, but they have limited understanding of how customers see environmentally-friendly companies and their marketing strategies.

Figure: 01 Analyzing the moderating impacts of green marketing



Source: <https://www.mdpi.com/sustainability>
 The significance and effect of green marketing communication

Consumers primarily prioritize the information offered by companies on the characteristics of products and the methods employed in their production when evaluating companies' green marketing communication. Consumers consider this issue to be of great importance; thus, companies should include this aspect in their communication endeavors [2]. A crucial element of these strategies is identifying the most appropriate

communication routes. The internet, encompassing social networks and business websites, functions as a medium for communication. These media provide a multitude of benefits, including the capacity to communicate information in a range of formats such as text, photos, videos, sound, and interactive features [7]. According to Sharma, these dangers have impeded the procurement of ecologically sustainable products in certain countries. Therefore, marketing professionals must thoroughly assess the benefits and potential disadvantages associated with utilizing these strategies. As supported by prior studies, it is expected that labeling and packaging will have a substantial impact and be seen as essential by customers as successful green marketing tactics that can influence customer behavior. However, the respondents in this study show little importance or indifference towards this issue. This result might be ascribed to the possibility of customers becoming skeptical regarding labeling. Furthermore, the absence of a generally acknowledged eco-label that is deemed authentic and complies with international standards exacerbates the prevailing lack of trust [13]. This entails emphasizing the utilization of sustainable resources, mitigating carbon emissions, and eliminating inefficiencies in the manufacturing and distribution procedures [1]. Companies frequently utilize eco-labels, certifications, and open reporting to furnish customers with precise details on the environmental characteristics of their products. In doing so, they want to distinguish themselves from rivals and appeal to eco-conscious consumers. Communication tactics in green marketing encompass advertising and public relations initiatives that highlight a company's dedication to sustainability [6]. Advertisements frequently incorporate eco-friendly messaging, depictions of nature, and symbols representing environmental responsibility. Public relations efforts may encompass collaborations with environmental groups, involvement in community sustainability endeavors, and consistent communication of the company's environmentally conscious activities. Companies strive to construct a favorable and accountable brand image through these endeavors. Moreover, green marketing communication entails enlightening customers about the significance of sustainable choices and the ways in which their purchase decisions may help to a more environmentally sound globe [4]. The educational component is essential in creating awareness and promoting a transition towards consumption habits that are more ecologically sustainable. Companies employ several platforms, including social media, blogs, and educational initiatives, to apprise consumers on the ecological consequences of their products and offer guidance on adopting environmentally aware behaviors [10]. Nevertheless, it is crucial for organizations who are involved in green marketing communication to guarantee the authenticity of their statements and provide concrete evidence of their sustainability efforts. Consumers are becoming more knowledgeable and want openness, honesty, and tangible measures in relation to sustainability.

Understanding the Shift towards Sustainability

Green marketing communication plays a crucial role in influencing consumers' green purchase behavior, contributing to a shift towards more sustainable. The impact of green marketing communication on consumers can be observed in several key ways:

1. **Enhanced Environmental Consciousness:** Green marketing communication serves to heighten consumers' understanding of environmental concerns, climate change, and the significance of adopting sustainable lifestyles. Environmental consciousness has emerged as a major factor in driving consumer buying patterns. With the growing prominence of climate change, pollution, and resource depletion on a worldwide scale, consumers are becoming more aware of how their decisions affect the earth. This increased consciousness has triggered a fundamental change in thinking, with people actively looking for methods to synchronize their lifestyles with environmentally conscious principles. Consumers are actively looking for products and services that show a strong dedication to sustainability when it comes to their purchasing habits. There has been an increase in the need for businesses to be more transparent about the environmental impact of their products, leading them to implement more sustainable practices. Rising environmental consciousness serves as both a stimulus for well-informed decision-making and a driving force behind the growth of eco-conscious commerce. Consequently, businesses are obligated to modify their marketing tactics to align with this consciousness, highlighting eco-friendly characteristics to fulfill the changing demands of mindful customers. The rise in understanding has the potential to fundamentally change industries, leading to a more sustainable marketplace driven by customers' commitment to make environmentally responsible choices.

2. **Establishing Trust and Credibility:** Green marketing communication that is authentic and open helps to cultivate trust and credibility among customers. Consumers are more inclined to trust a brand when firms clearly convey their dedication to sustainability, employ environmentally friendly methods, and offer tangible proof of their environmental endeavors. Trust has a vital role in shaping customers' purchasing choices, particularly when it comes to green products, as consumers may have doubts owing to worries about greenwashing. Establishing trust and credibility is of utmost importance for businesses, especially when it comes to environmentally aware consumerism in the context of buying behavior. Consumers are progressively examining the ethical and sustainable policies of organizations prior to making purchase choices. Building trust requires clear and open communication on a company's dedication to sustainability, and here is where green marketing communication plays a vital role. Businesses may inspire customer trust by effectively communicating their eco-friendly activities, certifications, and transparent supply chain processes, therefore ensuring that purchases made by consumers have a beneficial environmental impact.

Establishing a brand's reputation and fostering a strong bond with consumers who value ethical and environmentally conscious decisions may be achieved via the use of consistent and genuine communication regarding sustainable initiatives. This trust not only impacts individual purchasing choices but also cultivates brand loyalty, as customers associate themselves with firms that uphold their principles. Therefore, within the realm of green marketing, the crucial factor that influences favorable buying behavior and long-lasting connections between businesses and environmentally concerned consumers is the building of trust and credibility.

3. Green marketing communication influences customer impressions of a brand. Companies that aggressively promote their environmentally friendly projects and demonstrate a dedication to environmental stewardship are seen as socially responsible.

4. Establishing a Competitive Edge: In a market where customers are placing growing importance on sustainability, the use of green marketing communication may provide organizations a competitive edge. Creating a distinction between items based on their environmental characteristics and emphasizing sustainable methods.

5. Effective green marketing communication has the ability to directly influence consumers' intentions to make a purchase. Consumers that possess extensive knowledge on the environmental advantages of a product, its eco-friendly characteristics, and the favorable contributions made by the firm are inclined to select that product over less sustainable alternatives. Green marketing messages have the potential to evoke a sense of accountability and resonate with the values of customers, so resulting in heightened interest and a greater inclination to make a purchase.

6. Green marketing communication plays a role in promoting a wider societal change towards sustainable lifestyles, going beyond just specific product choices. Companies encourage customers to adopt a comprehensive approach to environmentally friendly living, motivating them to think about sustainability in several areas of their life. This influence extends beyond just buying eco-friendly products and includes actions like reducing waste, conserving energy, and practicing ethical consumerism.

Existing literature, fundamental ideas, and proposed research hypotheses.

Empirical research has recognized that sustainability concerns have led to a growing emphasis on understanding green branding in both developed and developing countries. This is accompanied by increased awareness and active participation from both the government and the general society. A study has been conducted on the buying habits and opinions on eco-friendly items among different demographic groups. Khare (2014)[12]. The popularity of Green Marketing is on the rise, leading to its status as a well-researched academic discipline. The concept of Green Marketing has been thoroughly examined in affluent nations over an extended period of time, but it has only just begun to garner interest in economically disadvantaged countries. Prior research suggests that the customer has the most prominent role among stakeholders, thus requiring more investigation specifically focused on the consumer. Several studies have shown that consumers have a significant degree of awareness of the benefits and difficulties associated with the environment, leading to an escalation in their concerns about ecological issues. However, alternative research suggests that although customers may possess an increased level of environmental consciousness, they may not actively participate in the acquisition of environmentally friendly products. Recently, there has been a growing trend of heightened awareness in developing countries, such as India, where it is ranked 14th in this aspect. However, it fails to consider whether this consciousness is leading to an increase in the use of sustainable and eco-friendly products. There is a lack of agreement on the relationship between customers' environmental awareness and their subsequent behaviors. Empirical evidence suggests that the use of green packaging, branding, and eco-labeling can positively impact consumer behavior, leading to an increase in environmentally aware purchases in certain cases, while having no impact on such purchases in other situations [9]. The results of these study investigations have shown variation among different countries, demographics, and other aspects. The literature review reveals that green marketing has been extensively researched in affluent nations; nevertheless, there is a significant lack of research in this domain in undeveloped countries. Studies suggest that customers living in developing countries have shown an increased tendency to participate in environmentally friendly activities and buy sustainable products. This involves investigating the possible correlation between consumers' environmentally aware mindset and their environmentally friendly behavior, as well as studying the impact of environmentally friendly packaging, branding, and eco-labeling on consumers' environmentally conscious purchases. For this investigation, we will use a questionnaire that was previously utilized in Mauritius, an undeveloped nation, by Juwaheer et al. (2012) [11].

Statement of the problem

The research topic investigated in the study of Green Marketing Communication in Consumers' Green Purchase Behavior is situated at the convergence of environmental awareness, consumer behavior, and

marketing tactics. Examining the impact of green marketing communication on customers' decisions to make ecologically responsible purchases is a crucial investigation. The fundamental inquiry is to the efficacy of different green marketing tactics in influencing customers' attitudes and actions. Furthermore, the study seeks to tackle obstacles such as the possible doubt caused by green washing and the significance of transparency in establishing customer confidence.

Research Objectives and methodology

The main objective of the study is to address the lack of information in existing literature about the impact of various green marketing methods on consumer purchasing behavior in developing countries. Although green marketing has been extensively studied, its significance has just recently been apparent in the Indian setting. The primary data source was predominantly obtained through the usage of a questionnaire administered using a Google Form. The study utilized a simple random sampling technique, gathering a total of 200 samples from the study area. The selected sample demonstrated a balanced amalgamation of various demographic traits. Variables such as gender, age, and level of expertise

Research presentation, Findings and Results

1. Socio-economic characteristics

The study considers age, income, and experience as significant factors in determining the socio-economic characteristics of the respondents. The age of consumers is a crucial factor in determining how green marketing communication affects their purchasing behavior. Younger cohorts, such as Millennials and Generation Z, often have an elevated awareness of environmental issues, displaying a strong preference for sustainable and environmentally-friendly products. This particular group is inclined to actively participate in and be swayed by green marketing campaigns, as they actively seek out products that are in line with their beliefs of environmental responsibility. Digital platforms, social media, and online information channels are highly efficient in engaging and connecting with younger customers. Conversely, older age groups may exhibit different levels of receptiveness towards green marketing, influenced by factors such as level of education and individual values. It is essential for businesses to understand and acknowledge these subtle differences between generations in order to customize their green marketing communication strategies in a successful manner. Developing targeted messaging that align with the distinct beliefs and interests of various age groups can amplify the influence of environmentally conscious marketing on consumer purchasing decisions within a diverse demographic. Here are the specific specifics.

Table 1: Socio-economic characteristics

Variables		Number of respondents	Percentage
Age group	Less than 30 yrs	74	37.0
	31-45 yrs	81	40.5
	More than 45	45	22.5
Income level	Less than 50,000	72	36.0
	50,000 – Rs. 1,00,000	69	34.5
	More than Rs. 1,00,000	59	29.5
Level of experience	Less than 5 yrs	55	27.5
	5 yrs – 10 yrs	71	35.5
	More than 10 yrs	74	37.0
Total		200	100.0

Among the 200 sample respondents, 74 (37.0%) are under the age of 30, 81 (40.5%) are between the ages of 31 and 45, and 45 (22.5%) are beyond the age of 45. Out of the total monthly income, 72 individuals (36.0%) fall into the category of earning less than Rs.50000. Out of the total responses, 74 individuals (37%) have more than 10 years of experience, based on their degree of experience. Wealthier persons frequently possess the economic means to emphasize sustainability and ecologically conscious decisions while making purchases. Green marketing messaging that highlight superior quality, ethical sourcing, and sustainable production methods may strongly appeal to this specific group of people. Conversely, those with lower incomes may be more responsive to changes in price, prioritizing affordability as their main priority. Green marketing methods that emphasize cost savings, environmentally friendly alternatives that are priced competitively, or long-term value may be more successful in attracting the attention of this particular group. Comprehending the intricacies of income disparities is crucial for organizations seeking to traverse varied client marketplaces. Customizing green marketing communication to target the various apprehensions and inclinations linked to different income brackets might amplify its influence on consumer buying patterns. In addition, offering transparent details on the cost-effectiveness and enduring advantages of sustainable products can help close the divide between different income brackets, so increasing the accessibility of environmentally conscious options to a wider range of individuals. Recognizing the economic circumstances of consumers enables the creation of inclusive and efficient green marketing strategies that may effectively impact purchasing behavior in various income groups.

Table 2 Impact of Consumers satisfaction on Green Purchase Behaviour

Basis	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	71726.660	8	8778.128	35.345	0.000
Intercept	423154.386	1	439166.452	1268.200	0.000
Green Marketing Communication	15231.149	2	7513.575	31.731	0.000
Consumer satisfaction	6683.095	2	3422.548	12.786	0.000
Green Marketing Communication * Consumer satisfaction	2642.021	4	598.415	2.675	0.037
Error	51382.234	191	259.251		
Total	1412537	200			
Corrected Total	120508.875	199			

The data shown in table number 2 demonstrates a noteworthy influence of leadership style. The F value obtained is 31.731 for the given degrees of freedom, which is 2. The F value is 12.786 for 2 degrees of freedom. The significance level is 1% (0.000). The significance of the respondents' Green Marketing has been recognized at a 5% level ($0.037 < 0.05$). Therefore, it can be inferred that both Green Marketing Communication and customer satisfaction have an impact on the respondents. The combined effect of these two elements is likewise substantial. When businesses successfully convey their dedication to sustainability and environmentally-friendly methods, consumers who emphasize environmental responsibility experience a feeling of congruity with their beliefs. Open and honest communication on a company's environmentally friendly efforts promotes trust and reliability, resulting in higher consumer satisfaction. Moreover, being aware that their purchases contribute to beneficial environmental effects boosts the total perceived worth of the items or services.

Age and its correlation with the opinions of the responders

Green purchasing is an ethical activity that entails advocating for and protecting the environment through environmentally responsible acts. Recently, this strategy has shown to be an effective technique for tackling environmental problems, attracting the attention of both companies and consumers. Nevertheless, there is a growing inclination among firms, scholars, and researchers to explore the impact of marketing on creating a more equitable environment. The study seeks to conduct a more in-depth examination of consumers' attention to businesses' Green Marketing Communication (GMC) and its influence on customers' environmentally friendly purchasing behavior.

Table 3: Age and the opinion about Consumers' Green Purchase Behaviour

Practices		N	Mean	Std. Deviation	F	Sig.
Preferences	Young	96	4.7832	0.52769	3.918	0.021
	Middle	55	4.3421	0.56410		
	Old	49	4.4876	0.62683		
	Total	200	4.7520	0.43106		
Purchase Decision	Young	96	4.1378	0.43769	3.067	0.089
	Middle	55	4.4584	0.56436		
	Old	49	4.2532	0.87787		
	Total	200	4.0439	0.69096		
Attitude	Young	96	3.3426	0.56436	2.462	0.072
	Middle	55	3.5432	0.55787		
	Old	49	4.6743	0.59096		
	Total	200	3.3157	0.62764		

The ANOVA test reveals that the young group respondents have a higher opinion on Preference (4.7832), the middle age group respondents have a higher opinion on Purchase Decision (4.4584), and the elderly age group respondents have a higher opinion on Attitude (4.6743). The F values for Preferences (3.918) and Purchase Decision (3.067) are statistically significant. The study concludes that the middle age group respondents' view on Consumers' Green Purchase Behaviour is analyzed. Various age groups frequently demonstrate unique attitudes, values, and degrees of environmental awareness. Younger demographics, like millennials and Generation Z, often exhibit a heightened awareness of environmental concerns. Consequently, marketing campaigns that promote eco-friendly practices and emphasize sustainability and social responsibility are likely to significantly appeal to these individuals. These consumers frequently give priority to environmentally friendly items and are likely to be swayed by clear and genuine green marketing communication. In contrast, older generations may display different levels of environmental consciousness. While many elderly customers may have similar concerns regarding sustainability, others may not place as much importance on it. Green marketing initiatives targeting these demographics may need to highlight more extensive advantages, such as improved well-being or financial savings, in order to attract a larger spectrum of consumer preferences.

Discussion

In order to avoid environmentally concerned persons from being encouraged to engage in materialistic behavior, it is imperative to rigorously supervise marketers that engage in false labeling of their items as ecologically beneficial [5]. The focus should be on creating consumer value rather than creating a misleading portrayal of a product that is actually not environmentally friendly. Consumers must possess the knowledge to discern the genuineness of an environmentally friendly product [14]. Acquiring such things requires a higher level of consciousness. The issue stems from the potential for persons with materialistic inclinations to overlook product identification as a result of their intense materialistic cravings, which overwhelm their capacity to be attentive and create discomfort. There has been a lot of talk about ethical consumerism, but recently there has been a big focus on identifying and studying green materialism in consumer behavior research [8]. The government must actively participate in upholding environmental standards due to the increasing prevalence of misleading methods in marketing [9]. Consumers display diverse reactions to green marketing messages. Moreover, engaging in successful communication with stakeholders not only promotes openness and enhances reputation and credibility, but also has the capacity to influence consumer behavior regarding the acquisition of eco-friendly products, leading to economic benefits [2]. This might explain certain characteristics seen in the sample. The research has the capacity for future growth, improvement, and fine-tuning [4]. It would be interesting to determine whether the results of this study are applicable to durable commodities, perishable items, or services. Another variable to take into account is whether market channels exert an influence on customers' purchasing choices regarding environmentally-conscious products.

Implications

The impact of green marketing communication on customers' environmentally-friendly purchasing behavior is significant and spans several aspects. Initially, when firms progressively embrace environmentally sustainable practices and successfully convey these efforts, customers have a greater understanding of the ecological consequences of their decisions. This increased consciousness might result in a change in consumer preferences towards products and services that are in line with sustainability principles. Furthermore, the need of honesty and authenticity in green marketing communication is crucial. Companies that can support their environmentally friendly statements with tangible measures and open disclosure establish confidence and reliability with consumers. Conversely, greenwashing, which involves presenting deceptive or overstated environmental statements, can have harmful consequences by eroding customer confidence and reducing the efficacy of green marketing initiatives. The competitive environment is also greatly affected. Companies that effectively include green marketing into their entire strategy achieve a competitive edge by attracting the expanding group of environmentally aware consumers.

Conclusion

Green marketing communication has a significant impact on consumer behavior that extends beyond only the first purchase choices. It possesses the capacity to stimulate a more extensive transition towards sustainable living. When consumers are consistently and persuasively exposed to green messaging, they are likely to adopt eco-conscious activities in several areas of their lives, such as reducing waste, conserving energy, and engaging in ethical consumption. The ramifications of green marketing communication are extensive, impacting customer consciousness, confidence, rivalry, and lifestyle decisions. Businesses must comprehend and exploit these consequences adeptly, since doing so can not only boost immediate sales but also foster enduring brand loyalty and establish a more sustainable marketplace. This scenario is advantageous for all parties involved: companies flourish, customers make well-informed decisions, and the environment benefits from less ecological impact. As companies progressively embrace sustainable practices and adeptly convey their dedication to environmental responsibility, they not only allure eco-conscious consumers but also contribute to a favorable societal transformation towards more sustainable and responsible consumption patterns. The influence of green marketing communication on customers' environmentally-friendly purchasing behavior is significant and complex. As firms progressively embrace eco-friendly practices and effectively communicate these initiatives to consumers, it not only improves their brand reputation but also significantly influences consumer preferences. Communicating sustainable and eco-friendly features fosters a sense of responsibility and consciousness among consumers, therefore impacting their purchase choices. Nevertheless, it is vital for organizations to guarantee openness and authenticity in their green marketing endeavors in order to establish trust and confidence. As consumers grow more aware of their environmental footprint, the use of green marketing communication is expected to remain important in promoting sustainable purchasing habits and encouraging progress towards a more environmentally friendly and eco-conscious future.

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