

Green Marketing Strategies and Consumer Decision Making – A study in Bengaluru, Karnataka

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ABSTRACT

Green marketing has emerged as a crucial strategy for businesses seeking to address environmental concerns while meeting consumer demand for sustainable products. This study explores the impact of green marketing strategies on consumer decision-making in Bengaluru, Karnataka. With increasing awareness of environmental sustainability, consumers are progressively opting for eco-friendly products and services. However, the extent to which green marketing influences consumer choices remains a subject of analysis. This research aims to evaluate consumer awareness and responsiveness to green marketing initiatives. It examines key factors that influence consumer decisions, such as price sensitivity, brand reputation, and product quality. A mixed-method approach is employed, incorporating both qualitative and quantitative research methods. Data is sourced from existing literature on green marketing and consumer behaviour. Statistical analysis is conducted to identify patterns and correlations between green marketing practices and consumer purchasing behaviour. Findings from this study indicate that while consumers in Bengaluru exhibit a growing preference for sustainable products, challenges such as greenwashing and pricing concerns impact their decision-making. Businesses that adopt transparent and authentic green marketing strategies are more likely to gain consumer trust and loyalty. The study concludes with recommendations for businesses, policymakers, and marketers to enhance the effectiveness of green marketing in Bengaluru. These include increasing consumer education and improving accessibility to eco-friendly products. The research contributes to the existing body of knowledge on green marketing and provides actionable insights for fostering sustainable consumer behaviour in urban markets.

Key words: Green Marketing Strategies, Consumer Decision-Making, Sustainable Consumer Behaviour, Bengaluru Market Trends