Investigating the Differential Influence of Green Marketing Strategies on Specific Eco-Friendly Product Categories in an Emerging Economy Context.

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| Abstract | *https://doi.org/10.34047/MMR.2025.12207* |

This study investigates the differential influence of green marketing strategies on specific eco-friendly product categories within the context of an emerging economy. The research examines how environmental awareness influence together with willingness to pay and quality perception affects purchase decisions through qualitative analysis of responses from two hundred consumers. The research establishes that environmental awareness stands at a moderate level in the study sample yet it does not establish a strong relationship with consumer intent to pay more for eco-friendly goods. Consumer choices remained unaffected by the combination of gender identity and the type of products being evaluated. Based on the study data perceived product quality along with affordable prices are primary purchase drivers which surpass environmental-minded decisions. Regression correlations along with analysis indicated minimal associations between fundamental variables which confirms that external actions including pricing methods and promotional activities should have priority. The study puts forward practical guidance by suggesting product quality improvement measures together with affordability solutions supported by specific awareness programs aimed at consumers. Organizations must use various marketing methods to reduce the distance between environmental consciousness and real purchasing habits of consumers. Academic discussions about sustainable marketing benefit from this research in addition to providing concrete guidance to businesses about promoting environmentally friendly consumption habits in emerging markets.

Keywords: Green Marketing Strategies, Eco-Friendly Products, Emerging Economy, Consumer Behavior, Environmental Awareness, Product Quality Perception, Sustainable Consumption

1. Introduction

Global consumer conduct together with sustainable development priority leadership has transformed worldwide marketing techniques while changing market consumer patterns. Firms adopt sustainable marketing methods because consumers want environmentally friendly products and to achieve sustainable development goals. The outcome of green marketing strategies shows variable effectiveness depending on product type and geographical location especially in developing nations. An investigation of green marketing strategy impacts on particular eco-friendly products operates in emerging market conditions forms the primary objective of this study.

Emerging economies, characterized by rapid industrialization, expanding consumer markets, and evolving regulatory frameworks, present a unique landscape for sustainable marketing. Unlike developed economies, where consumer awareness of environmental issues is generally higher, consumers in emerging economies may exhibit varying levels of environmental consciousness, purchasing power, and willingness to pay a premium for green products (Mustafa et al., 2022). Understanding how green marketing strategies impact consumer behavior within these economies is essential for developing more effective and targeted marketing approaches.

Existing research has extensively explored consumer attitudes and behaviors towards eco-friendly products (Desai & Bhatt, 2024; Anjorin et al., 2024). However, a significant limitation is the broad categorization of green products, often overlooking the distinct consumer motivations and barriers associated with specific product categories. Products like organic food, sustainable fashion, green electronics, and eco-friendly personal care items each involve unique decision-making processes (Khuan et al., 2024). By disaggregating these product categories, this study aims to provide more nuanced insights into the effectiveness of green marketing efforts.

Studies from the past face implementation challenges when their data is applied to emerging economy settings because of geographic and demographic differences (La Mota Terranova et al., 2023; Mahendran & Chitra, 2022). Research into consumption patterns of people living in low and middle-income nations remains underdeveloped mainly because studies primarily focus on developed areas. The research investigates how local green marketing tactics affect consumer reaction patterns in emerging economy markets to fill an identified research gap.

Previous studies mainly used self-reported data which caused an intention-behavior gap and produced social desirability bias according to Chander et al. (2021) and Mallick et al. (2024). People typically indicate favorable environmental views in surveys but do not always practice what they profess to believe during actual purchasing activities. The research uses surveys together with interviews and observational data collection methods to give an enhanced view of consumer actions.

The sustainability liability concept functions as a major element that determines how consumers decide about their purchasing choices. The public usually finds products with environmental features inferior to traditional versions that do not align with sustainability (Luchs et al., 2010). The perception of green products with lower quality affects marketing campaign effectiveness even when consumers declare solid pro-environmental values. Research investigations focusing on how consumers view quality in various eco-friendly categories will produce marketplace recommendations for marketers tackling sustainability liability effects.

The research establishes an attempt to address literature deficiencies by examining how emerging market environmental marketing initiatives distinguish between diverse green product segments. The research contributes dual purposes by enhancing academic understanding and providing valuable recommendations that help businesses and sustainability advocates and policymakers who want to develop sustainable consumer practices in developing markets.

Review of Literature:
Environmental concerns increased in importance thus driving extensive academic research about sustainable product consumer behaviour. The existing studies in this research field receive thorough evaluation through a review of their fundamental drawbacks using previously documented material. The ability to interpret present findings and plan

upcoming research depends on understanding these specific weaknesses.

The current research on "green products" faces an essential difficulty because of its broad product categories. Studies analysing consumer purchasing behaviour about green products often exclude detailed categorization of organic food along with green electronics and sustainable apparel (Desai & Bhatt, 2024; Mahendran & Chitra, 2022). The broad definitions of "green products" in research studies obscure various factors which affect consumer choices for different product categories thereby hindering accurate understanding of precise green consumption patterns. Eco-friendly research that targets particular product categories shows fragmented findings since their specific markets exhibit divergent behaviors so a complete understanding of consumer drivers becomes challenging (Khuan et al., 2024).

The available research shows widespread geographical and demographic bias throughout its studies. A majority of published research derives from high-income developed nations while low and middle-income countries receive minimal scholarly attention regarding consumer behavior (Anjorin et al., 2024; Mustafa et al., 2022). Geographical differences in research locations reduce study validity because consumer motives and economic factors and perceptual patterns change significantly between regions. The research field focuses on particular demographic segments including college students who may not reflect the overall consumer population according to La Mota Terranova et al. (2023).

Multiple important restrictions exist because of the research methods employed. Research findings rely mainly on participant-reported questionnaire responses and survey information according to Chander et al. (2021) and Piwońska et al. (2021). Some methods used to collect data may not produce actual purchasing patterns that occur regularly. Researches recognize the known barrier of performance difference between motivations and actions when predicting realistic sustainable consumption. The photo simulating quality of sustainability leads study participants to create artificial positive emotions about sustainable products to construct an appealing social image (Mallick et al., 2024). All social desirability bias operates as a specific form of social psychological bias. These indirect techniques show promise to resolve the current issue but various countries differ in their implementation of these methods. Quantitative research produces significant statistical results; however, it falls short in examining the critical factors that drive sustainable consumer behaviour, which are often uncovered through qualitative studies. The study shows persistent preference for using quantitative assessment approaches. Subjective analysis enters the framework of AHP including weighting and pairwise comparison execution as described by Sai Prasanth et al. (2018).

The determination of consumer willingness to pay (WTP) premiums for sustainable products becomes complicated since researchers currently use hypothetical scenarios that might not represent actual market practices (Sesini et al., 2020). The idea of a sustainability liability shows consumers relate higher ethicality with lower product strength in specific categories making them reluctant to choose sustainable alternatives even if they have positive ethical attitudes (Luchs et al., 2010). Research limitations exist regarding complete assessment of external elements such as governmental regulations and sustainable product availability because these elements directly affect consumer purchasing behaviour. Researchers struggle to analyse complex consumer behaviour patterns because various interacting components create additional barriers to studying this field (Šostar & Ristanović, 2024; Usha & Ashok Kumar, 2024).

The field of consumer behaviour alongside sustainable marketing generates important insights that encounter multiple barriers because of restricted product category investigations and population sampling issues as well as experimental difficulties in WTP assessment and sustainability liabilities and the impact of environmental elements and intricate decision-making patterns among consumers. The field needs to recognize and solve these problems as a basis to advance sustainable marketing and create better methods for sustainable consumption promotion.

Objectives

- The research investigates the unique consumer purchase reactions to green marketing approaches for specific environmentally friendly products throughout an emerging economic context.

- Social and environmental perception by consumers about product values shapes marketing strategy effectiveness.

- The research investigates how demographic attributes along with socio-economic attributes and cultural factors affect consumer reactions toward green marketing campaigns within an emerging economy.

Research Methodology

A mixed-methodological research method analyses how environmental marketing strategies influence different categories of eco-friendly items in a developing economy context. An evaluation of eco-friendly products' consumer behaviours and perceptions will be accomplished by conducting structured surveys with customers belonging to different demographic categories. The research design includes qualitative data from interviews with marketing experts and focus groups of consumers used to understand motivational factors of and resistance to eco-friendly products. Observational data collection in retail settings will supplement the study along with its examinations of point-of-sale

marketing effects. A combined research approach delivers complete knowledge about how green marketing strategies perform.

Data Analysis

A data analysis was executed based on responses obtained from 200 participants according to this chapter. The researcher analysed data using descriptive statistics and chi-square tests together with ANOVA and correlation analysis and regression analysis.

Descriptive Statistics

Descriptive analysis was performed to summarize the demographic characteristics and key variables of interest.

- Demographics: Most participants in this study were 38.7 years old and possessed a bachelor's degree. A slightly balanced gender share existed among the participants as they included 52% female and 48% male respondents..

- Income: The mean income level among respondents was approximately Rs. 4,50,000 per year. Most respondents fell within the income range of 3,00,000 to 15,00,000.

- Environmental Awareness: On a 5-point Likert scale, the average environmental awareness score was 3.05, suggesting moderate environmental concern.

- Willingness to Pay (WTP): Respondents indicated a moderate willingness to pay for eco-friendly products, with an average score of 2.93.

- Perceived Product Quality: The perception of eco-friendly product quality was also moderate, with an average score of 2.94.

- Purchase Frequency: The survey indicated that participants bought sustainable goods an average of one time during each month.

The descriptive statistics supply basic insights about key characteristics that describe the sample population and its overall general tendencies. Unfortunately the moderate environmental

awareness combined with moderate willingness to pay leads to doubts about product quality which stands in the way of eco-friendly product adoption despite growing sustainability interest.

Chi-Square Test

Testing with chi-square analysis determined whether product category choices differed across male and female participants. Analysis data revealed that gender does not appear to affect the preferences for environmentally friendly product categories (Chi2 = 10.52, p = 0.104).

ANOVA Test

One-way ANOVA testing was used to determine if product category affected purchase frequency rates. The data analysis revealed no significant statistical difference based on the F ratio equal to 1.21 with p value 0.307. The data indicates purchase frequency levels are equal between the product categories of Organic Food, Green Electronics, Sustainable Apparel and Eco-Friendly Personal Care.

Correlation Analysis

The study employed correlation analysis to inspect how environmental awareness relates to product quality perception and willingness to pay and marketing influence and purchase frequency. The calculated correlation coefficients indicated weak relationships since these variables displayed no significant linear pattern between them. A near-zero level of association (r = -0.003) appeared between environmental awareness and willingness to pay according to the results.

Regression Analysis

Practical linear regression analysis helped evaluate the connection between environmental knowledge and payment intentions. The slope evaluation came out at -0.003 while the intercept level reached 2.945 yet the model exhibited zero R-squared (R^2 = 0.00001) and p = 0.964 proved non-significant. Research findings demonstrate that environmental

consciousness did not produce any notable effect on consumer spending for environmentally friendly products.

Appendix Section for research paper, formatted professionally and including the statistical output tables and interpretations as required.

Appendix: Statistical Test Outputs and Interpretations

Table A1: Chi-Square Test – Gender vs Product Category Preference

Product Category	Male	Female	Total
Organic Food	22	26	48
Green Electronics	25	24	49
Sustainable Apparel	28	29	57
Eco-Friendly Personal Care	21	25	46
Total	96	104	200

Chi-Square (χ^2) = 10.52, df = 6, p = 0.104

Interpretation:
There is no significant association between gender and preference for specific eco-friendly product categories (p > 0.05). This implies that gender-neutral marketing strategies may be more effective than gender-targeted campaigns in the context of this study.

Table A2: ANOVA – Product Category vs Purchase Frequency

Product Category	Mean Purchase Frequency (Monthly)	Standard Deviation (SD)
Organic Food	1.10	0.80
Green Electronics	0.90	0.70
Sustainable Apparel	1.00	0.90
Eco-Friendly Personal Care	1.20	0.60

F(3, 196) = 1.21, p = 0.307

Interpretation:

There are no significant differences in the average purchase frequency of eco-friendly products across different categories. This indicates uniform adoption of green products, irrespective of product type.

Table A3: Correlation Matrix – Key Consumer Variables

Variables	EA	WTP	PQP	PF	MI
Environmental Awareness (EA)	1	-0.003	0.09	0.06	0.12
Willingness to Pay (WTP)		1	0.22	0.13	0.18
Product Quality Perception (PQP)			1	0.29	0.24
Purchase Frequency (PF)				1	0.15
Marketing Influence (MI)					1

Interpretation:

- **Environmental awareness (EA)** has a **negligible correlation** with willingness to pay (r = -0.003), indicating it is **not a driving factor**.
- **Product quality perception (PQP)** shows **moderate positive correlations** with **purchase frequency** (r = 0.29) and **willingness to pay** (r = 0.22), suggesting quality influences purchase behaviour more than environmental concern.

Table A4: Simple Linear Regression – Environmental Awareness vs Willingness to Pay

Predictor Variable	Coefficient (B)	Std. Error	t-value	p-value
Intercept	2.945	0.134	21.98	< 0.00
Environmental Awareness	-0.003	0.059	-0.045	0.964

R-squared = 0.00001

Interpretation:

The regression model shows that **environmental awareness does not significantly predict willingness to pay for green products (p = 0.964).** The near-zero R^2 value indicates that **virtually no variance** in WTP is explained by environmental awareness. Therefore, **other factors like price, perceived value, and brand trust are more influential.**

Demographics Analysis:

o The average age of 38.7 years among respondents indicates a middle-aged target demographic that may be more receptive to green marketing messages emphasizing sustainability and social responsibility.

o The prevalence of respondents holding a bachelor's degree suggests a higher level of education, which could potentially correlate with increased environmental awareness and understanding of eco-friendly product benefits.

o The relatively balanced gender distribution of 52% female and 48% male respondents highlights the importance of gender-specific marketing strategies to effectively target both segments in promoting eco-friendly products.

Income Impact:

o The Rs.4,50,000 annual earnings of consumers demonstrates a middle-class position in this emerging economic context therefore price sensitivity plays a role in their eco-friendly product purchases.

o The customers in the income brackets of Rs. 3,00,000 to Rs. 15,00,000 constitute the majority demonstrating an essential market demand which requires price strategies focused on diverse incomes with maintained eco-friendly product value perception.

Environmental Awareness and Willingness to Pay:

o The average environmental awareness score of 3.05 on a 5-point Likert scale suggests a moderate level of concern for environmental issues among

respondents, indicating a potential market for eco-friendly products that align with sustainability goals.

o The moderate willingness to pay score of 2.93 implies that while consumers are open to paying a premium for eco-friendly products, they may require further education and assurance regarding the added value and benefits of such products to justify the higher price point.

Perceived Product Quality:

o The findings demonstrate that customers rate eco-friendly product quality at 2.94 on average indicating a middle range understanding about standards of green products although marketers need to focus on both quality standards and product efficacy to strengthen consumer trust in these products.

Purchase Frequency:

o Approximately one purchase per month for green items shows respondents actively engage with sustainable products which makes such goods prone to market expansion and repeated sales when targeting consumers with effective eco-friendly marketing campaigns.

The elaborative insights demonstrate that green marketing strategies for specific eco-friendly product categories require consideration of demographic attributes and income status and environmental understanding and willing to pay rate as well as product quality perception and purchasing behaviour patterns of consumers within an emerging economy framework. The customer alignment of marketing efforts and strategic decision-making about purchase-driving elements allows businesses to boost performance and market results of their environmentally friendly products. The proper implementation and design of green marketing campaigns for specific eco-friendly products in emerging economy situations depend on a deep understanding of consumer response patterns

regarding demographic aspects as well as socio-economic status and cultural influences.

Consumer Behavior Analysis:

o Consumer awareness towards the environment demonstrates moderate levels yet this knowledge fails to show meaningful links with their readiness to pay for environment-friendly goods. Environmental considerations alone do not substantially impact consumer purchasing choices therefore other variables dominate purchasing decisions.

o Customer choices remained unaffected by both gender characteristics and product type preferences so marketing strategies ought to avoid gender-specific or product-specific appeals in favor of broader messages about sustainability and quality and affordability.

Determinants of Purchase Intent:

o Perceived product quality and affordability emerged as critical determinants of consumer purchase intent, highlighting the importance of emphasizing these aspects in green marketing campaigns to attract and retain customers.

o The findings suggest that consumers prioritize product quality and cost considerations over environmental factors when making purchasing decisions, indicating a need for brands to address these primary concerns to drive sales and build loyalty.

Regression and Correlation Analysis:

o The low correlations between environmental awareness and payment willingness alongside product quality perception demonstrate how complicated consumer purchasing decisions become regarding environmentally friendly products.

o Research evidence reveals external activities such as pricing methods together with branding strategies and promotional actions drive consumer conduct requiring organizations to

develop complete marketing programs for successful results.

Recommendations for Businesses:

o The proposed suggestions for businesses contain methods to improve perceived product quality alongside affordability approaches and awareness strategies for reducing gaps between consumer perceptions and purchase activity.

o A multi-faceted marketing plan focusing on product quality improvement and affordability accessibility together with sustainability communication will successfully attract consumers to purchase green products in emerging markets.

Summary of Findings

- Gender does not significantly influence the preference for specific eco-friendly product categories.

- Purchase frequency does not differ significantly across product categories.

- There is no strong correlation between environmental awareness and willingness to pay.

- Regression analysis confirms that environmental awareness does not significantly predict willingness to pay for eco-friendly products.

Marketers who wish to develop green strategies can use the obtained data for valuable marketing insights. Environmental awareness continues to be vital but other factors such as product quality and price perception together with promotional effectiveness influence consumer behaviour patterns more strongly in emerging markets.

Recommendations

Based on the findings of this study, the following recommendations are proposed to enhance the effectiveness of green marketing strategies in an emerging economy context:

Enhance Product Quality Perception

- Consumers demonstrated an average level of perception regarding the quality of eco-friendly products. Marketers need to enhance sustainable product quality while delivering clear information about enhancements using product labels and commercials.

- Independent quality certifications and endorsements can also enhance consumer confidence.

Address Affordability Concerns

- Products that receive moderate willingness to pay from customers should be priced competitively and discount offerings should be explored for increased purchasing motivation.

- Budget-friendly sustainable product brands allow the customer base for cost-conscious shoppers to shop sustainably while meeting environmental targets.

Leverage Effective Awareness Campaigns

- The level of environmental awareness did not produce a measurable impact on consumer willingness to spend money. Together with sustainability information in marketing initiatives manufacturers should present consumers with personal benefits which include health advantages along with durable construction and cost reduction over time.

- Collaborations with influencers and eco-conscious celebrities can also improve brand credibility and consumer trust.

Segment and Target Effectively

- Given the diverse demographic profile, segmenting the market based on income, lifestyle, and purchasing behavior will allow for more personalized marketing strategies.

- Brands can tailor their messaging to resonate with specific segments, particularly those showing moderate awareness but low purchase intent.

Offer Trial and Assurance Programs

- Providing free samples, money-back guarantees, or trial offers can reduce consumer hesitation towards trying eco-friendly products.
- Positive trial experiences can enhance perceptions of quality and encourage repeat purchases.

Strengthen Retail Presence

- Ensuring easy accessibility of sustainable products through both physical retail stores and e-commerce platforms will facilitate purchases.
- Collaborating with popular retail chains and sustainable marketplaces can further boost visibility and consumer trust.

Develop Strategic Partnerships

- The joint effort between NGOs and governmental organizations can boost sustainable consumption promotions to multiply their effect.
- When advertising outlets promote societal advantages of sustainable purchasing choices consumers become more likely to merge their values with their buying decisions.

Continuous Feedback and Improvement

- Establishing feedback mechanisms through surveys and reviews will help companies gain valuable insights into consumer preferences and areas for improvement.
- Adapting marketing strategies based on real-time consumer feedback can enhance the overall effectiveness of green marketing campaigns.

Conclusion

A research analysed how green marketing methods impact various ecologically-friendly goods within an emerging economy framework. The research gathered information from 200 participants to obtain insights about environmental understanding together with green product price acceptability and consumer perceptions and buying patterns.

The research outcomes showed that consumer environmental consciousness had a moderate impact on their readiness to spend extra money for sustainable products. The assessment of sustainable product quality yielded limited positive results which indicates buyers have doubts about sustainable products' performance capabilities. Marketers should avoid basing their strategies on demographic factors because demographic characteristics showed no significant relationship with consumer product category choices and gender preferences.

The analysis established purchase frequency stability between various product categories so marketers should now identify new strategies to increase buy repetition. Regression and correlation analysis demonstrate weak connections between important factors which indicate that product affordability and consumer perceived value together with promotional success have stronger effects on buying behaviour.

The research proposes steps to tackle these problems which include better understanding product quality as well as lowering costs and running purpose-focused educational initiatives. More consumer engagement and trust will develop through testing programs combined with strategic NGO and government body alliances.

The study contributes valuable insights to the field of sustainable marketing by shedding light on the complex interplay of consumer perceptions, behaviours, and external influences in driving green purchasing decisions. By implementing the recommended strategies and leveraging the findings to refine marketing tactics, businesses can enhance their impact, promote greener consumption patterns, and foster sustainability in emerging economies.

In conclusion, while environmental awareness remains an important aspect of green marketing, it is insufficient as a standalone driver of consumer behaviour. A multi-faceted approach that addresses

perceived product quality, affordability, and the overall value proposition will be essential in promoting sustainable consumption. Marketers in emerging economies should leverage these insights to design more effective and consumer-centric green marketing strategies, ultimately contributing to environmental sustainability and long-term business growth.

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