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The Role of Sustainability Marketing in Shaping Consumer Intentions to Purchase Green Products

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Abstract: The present study investigates the pivotal role of sustainability marketing in shaping consumers' purchase intentions toward green products, emphasizing the mediating influence of consumer trust. Drawing upon the Commitment-Trust Theory and the Theory of Planned Behaviour, the study conceptualizes sustainability marketing as an integrated construct comprising environmental concern, perceived green value, and sustainability advertising. These elements collectively influence consumer trust, which in turn strengthens the likelihood of purchasing eco-friendly products. The research seeks to bridge theoretical understanding and practical implications by exploring how sustainability-oriented marketing initiatives can cultivate trust and encourage sustainable consumption behaviour. The study was conducted in Karnataka, India, an emerging hub of environmentally conscious consumers and a growing market for sustainable products. A quantitative research approach was employed, utilizing a structured questionnaire distributed among consumers representing diverse demographic backgrounds across urban and semi-urban regions. The instrument comprised items measuring five key constructs—environmental concern, perceived green value, sustainability advertising, consumer trust, and purchase intention—using a standardized five-point Likert scale. The sample size consisted of 247 respondents, selected through a purposive sampling technique that targeted consumers familiar with green or eco-friendly products. The data were analysed using Exploratory Factor Analysis (EFA) to ensure construct validity, followed by Structural Equation Modelling (SEM) to examine the interrelationships among variables. The analysis confirmed the reliability, internal consistency, and overall validity of the proposed conceptual model. The findings reveal that sustainability marketing significantly influences consumer trust and purchase intentions. Consumers who are more environmentally conscious tend to associate positively with brands that demonstrate ecological responsibility, authenticity, and transparency. The perception of green value reinforces the belief that environmentally friendly products provide not only functional utility but also ethical and emotional satisfaction. Similarly, sustainability advertising that communicates genuine and verifiable commitments enhances brand credibility and fosters long-term consumer confidence. Together, these dimensions underscore that consumer trust acts as the essential conduit through which sustainability marketing translates into positive behavioural outcomes. The study provides vital managerial insights for marketers, policymakers, and organizations aiming to promote sustainable consumption. It recommends that brands integrate eco-ethical production methods, transparent communication strategies, and value-driven narratives that highlight tangible green benefits. By maintaining consistency between claims and actions and encouraging active consumer participation in sustainability efforts, organizations can strengthen trust, promote responsible consumption, and build a more resilient, sustainability-oriented marketplace.

Keywords: Sustainability Marketing, Environmental Concern, Perceived Green Value, Sustainability Advertising, Consumer Trust, Purchase Intention.

Introduction

Environmental marketing has proved to be one of the crucial practices in selling products that are environmentally friendly. The rise in awareness of green concerns by the consumers is resulting in a rise in interest to learn how sustainability marketing can shape the behaviour of consumers. This study concentrates on the ability of sustainability marketing in influencing consumer intentions of buying green rather than just purchasing green in terms of consumer trust as one of the defining factors in the decision-making process. The focus is to investigate the role of environmental concern, perceived green value and sustainability advertising in influencing consumer trust and the subsequent effect on the purchase of the green products.

Research Methodology

This paper uses a quantitative research design in which a survey with a clearly designed questionnaire is used to sample 247 people. The main aim of study is to analyse the effect of key indicators that relate to environmental concern, perceived green value, sustainability advertisement, and consumer trust on the eastern consumers purchase intention. The survey instrument is a combination of a series of well thought out questions that would measure each of these constructs with the use of Likert scale questions, hence these allow assessment of attitudes and perception of a participant to be measured within a standardized scale. It used an online survey, which led to the comprehensive accessibility and the convenience of respondents. The structural equation modelling (SEM) style is used to determine the patterns among the measures and to test whether or not the relations increase or decrease between the conceptual framework hypotheses. Using SEM, the proposed study aims at determining how strong and in which direction each construct would influence purchase intention, thus offering empirical information on how consumers behave considering green as well as sustainable consumption.

Data Analysis and Discussion

Demographic Information:

Table 1 provides the demographic profile of the respondents, highlighting key details such as age, gender, and income level.

Table 1: Demographic Information about Respondents (N=247)

Demographic Variable	Frequency (%)
Gender	
Male	45%
Female	55%
Age	
18-25 years	30%
26-35 years	40%
36+ years	30%
Income Level in INR	
Below 30,000	40%
30,000-60,000	35%
Above 60,000	25%

In table 1, the demographics profile of respondents is presented, which gives a detailed explanation of structural factors regarding gender, age and the level of income. Gender distribution is quite balanced with 45 percent of the respondents being male and 55 percent of them being female. This means that there is a partial leaning towards females but there is an overall gender balance. In terms of age, the targeted respondents are between 26 and 35 years and constitutes 40 percent of the sample. The figures of the other age groups are not bad, as well with 30 percent of the respondents of the age category of 18-25 years and 30 percent of the 36+ years age category. The present age structure implies a variable group of opinions since the older and younger segment respondents will be present. With respect to the level of income, the highest percentage of the respondents (40%) receive less than INR 30,000, whereas 35 per cent receive between INR 30,000 and INR 60,000 and 25 per cent earn more than INR 60,000. The levels of income portray a wide range of financial backgrounds, and this implies that the sample consists of people in lower-income and high-income

brackets. Such demographic features provide a helpful indication of what the participants who will be involved in the study are like and how they might affect the results concerning consumer behaviour.

Exploratory Factor Analysis

The research conducted the factor analysis of determining social media content variables which affected the consumer intentions to purchase. Before conducting the analysis, the validity of sample adequacy was determined with the help of the Kaiser-Meyer-Olkin (KMO) test. The KMO statistic provided a score of 0.882 that exceeds the recommended cut-off point of 0.60, and this shows that the sample is adequate to do a factor analysis. Also, Bartlett's test of sphericity was significant at 1 % level which further proved the correctness of conducting the EFA. The principal component analysis with varimax rotation was done in the EFA. According to the criterion of finding Eigenvalues values greater than 1, five factors (that is, 83.55 percent variance) were taken out, which is a good degree of explanation.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.882
Bartlett's Test of Sphericity	Approx. Chi-Square	3605.426
	df	136
	Sig.	.000

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy has been put as 0.882 that is excellent and thus the sample size used is sufficient to conduct factor analysis. KMOs near 1 indicates that the data is appropriate to factor analysis or any value greater than 0.80 is highly considered good. The chi-square of Bartlett Test of Sphericity (3605.426) possesses a value of 136 and the level of significance (p -value) is 0.000. As the p-value is < 0.05 we can reject the hypothesis that the correlation matrix is an identity matrix and establish that there are relationships amongst the variables that warrants them being analysed by factor analysis.

Table 3: Alpha and Factor Loadings

	Component				
	1	2	3	4	5
Cronbach's Alpha values	0.919	0.902	0.887	0.856	0.872
Q1	.759				
Q2	.757				
Q3	.802				
Q4		.801			
Q5		.865			
Q6		.827			
Q7		.813			
Q8			.879		
Q9			.780		
Q10			.893		
Q11			.886		
Q12				.888	
Q13				.837	
Q14				.887	
Q15					.797
Q16					.862
Q17					.835

Source: Primary survey

Five components support a range of 0.856-0.919 on Cronbach Alpha, which are well exceeding the accepted minimum amount of 0.7, which proves high internal consistency and reliability of the respective factors. Component 1 has the greatest alpha value (0.919) and thus is the most reliable whereas the lowest alpha value is in Component 4 (0.856) which is also above the threshold. Factor loadings communicate the magnitude of the relationship between the items and the said components. An example being Q1 factor loading under Component 1 is 0.759, Q3 Q8 has factor loading of 0.802 under Component 1 and factor loading of Q8 is 0.879 under component 3. Loadings depict the high correlations between items and associated factors and the figures vicinity of 0.7 are significant. These findings dictate that the items in each component are strongly related to the corresponding factor and this has a validity of the factor structure suggested by the survey results.

Hypotheses Testing Using SEM Model

To conduct structural equation modeling (SEM), the maximum likelihood estimation technique was employed which is known to be strong in investigating complicated associations amid constructs (Hair et al., 2019; Kline, 2020). The results of the path analysis are provided in Table 5 which has results of standardized regression weight (b), standard error (SE), critical ratio (CR), and p-values of each of the hypothesized relationship. All the hypothesized associations between constructs of sustainability marketing, consumer trust and consumer purchase behavior turned out to be statistically significant as shown in Table and as represented in the figure 1, thereby reflecting strong significance of sustainability marketing again regarding consumer behavior as well.

Impact of Environmental Concern on Consumer Trust

Environmental concern influenced consumer trust quite positively in all likelihood of impact, with a standardized weight of 0.477 regression, CR of 8.746 with a p-value of 0.000 and, therefore, justifying H1. This conclusion emphasizes the fact that environmentally-sensitive consumers are more willing to believe in the brands that support their own ecological beliefs. As it has been observed elsewhere (Chen & Chang, 2013), environmental concern is one of the key drivers of trust when they occupy the green marketing arena.

The influence of Perceived Green Value on Consumer Trust

Perceived green value too had a significant positive impact on trust of the consumer with beta = 0.340, CR = 6.457 and p-value = 0.000 indicating support to H2. This finding indicates that functional and ecological benefit of green products is how the consumers perceive them to help build trust. Researchers have also revealed that focus on green value not only leads to enhancement of trust but also builds stronger consumer-brand relations (Zeithaml, 1988; Chen, 2010).

Effects of Sustainability Advertising to Consumer Confidence

The regression results revealed an interesting positive impact on the trust in consumers as the value of the coefficient is 0.376, CR 7.156, and p-value is 0.000, which correlates well with H3. Such findings indicate the value of open and belief joyful sustainability-related advertising in introducing trust. Previous studies underline the idea that good green advertising is able to generate brand credibility and consumer trust regarding sustainability communications (Leonidou et al., 2013).

Consumer Trust on Consumer Purchase Intentions

In relation to H4, consumer purchase intentions were considerably affected by consumer trust with a value of 0.714 9 calculating the beta coefficient, 11.949 calculating the Chernoff coefficient and 0.000 the value of p. These underscores trust as a mediating factor in the sustainability marketing concept between the sustainability practices and purchasing. These results concur with the literature that places trust as an essential force in influencing the purchase intentions, especially in highly sustainability-oriented markets (Morgan & Hunt, 1994; Chen & Chang, 2013).

The Variance Explained in Trust and Purchasing Intentions in Consumers

Collectively, environmental concern, perceived green value, and green advertising as a sustainability instrument determined 48.5 percent of the change in consumer trust ($R^2 = 0.485$). Moreover, there was 51 percent variation of consumer purchase intentions due to consumer trust. These conclusions highlight the importance of trust in having sustainability marketing initiatives realized through the behavior of consumers.

Figure 1: Structural model

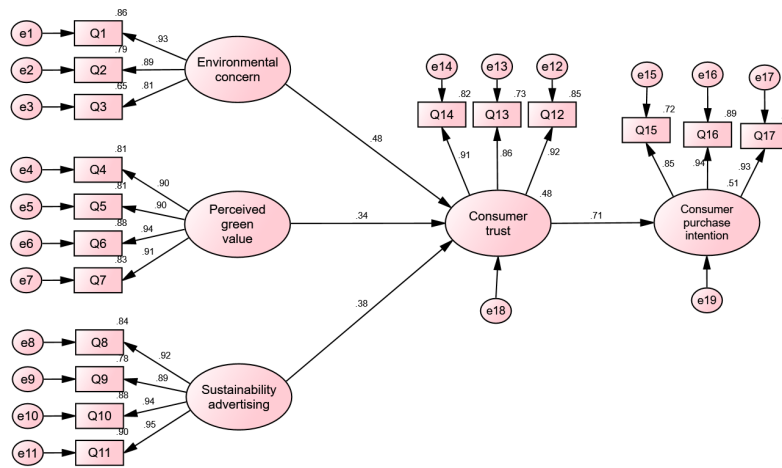


Table 4: Path coefficients of the Structural model

Outcome variables		Causal Variables	Standardized regression weights	Standard error	Critical ratio (CR)	P	Result
Consumer trust	<---	Environmental concern	0.477	.044	8.746	0.000	H1 supported
Consumer trust	<---	Perceived green value	0.340	.046	6.457	0.000	H2 supported
Consumer trust	<---	Sustainability advertising	0.376	.036	7.156	0.000	H3 supported
Consumer purchase intention	<---	Consumer trust	0.714	.066	11.949	0.000	H4 supported

All hypotheses (H1, H2, H3, H4) are supported, reinforcing the significance of environmental concern, perceived green value, and sustainability advertising in building consumer trust, which, in turn, positively influences consumer purchase intentions.

Discussions

This paper offers practical information on the use of sustainability marketing on purchase intentions of green products which are mediated through consumer trust. Among the origins, environmental concern, perceived green value, and sustainability advertisement are indicated as the key findings contributing to the likelihood of building trust and promoting sustainable purchasing behavior.

Incorporation of the Environmental Concern

Marketing efforts should be on ensuring that the brands incorporate GE ethics in their marketing process, where they should highlight certification, environmentally friendly material used, and eco-friendly production. Communication of these endeavors can benefit consumer loyalty and trust in the brands.

Promoting a Perceived Green Value

It is very important to communicate the environmental and functional values of the green products- like durability, biodegradability or smaller carbon footprints. These values should be reaffirmed through packaging and messaging that will enhance consumer confidence in the marketer.

Dwelling on Sustainability Advertising

Honest and believable ecological advertising is important. Consumers may relate to storytelling that emphasizes the existence of real actions, be it investments in renewable sources of energy or collaborations with nature protection organizations, and it can increase trust.

Consumer Trust to move Intentions

The research highlights the key centrality of consumer trust that acts as an intermediary between the pursuance of sustainability and purchase intentions. Sustainability claims can build a long-lasting loyalty with sustainable consumption behavior through consistency towards sustainability claims and pre-emptive consumer interactions.

The insights are of special significance to the marketers and policymakers seeking to market green products. With stimulated green value, relevant mobilization of popular concern, and honesty advertisement, the stakeholders can provoke confidence in the consumers and endorse a sustainable market place.

Conclusion and Future Research Scope.

This research study reveals the key areas of importance when it comes to consumer buying intentions towards green products and this can be provided as a sound model in marketing sustainability whereby, there is a relationship which is evaluated between environmental concern, perceived green value, sustainability advertisements and the trust of the consumer. The results would be of interest to marketers, policymakers, and firms that would like to market environmentally friendly consumption. Having pinpointed the most substantial drivers influencing the intent to purchase, the study preconditions the targeted strategies that will help to cater to the interests of the eco-conscious consumer with a high degree of efficiency. Further studies can be conducted based on these findings by factoring in other aspects regarding the nature of consumers like price sensitivity, cultural and social demographical factors and long-term loyalty to a brand which can further help to refine our notions about the green consumer behaviour. Besides, it would be useful to compare the results achieved in different product categories (e.g., food, fashion, electronics) and geographical regions to identify contextual differences and provide a more complex and multidimensional view of the sustainability-based consumption behaviour. These extensions would serve to enhance the formation of more accommodating and flexible marketing structures which are consistent with international sustainability ambitions.

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