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Green Marketing Strategies And Their Impact On Consumer Perception Of Ecommerce Businesses In India

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Abstract: This research analyzes how green marketing affects Indian e-commerce customer perception. E-commerce in India is growing rapidly, therefore firms are using sustainable packaging, carbon-neutral shipping, and ethical sourcing to attract eco-conscious customers. However, greenwashing and exorbitant implementation costs persist. In this qualitative study, customer knowledge, trust, and behavior toward eco-friendly activities in Indian e-commerce are examined. Urban and educated customers are more aware of green goods, but adoption is still low. Digital marketing shapes opinions and purchases. The research also finds a literature deficit on developing market consumer buying trends. Indian e-commerce enterprises may improve their green marketing, brand loyalty, and sustainable development by closing these gaps.

Keywords: Green marketing, eco-friendly packaging, eco-conscious customers

Introduction

1.1 Research background

"Green marketing" is often referred to as "environmental marketing or ecological marketing". The principle of "green or ecological marketing" urges firms to adhere to ethical and sustainable practices in their interactions with consumers, suppliers, dealers and staff (Bhatia and Jain, 2013). Human activities continue to

be affected by environmental concerns, prompting significant societal concern. The majority of enterprises have begun using the sustainable development framework, also known as green marketing, and most organizations now acknowledge green goods as environmentally friendly (Dholakia and Sharma, 2023). Green marketing attracts eco-conscious customers by promoting sustainable goods and activities. The fast growth of "e-commerce" in "India" has spurred enterprises to embrace sustainable packaging, carbon-neutral shipping, and ethical sourcing. Businesses have adopted eco-friendly practices due to environmental awareness and government laws like the Plastic Waste Management Rules (Aithal, 2024). Green marketing is increasingly seen as business responsibility, affecting consumer trust and buying choices. However, greenwashing and greater expenses persist. Indian e-commerce companies must understand how green marketing affects customer perception.

1.2 Research rationale

The appearance of "green marketing" has created opportunities for corporations to "co-brand" their goods into several lines, highlighting the "eco-friendliness" of some items while disregarding others (Bharanitharan, 2012). These marketing methods will be elucidated as a direct consequence of shifts in consumer

cognition. Consequently, corporations have intensified their efforts to recruit environmentally conscious customers. These customers, driven by concern, seek to incorporate environmental problems into their purchase choices, influencing the method and content of marketing strategies for various products (Bharanitharan, 2012). This study examines how green marketing improves brand image, customer behavior, and e-commerce competitiveness. Business strategies may fulfill customer expectations and promote environmental sustainability by understanding this relationship.

1.3 Aims and objectives

Aim

The study aims to examine the "green marketing" "strategies and its impact on consumer" perception towards "e-commerce" business in India.

Objectives

1. To examine green marketing methods implemented by "e-commerce" companies in India.
2. To examine customer knowledge and insight of "green marketing" strategies in the Indian e-commerce sector.
3. To assess how eco-friendly products and packaging affect brand loyalty and trust.
4. To examine how digital marketing promotes green efforts and influences customer behavior.

1.4 Research questions

- What green marketing methods are implemented by "e-commerce" companies in "India"?
- How do customers perceive green marketing practices in the "e-commerce sector"?
- How eco-friendly products and packaging affect brand loyalty and trust?

- How does digital marketing promote green efforts and influences customer behavior?

Literature review

2.1 Introduction

This chapter examines green marketing in "India's e-commerce" business, concentrating on customer awareness, marketing techniques, and perception. Businesses are becoming green to attract eco-conscious customers. Green goods are increasingly recognizable to urban and educated customers, but awareness and uptake are still low. Eco-labeling, ecological packaging, and carbon-neutral logistics are examined to see how they affect customer confidence and buying choices. It also examines consumer views of green marketing and their influences. Sustainability is gaining importance, yet consumer purchasing habits, especially in India, are still little understood. This chapter discusses these factors and suggests topics for additional study to improve green marketing tactics in Indian e-commerce.

2.2 Current landscape of green marketing among consumers in India

Indian marketers and customers are progressively acknowledging the implication of the Green Marketing Concept. According to DEVI (2018) the educated and urban Indian customer is more aware of the advantages of green goods. However, it remains a novel notion for the general populace. The customer must be informed and aware of environmental hazards. The new environmental movements must engage the populace, which will require significant time and effort. Jaju (2016) observed that Indian customers are exhibiting heightened interest in eco-friendly merchandises, and if they are adequately well-versed about the amount, excellence, features, performance, and other advantages of various "green products" through effective "green

marketing", it will result in a significant rise in the adoption of these products.

2.3 Green marketing practices in ecommerce sector in India

The valuation of green marketing techniques in the "e-commerce" sector is crucial for understanding the adoption and perception of environmentally aware activities inside this digital marketplace. PV et al., (2024) researched and identified

that as sustainability gains prominence, companies are using several green marketing strategies to advocate for eco-friendly goods. Green certification and eco-labels are some of the practices that have been implemented in the actor in India.

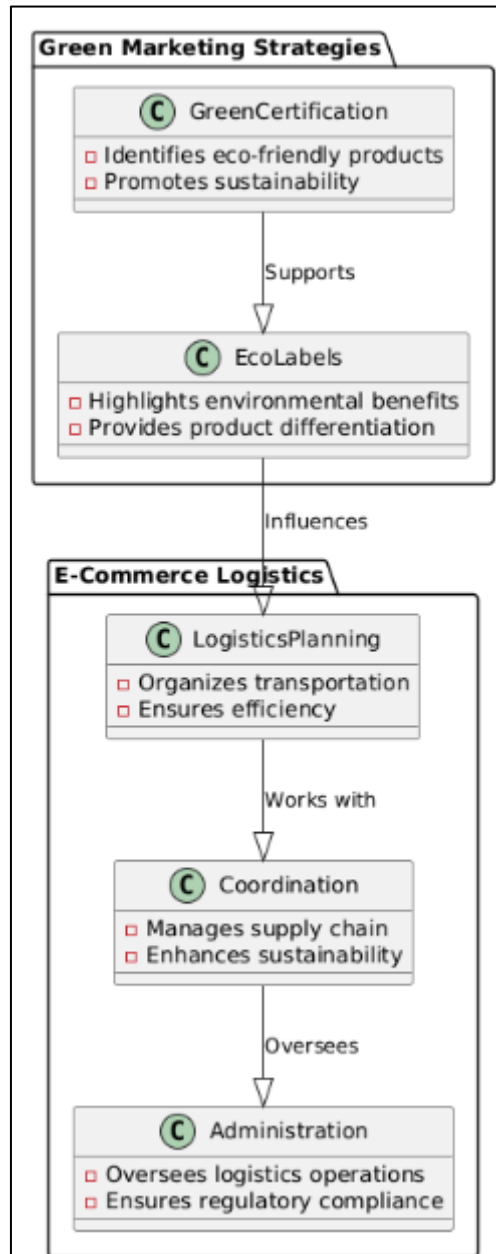


Figure 1: Green marketing strategies in "E-commerce" in India (Source: Self created)

According to Kharbanda (2024) historically, ecolabels were initiated to identify and promote items having a

reduced environmental impact relative to comparable products. In a similar contrast to Kharbanda (2024), Sankaran (2025)

also researched and identified "green marketing" performs in the "e-commerce" sector in "India". According to Sankaran (2025), "e-commerce" logistics results are essential for every enterprise, including the preparation, management, and administration of the transportation of products and services. In the contemporary global budget, effective logistics processes are essential for sustaining attractiveness and fulfilling client demand.

2.4 Consumer perception towards green marketing in e-commerce in India

Regression analysis conducted by Reddy et al., (2023) indicates that customers are more persuaded to purchase and favor "eco-friendly" products over traditional

ones when they observe that the organizations promoting these products are really dedicated to green practices, possess capability in sustainable goods, and support with their opinions. Consumers exhibited a reasonable understanding of green marketing methods and goods. According to the study of Mathai and Jegan (2020) green ideals were notably widespread among respondents, whereas consumers exhibited only modest awareness of "green marketing" performs and goods. Green ideals were shown to be predominant among respondents.

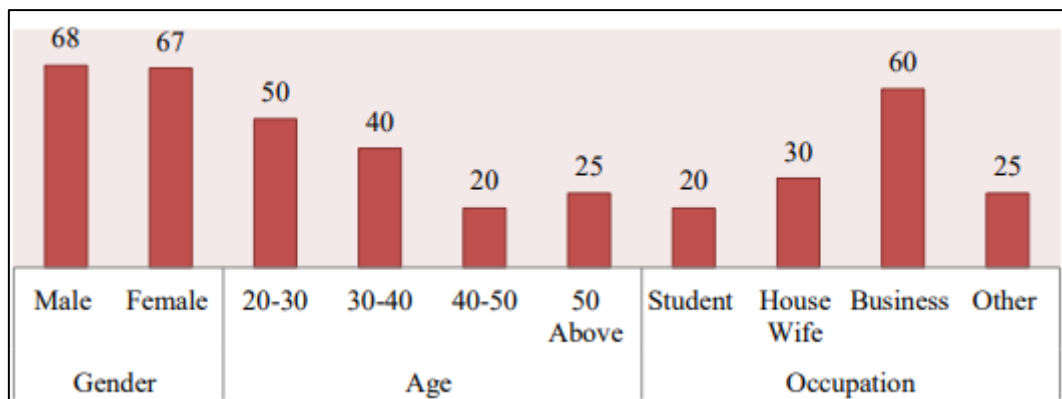


Figure 2: Demographic profile of consumers in e-commerce industry in India (Source: Dholakia and Sharma, 2023)

A shopper's decision-making procedure is impacted by numerous aspects, with the most significant being their awareness and understanding about green goods, which governs their choices according to Jaju (2016). Consequently, Green Marketing has arisen as a novel marketing concept adopted by consumer factions advocating for ecologically sustainable goods, facilitating the twenty-first century's reaction to the issues posed by global warming. Customers are more acutely conscious of the contrary ecological possessions associated with the use of goods and services.

2.5 Literature gap

Extensive research exists on "green marketing" and customer behavior; nevertheless, the shopper buying patterns driven by various "green marketing" tactics in emerging nations remain inadequately explored. Consequently, addressing this literature gap through current research may provide insights into consumer perceptions and understandings that need attention as per Jaju (2016). An examination of socio-demographics may reveal connections with customers' views. In contrast to Jaju (2016), the literature study of Hundal and Kumar (2015) indicates that less research has been conducted on consumer perception of

environmentally friendly products in other regions of India such as Punjab.

2.6 Summary

Consumer awareness, marketing techniques, and attitudes of green marketing in "India's" "e-commerce" industry were explored in this chapter. Green marketing is still new to the general public, but urban and educated customers are becoming increasingly acquainted with eco-friendly goods. E-commerce companies are using eco-labeling, ecological packaging, and carbon-neutral shipping to promote green items. Consumer perception studies showed that confidence in a company's sustainability initiatives strongly affects purchase behavior, despite limited green marketing knowledge. The chapter also found a lack in the literature on consumer purchasing habits in emerging India, underlining the necessity for socio-demographic study. Understanding these gaps might help Indian "e-commerce" companies improve their green marketing and promote sustainable goods.

Research methodology

3.1 Research philosophy

In the study, interpretivism philosophy has been applied by the investigator. The researcher uses interpretivism to better comprehend how "green marketing" methods affect customer perception in India's e-commerce industry. This philosophical and methodical pattern focuses on the distinctiveness of a certain situation, enhancing the quest for contextual richness (Chowdhury, 2014). Interpretivism analyzes multiple viewpoints via literature and theoretical frameworks since consumer perception is subjective and impacted by social, cultural, and psychological variables. This method lets the researcher examine meanings, interpretations, and patterns rather than numbers. Interpretivism uses secondary data to synthesize earlier research and find

patterns and themes in customer responses to e-commerce sustainability initiatives.

3.2 Research strategy

"Qualitative research strategy" has been selected as one of the relevant methods for the study. Qualitative research is used to analyze customer attitudes and actions regarding green marketing tactics in Indian e-commerce enterprises. The method seeks to understand and delineate the essential components of a phenomena (Ugwu and Hyginus, 2023). The researcher may uncover trends, attitudes, and motives without using quantitative methods by reviewing secondary data. This technique gives a holistic picture of how green marketing affects customer trust, loyalty, and brand image, revealing qualitative consumer decision-making. Such insights are essential for understanding market dynamics, particularly in culturally and economically diverse India.

3.3 Data collection

The selection of appropriate data gathering techniques is a crucial aspect determining the methodological justification of the study and subsequent analysis (Sharma, 2023). The data collection method used in the study is a secondary data technique. In the current study, academic websites such as Google Scholars, ScienceDirect and Jstor have been selected for gathering secondary evidence and information. Furthermore, government and industry reports related to "e-commerce" in "India" have also been considered for collecting information about the current "green marketing" practices in the relevant industry in the nation.

3.4 Data analysis

"Thematic analysis" has been chosen in analysing the collected evidence and insights. This technique shows how firms' eco-friendly actions affect customer behavior by detecting repeating themes. Its versatility in understanding many data sources makes it excellent for synthesizing

existing information and producing relevant conclusions without direct contacts or primary data gathering, enabling a full study within the research scope.

3.5 Ethical considerations

The researcher has highlighted the credentials of the existing authors while using the information from secondary sources. On the other hand, the content has been prepared as per the researcher's own understanding to avoid plagiarism. The sources of the data have been mentioned specifically to avoid any misinterpretations of the data.

3.6 Methodological limitations

In certain studies, the information was presented in a biased form by the researcher which led to delay in collection of the data. On the other hand, as there are numerous secondary sources it was challenging to identify sources that are reliable and valid. This was another limitation faced by the researcher in the study.

Findings, analysis and discussion

4.1 Introduction

Green marketing in "Indian e-commerce" is developing, and this chapter discusses crucial tactics and customer attitudes. "E-commerce" businesses are introducing "eco-friendly packaging" to meet customer demand for greener choices as environmental worries mount. Recycling and biodegradable packaging are increasingly typical ways to reduce environmental impact. The chapter also examines how younger Indian buyers choose sustainable products. Digital marketing, especially social media, helps promote green initiatives, engage eco-conscious consumers, and generate brand loyalty. E-commerce firms are building consumer trust and loyalty by emphasizing eco-friendly goods, packaging, and transparency, paving the path for a more

sustainable future in India's digital marketplace.

4.2 Green marketing methods in e-commerce sector in India

It has been found that in the context of "green marketing" in the "e-commerce" sector in "India", sustainable packaging is one of the methods. A prominent instance of "sustainable" packing in Indian "e-commerce" is the use of corrugated cartons. These boxes are both robust and protective, constructed from recyclable materials (Jain, 2023). Moreover, some stores have been using biodegradable packaging materials, such as cornstarch-derived packing peanuts and paper-based bubble wrap, to mitigate their environmental footprint. Furthermore, removing the use of plastic is another method that signifies the green marketing efforts of "e-commerce" companies in "India". Myntra is one of the companies that has started excluding the use of plastics. As part of this commitment, the clients will get their goods in ecological packaging nationwide hereafter (myntra, 2021). All bubble wrap, plastic cellophane tape, and poly protections have been substituted with sustainable and "eco-friendly" shredded materials, paper tape, and paper protections and boxes, respectively.

4.3 Perception of customers towards green marketing practises in India

The findings of the study indicate that shoppers have a auspicious disposition towards "green marketing" items in India; nevertheless, many express concerns over the availability and quality of these products in the marketplace (Rana, 2022). It has also been found that 53% of customers overall and 57% of those aged 18-24 have transitioned to lesser-known companies due to their sustainability. Over fifty percent of customers (52%) have an emotional connection with items or organizations they consider sustainable (Alves, 2020). Education, knowledge, and

sustainability responsibility are driving environmental awareness. India's younger shoppers are prepared to pay more for eco-friendly items. To attract eco-conscious customers, corporations have invested in sustainable manufacturing and green marketing. Indian consumers' opinions have also changed due to green certifications and eco-labels.

Recently, consumers have compelled ecommerce firms to reevaluate their whole supply chain operations and adopt sustainable practices. This has been driven by the rise of ecologically alarmed consumers who are willing to modify their lives to align with their principles. Brands such as Neeman's and Nykaa have promoted the use of recycled and ethically sourced materials in fashion (Vijay, 2022). Neeman's produces comfortable and fashionable footwear from natural and renewable materials. Conversely, Nykaa provides specialized lines of eco-friendly items. Indian consumers are progressively changing their views on green marketing. As customers grow more environmentally conscious, they want more sustainable goods and support firms that are really committed to sustainability. Green certifications, eco-labels, and eco-friendly logistics solutions shape customer attitudes and drive green marketing in Indian e-commerce. Brands must handle "greenwashing" and transparency to keep customer confidence. As companies and consumers prioritize sustainability, green marketing in India has a bright future.

4.4 Impact of eco friendly products and packaging on brand trust and loyalty

It has been found that Indian customers are increasingly buying eco-friendly items that match their ideals. Eco-friendly items, particularly those with green certifications and eco-labels, improve customer impression (Sharma and Kushwaha, 2019). Consumers trust socially responsible e-commerce sites that sell such items. Many Indian shoppers increasingly prioritize

sustainability while buying fashion, food, and personal care. Due to environmental awareness, consumers are more emotionally connected to companies that are sustainable. Brand credibility is also strengthened by eco-friendly packaging. Biodegradable, recyclable, or minimal packaging is perceived as more responsible, which boosts customer confidence. Sustainable packaging shows the brand's commitment to decreasing its environmental impact. Indian customers are increasingly using "e-commerce" to obtain a extensive variety of products, from electronics to groceries, motivated by online discounts and the proliferation of expedited delivery services nationwide (Nasabi and Sujaya, 2022). Eco-conscious shoppers like packaging produced from recycled materials or less plastic since it shows the brand's commitment to environmental protection. Amazon India, Flipkart, and others are selling more eco-friendly products to demonstrate their sustainability efforts (Ali et al., 2024). They now have eco-friendly labeling and sections on their websites to help customers identify sustainable products. Integrating these items on well-known platforms boosts brand confidence by highlighting environmentally friendly companies. E-commerce collaborations with environmentally conscientious enterprises are also increasing, boosting brand reputation.

4.5 Influence of digital marketing in promoting green efforts in India

The results indicate that "social media marketing" operations substantially improve green values, ecological awareness, and brand image, while favorably affecting brand engagement. Brand participation substantially arbitrates the correlation among green ideals, ecological apprehensions, brand image, and repurchase purpose (Hu et al., 2024). This affirms that actual "social media marketing" may enhance customer loyalty and inclinations to buy green goods. India

has done well targeting younger, tech-savvy, social media-savvy customers with its digital marketing (Hosamani et al., 2014). These customers care about the environment and choose green goods and services. Clothing and food manufacturers targeting youth have utilized Instagram, Facebook, and YouTube to promote their green efforts. Online influencers, who influence Indian consumer decisions, are also pushing their followers to select eco-friendly products.

4.6 Summary

This chapter discusses sustainable packaging and customer perceptions in India's e-commerce sector expanding green marketing. Myntra, which eliminated plastic, has pioneered sustainable packaging including recyclable corrugated boxes and biodegradable materials. Despite worries about availability and quality, Indian customers are increasingly supportive of eco-friendly items. As sustainability becomes more important, brands like Neeman's and Nykaa promote recycled and ethically sourced materials. Additionally, eco-friendly goods and packaging, especially those with green certifications, boost brand loyalty. Digital marketing, particularly social media, has increased environmental awareness and brand involvement, persuading younger, eco-conscious customers to support green efforts. These patterns suggest a bright future for green marketing in Indian e-commerce.

Conclusion

5.1 Linking with objectives

Linking with objective 1

The first objective was to examine the green marketing methods adopted by "e-commerce" companies in India. "E-commerce" companies like Myntra use recyclable corrugated boxes and biodegradable packaging peanuts and eliminate plastic. Indian e-commerce corporations are using green marketing approaches, as seen by these initiatives.

Linking with objective 2

The second objective was to examine the awareness and knowledge of customers towards "green marketing strategies". Younger customers are more drawn to environmentally conscious firms, showing that customer opinions of sustainability have changed. This directly addresses the goal of analyzing Indian e-commerce customers' green marketing knowledge and perception.

Linking with objective 3

The third objective focuses on assessing the effect of "eco-friendly" products and packaging on brand loyalty and trust. The findings support examining how eco-friendly goods and packaging impact brand loyalty and trust. E-commerce firms build long-term client loyalty by addressing environmental responsibility.

Linking with objective 4

The fourth objective was to examine the role of "digital marketing" in promoting green efforts of the e-commerce sector. The findings support the goal of studying how digital marketing promotes greening. Companies may increase environmental awareness, brand engagement, and environmentally conscientious customers by highlighting their green activities on digital media.

5.2 Recommendations

Strategic educational initiatives by Indian e-commerce enterprises can raise customer awareness of green marketing and sustainability. E-commerce enterprises may tell customers about their sustainability choices using social media, blogs, and websites (Linda, 2010). This would enlighten customer decisions and boost eco-friendly product demand. Companies should encourage green certifications and eco-labels to distinguish eco-friendly goods. Transparent and trustworthy eco-labels will reassure customers that items are ecologically

beneficial. E-commerce platforms may offer areas where customers can find Fairtrade, Energy Star, and organic items.

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