



International Journal of Multidisciplinary Research in Science, Engineering and Technology

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.206

Volume 9, Issue 3, March 2026



International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

A Study on Impact and Influence of Green Marketing Products on Purchasing Behaviour among Youngsters

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ABSTRACT: Green marketing has emerged as a pivotal strategy for businesses seeking to align commercial objectives with growing environmental concerns. This study examines the impact and influence of green marketing products on the purchasing behaviour of youngsters aged 18–30 in Coimbatore, Tamil Nadu, India. Using a descriptive research design and a structured questionnaire administered to 141 respondents, primary data were collected and analysed through percentage analysis, rank analysis, and Chi-Square tests. The findings reveal that while environmental awareness is high among youngsters, a significant gap exists between awareness and actual purchasing behaviour. Price affordability emerged as the most critical economic factor, Instagram as the most influential social media platform, and gender as a significant determinant of the product categories chosen. Occupation and geographic location did not significantly affect eco-friendly purchase motivation or future intention. The study contributes insights for marketers, educators, and policymakers seeking to bridge the awareness-action gap among young consumers in the Indian context.

KEYWORDS: Green Marketing, Eco-friendly Products, Purchasing Behaviour, Youngsters, Sustainable Consumption, Social Media, India

I. INTRODUCTION

Environmental challenges such as climate change, pollution, resource depletion, and waste generation have propelled sustainability to the forefront of global discourse. Governments and corporations alike are increasingly advocating for environmentally responsible practices, with many businesses adopting green marketing as a core strategic tool. Green marketing encompasses the promotion of eco-friendly, recyclable, and sustainable products designed to minimise environmental impact while simultaneously influencing consumer attitudes and purchasing behaviour through the communication of environmental benefits.

Young consumers aged 18–31 occupy a uniquely important position in the green marketing ecosystem. Their extensive exposure to environmental education, digital media campaigns, and shifting lifestyle paradigms has positioned them as a key demographic for sustainable consumption. Many youngsters express genuine concern for environmental issues and demonstrate positive attitudes toward eco-friendly products—including reusable goods, organic food, and sustainably produced clothing. As the long-term consumers of tomorrow, their purchasing decisions carry substantial implications for the trajectory of sustainable markets.

Despite heightened awareness, a persistent and well-documented gap exists between environmental concern and actual green purchasing behaviour. Multiple barriers contribute to this divergence: higher price points that deter income-constrained students and young employees, limited product availability in local retail environments, insufficient product information, and pervasive distrust of corporate environmental claims arising from greenwashing practices. In India, where price sensitivity and accessibility considerations are especially pronounced, these barriers are particularly salient.



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This study focuses on youngsters in Coimbatore, Tamil Nadu, to investigate how green marketing shapes attitudes toward sustainable products, how aware and perceptive they are of eco-friendly offerings, and the role social media and advertising play in promoting green consumption. The findings are intended to provide actionable guidance for businesses, policymakers, and educational institutions committed to fostering a culture of sustainable consumption among Indian youth.

II. REVIEW OF LITERATURE

A substantial body of scholarship has explored the determinants of green purchase intention and behaviour. Varah et al. (2020), in a study of 316 young consumers, demonstrated that attitude, subjective norms, and willingness to pay exert a significant positive influence on green purchase intention, extending the Theory of Planned Behaviour (TPB) with moral and value-based variables. Complementing this, Soomro et al. (2020) found that youngsters with higher environmental awareness consistently exhibit stronger green purchasing behaviour, underscoring the importance of environmental education initiatives.

The mediating role of social media has attracted particular scholarly interest. Nekmahmud et al. (2022), drawing on a survey of 785 respondents, established that social media marketing significantly enhances green product knowledge among youngsters, which in turn strengthens purchase intention. Their findings advocate for transparent and detailed sustainability communication on digital platforms. Maciaszczyk (2022), in a study of 620 young e-consumers, further highlighted that convenience, accessibility, and the clear online presentation of sustainability information are critical enablers of green purchasing, recommending that e-commerce platforms prioritise sustainability transparency.

Structural factors have also been extensively examined. Sharma (2023) identified environmental awareness and perceived value as the most consistent predictors of green purchasing across a systematic review of the literature, while simultaneously establishing that high perceived cost remains a primary barrier to adoption. Majeed et al. (2022) reinforced this duality, finding that green product attributes carry the strongest influence on purchase intention, and that young consumers demonstrate willingness to pay a premium when perceived green value is sufficiently high.

Trust and authenticity emerge as recurrent themes. Lestari (2024) demonstrated that authentic green marketing campaigns significantly strengthen brand loyalty among millennials, while Yusoff et al. (2023) and Mokha (2018) identified greenwashing as a damaging force that erodes consumer trust and undermines purchase behaviour—findings that collectively recommend stringent regulation and certified eco-branding as remedies. Finally, Andreica and Mihut (2025) advocate for hybrid theoretical frameworks that integrate TPB, the Norm Activation Model (NAM), and environmental knowledge constructs, arguing that such integrated models offer superior explanatory power for the complexity of green purchase intention.

III. OBJECTIVES OF THE STUDY

1. To examine the role of green marketing in shaping youngsters' attitudes toward sustainable products.
2. To assess the level of awareness and perception of eco-friendly products among youngsters.
3. To evaluate the role of social media and advertising in promoting green products among young consumers.

IV. RESEARCH METHODOLOGY

4.1 Research Design

The study employs a descriptive research design with a quantitative methodology. This approach is appropriate for characterising the awareness levels, attitudes, perceptions, and purchasing patterns of the target demographic, providing a structured basis for hypothesis testing and inference.

4.2 Sample and Data Collection

The target population comprised youngsters aged 18–30 residing in Coimbatore, Tamil Nadu, who possessed awareness of or had previously purchased eco-friendly products. A total of 141 valid responses were obtained through non-probability convenience sampling, administered via online platforms including Google Forms, WhatsApp, and Instagram. Primary data were collected using a structured questionnaire encompassing demographic profiling, Likert-scale attitude measures, categorical behavioural questions, and ranking tasks.



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4.3 Analytical Tools

Data analysis employed three complementary statistical techniques: (1) Percentage Analysis for descriptive profiling of the sample; (2) Rank Analysis using the Average Rank Method to identify the priority ordering of factors influencing purchase decisions; and (3) Chi-Square Tests at a 5% significance level to examine associations between demographic variables and green purchasing behaviour. All analyses were conducted using SPSS.

V. ANALYSIS AND FINDINGS

5.1 Demographic Profile

The final sample of 141 respondents was distributed across gender, age, occupation, and area of residence. Table 1 below summarises the demographic composition of the study sample.

Variable	Category	Frequency	Percentage (%)
Gender	Male	79	56.03%
	Female	62	43.97%
Age Group	18–21 Years	69	48.94%
	22–25 Years	31	21.99%
	26–30 Years	41	29.07%
Occupation	Student	71	50.35%
	Salaried Employee	40	28.37%
	Unemployed	30	21.28%
Area of Residence	Rural	61	43.26%
	Urban	44	31.21%
	Semi-Urban	36	25.53%

Table 1: Demographic Profile of Respondents

The sample is predominantly male (56.03%) with a fair gender balance. Nearly half (48.94%) fall in the 18–21 age bracket, underscoring the study's relevance to early-stage youngsters. Students constitute the largest occupational segment (50.35%), while the significant rural representation (43.26%) suggests that eco-friendly product awareness is extending beyond urban boundaries.

5.2 Rank Analysis

5.2.1 Social Media Platform Influence

Respondents were asked to rank social media platforms in terms of their effectiveness in creating eco-friendly product awareness. Table 2 presents the results of the Average Rank Method analysis.

Social Media Platform	Average Rank	Final Rank
Instagram	2.50	1
YouTube	2.77	2
Twitter	3.08	3
Facebook	3.08	3

Table 2: Rank Analysis of Social Media Platforms



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Instagram ranked first (average rank: 2.50), followed by YouTube (2.77). Twitter and Facebook shared the third position. This finding confirms that visually driven, short-form content platforms dominate green product awareness creation among Gen Z consumers and should be prioritised by green marketers.

5.2.2 Economic Considerations

Respondents also ranked the economic factors that most influence their eco-friendly purchase decisions. The results are presented in Table 3.

Economic Factor	Average Rank	Final Rank
Price Affordability	2.38	1
Long-term Durability	2.72	2
Value for Money	2.74	3
Payment Options	2.75	4
Discounts/Offers	2.84	5

Table 3: Rank Analysis of Economic Considerations

Price affordability ranked as the paramount economic consideration (average rank: 2.38), followed by long-term durability (2.72) and value for money (2.74). Discounts and promotional offers ranked last, suggesting that young consumers are fundamentally responsive to intrinsic product value rather than short-term price reductions.

5.3 Chi-Square Analysis

Three Chi-Square tests were conducted to investigate relationships between demographic variables and green purchasing behaviour.

Hypothesis	Chi-Square	df	Table Value (5%)	Result
H1: Gender vs. Product Categories Purchased	8.30	3	7.815	H0 Rejected (Significant)
H2: Occupation vs. Motivation to Buy Eco-Friendly Products	9.97	6	12.592	H0 Accepted (Not Significant)
H3: Location vs. Future Purchase Intention	15.15	8	15.507	H0 Accepted (Not Significant)

Table 4: Summary of Chi-Square Test Results

The Chi-Square test for gender versus eco-friendly product categories (calculated value: 8.30 > table value: 7.815) reveals a statistically significant association, indicating that males and females purchase distinct categories of green products. Male respondents favoured fashion and apparel and personal care, while female respondents showed relatively higher engagement with food and beverage and household cleaning products.

The test for occupation versus purchase motivation (calculated value: 9.97 < table value: 12.592) and for location versus future purchase intention (calculated value: 15.15 < table value: 15.507) both failed to achieve statistical significance. These results suggest that the motivation underpinning eco-friendly product purchase and the intention to continue purchasing in the future are not meaningfully differentiated by occupational status or geographic location, implying that green marketing messages can be deployed with relative uniformity across these dimensions.



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VI. DISCUSSION

The findings of this study illuminate several interconnected dynamics within the green marketing landscape for Indian youngsters. The awareness-action gap documented in this research is consistent with the broader literature (Varah et al., 2020; Soomro et al., 2020), reflecting a well-established phenomenon wherein declared environmental concern does not automatically translate into purchasing behaviour. The primacy of price affordability as the leading economic barrier is particularly noteworthy in the Indian context: with students constituting the majority of the sample, budgetary constraints inevitably constrain green purchase behaviour irrespective of attitudinal alignment.

The dominance of Instagram as the most influential awareness platform corroborates the findings of Nekomahmud et al. (2022) and aligns with the general digital consumption patterns of Gen Z. The platform's visual format, influencer ecosystem, and algorithmic content curation create an environment well-suited to green product promotion. Marketers who fail to invest substantially in Instagram-based campaigns risk significant under-reach among this demographic. YouTube's second-ranked position suggests complementary value for longer-form educational content—such as product sustainability storytelling and behind-the-scenes supply chain transparency.

The statistically significant relationship between gender and product category selection has meaningful implications for campaign design. Rather than adopting a monolithic green marketing approach, brands should pursue gender-sensitive segmentation strategies that tailor product framing, imagery, and channel selection to the distinct preferences observed. Conversely, the non-significance of occupation and location effects is strategically useful: it suggests that core green marketing messages can be deployed broadly across urban, semi-urban, and rural youngsters without substantial thematic recalibration.

The rural representation in this study (43.26%) is particularly encouraging, suggesting that eco-friendly product awareness has begun to permeate beyond metropolitan centres. However, the physical availability of green products in rural retail environments likely remains a constraint, as highlighted by Maciaszczyk (2022). Bridging this last-mile accessibility gap will be critical to converting rural awareness into purchasing behaviour.

VII. CONCLUSION

This study has demonstrated that green marketing exerts a meaningful influence on the attitudes and awareness of youngsters in Coimbatore, while revealing that structural barriers—most prominently price and limited availability—continue to constrain the translation of positive attitudes into sustained purchasing behaviour. The awareness-action gap identified herein is not an insurmountable one; it represents an addressable challenge requiring coordinated interventions across the commercial, regulatory, and educational domains.

For businesses, the findings underscore the imperative of affordable, transparently labelled eco-friendly products promoted through Instagram and YouTube. Greenwashing must be categorically avoided: the digitally literate Gen Z consumer is acutely sensitive to inauthenticity, and a single credibility failure can undermine long-term brand equity. For policymakers, standardised eco-certification systems and subsidies that reduce the price premium of green products would materially lower the primary barrier to adoption. For educators, strengthening environmental curricula would deepen the knowledge base that motivates young consumers to act on their stated values.

Future research should extend this study's temporal and geographic scope, incorporating longitudinal designs capable of capturing behavioural change over time and panel data from multiple Indian cities. Further investigation of the mechanisms linking social media engagement to actual—rather than intended—green purchasing would also advance the field.

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