



The Relationship between Green Marketing and Consumer Willingness to Invest in Sustainable Products: An Empirical Study

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ABSTRACT:

This research assesses the impact of green marketing on consumers' willingness to pay for sustainable products. Using survey data collected from 200 respondents, it analyses the impact of eco-labels, sustainable branding and environmental messages on WTP. The results illustrate that despite the fact that many customers "conceptually" want to purchase sustainably, their real willingness to pay for such goods is affected by their perceived quality of the product in question, income, environmental awareness and trust in what they read. Consumers continue to be price sensitive and skeptical of green claims. The report recommends actions operators and marketers can take to improve consumer confidence and make sustainable products more attractive. To develop an enticing green marketing approach, five keywords are essential. 1. Introduction. Green marketing is the promotion of goods and services on the basis of their environmental benefits. With the growing awareness of environmental issues and climate change, sustainability has become an important differentiator in consumer markets. Companies are getting into the habit of using green marketing techniques. This relates to energy-efficient procedures, biodegradable packaging, and eco-friendly manufacturing to catch consumer eye. While these initiatives are popular, there is still a huge problem. People often voice their environmental concerns but do not always act on them, especially when eco-friendly alternatives are pricier.

1.Introduction

It is difficult for marketers and legislators to promote green consumption when there is a disconnect between consumer views and behavior. Examining how various green marketing tactics impact customer behavior—more especially, their propensity to spend more for sustainable goods—is the goal of this study. Through examining the factors that influence consumer choices, the research provides important information for bridging the gap between intention and conduct and promoting the transition to more sustainable marketplaces.

2. Methodology

This study examined customer perceptions and purchase patterns using both descriptive and explanatory research techniques. 200 individuals with a range of demographic features were given a standardized questionnaire. A combination of closed-ended and open-ended survey questions were used to gather data on environmental concern, perceptions of green attributes, awareness of green items, and willingness to pay more for sustainable alternatives.

A Likert scale was used to evaluate important variables, including perceived quality, income status, eco-label identification, and belief in green marketing promises. To measure actual WTP, hypothetical scenarios with price premiums were included. To find significant associations between the variables, statistical analysis was done using SPSS and included regression analysis, correlation, and descriptive statistics.

3. Key Findings

A study revealed that seventy-five percent of consumers show moderate and a high readiness to pay more for sustainable products. Over half of the participants (55%) said they were willing to pay 10% more for products that have demonstrated environmental benefits. Consumers want organic or natural elements to be part of a product (50%). They also want certification labels (55%) and eco-friendly packaging material (60%).

Frequently, the purchasing of sustainable products faced a number of obstacles. Out of all the respondents, 60% believe that price is the top reason hindered them from buying sustainable products. While the lack of eco-friendly options was next. Then, their doubt about the truthfulness of eco-friendly claims. Several participants expressed concern about greenwashing, the practice of overstating benefits or falsely claiming that products or services are good for the environment to win over customers. These worries decreased trust levels and lowered WTP substantially.

Researchers found that environmental awareness and income level could accurately predict the WTP. Customers who had more money to spend and who cared more about the environment were more likely to pay more. Environmental claims were trusted due to the strong association between more trust and higher willingness to pay (WTP) across the board. was especially important.

4. Discussion

The findings enhance understanding of the well-known gap between sustainable consumption beliefs and behaviours. People often say they care about environmental issues but don't act like it. Higher costs, untrustworthy green claims and long delivery times are common complaints. It takes a thorough approach to close this gap.

According to marketers, the first and foremost thing is openness and dependability. If independent certifications and genuine eco-labels are utilized, there can be an increased consumer trust through truthful and direct communication. Brands are more likely to foster long-lasting loyalty among eco-conscious customers when they deliver on their sustainability messaging and product quality and price.

Secondly, expanding consumer awareness and education could help consumers discover the actual advantages of sustainable goods. By emphasising benefits that lower long-term costs, such as savings on energy, health and reduced environmental damage, the consumer focus can move away from costs. Moreover, retailers must ensure that sustainable products – from all brands – are prominently displayed and easy to obtain for consumer selection.

It is essential for partnership and agreement between companies and the legislature. Governments may give subsidies, tax breaks, and consistent eco-labels to promote the green production and consumption. By developing a regulatory environment that is favourable to sustainable products, policymakers can lower obstacles to their acceptance by customers while also enhancing consumer confidence.

5. Conclusion.

Green marketing can influence the buying behaviour of consumers and encourage green behaviour among consumers. To ensure that green marketing campaigns perform well, a few important things have to be present which are price sensitivity, fitness of the product and most importantly consumer trust. According to this research, consumers are willing to pay for sustainable products; however, their willingness will depend on how valuable and credible the consumer thinks the product is.

To have higher willingness to pay (WTP), businesses need to engage in credible sustainability processes and adopt an honest and transparent marketing strategy. Similarly, available sustainable options should be affordable. Laws that will discourage greenwashing and push for accuracy in green claims should be backed by the lawmakers.

When authorities and marketers rectify these problems, they can bring intention and action closer to one another and create a market for sustainable consumption that is not just viable, but the choice of consumers. This shift is critical for accomplishing bigger sustainability goals and achieving longer-term environmental change.

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