

A Study on the Influence of Green Marketing Practices on Consumer Buying Behaviour towards Organic Food Products

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ABSTRACT

Growing concern about health and the environment has increased interest in organic food and in the way these products are marketed. This study examined how green advertising, eco-labelling, green packaging and green pricing influenced consumer buying behaviour towards organic food products in Udaipur City. Information was collected at one point in time from 165 consumers selected through purposive sampling. They completed either a printed questionnaire or an online form containing 20 statements measured on a five-point Likert scale. Frequency, percentage, mean and standard deviation were used to describe their responses, and multiple regression was applied to examine the influence of the four marketing practices. Consumers generally viewed these practices favourably, although the level of agreement was moderate and price remained an important concern. Together, the four practices explained 45% of the variation in buying behaviour and each had a significant positive influence. Green packaging made the strongest relative contribution. The findings indicate that green marketing is more likely to encourage organic food purchases when claims are clear, labels are trustworthy, packaging reflects environmental responsibility and prices appear reasonable. The study provides practical guidance for organic food brands and retailers seeking to meet consumer expectations.

Keywords: Green marketing; organic food products; consumer buying behaviour; green marketing practices; purchase decisions

GREEN MARKETING AND ORGANIC FOOD PURCHASE DECISIONS

With the rising concern of health and environment, people are more interested in the organic food. Most of these products are manufactured in ways that do not require excessive amounts of natural resources or cause harm to the environment. Consumers are unable to tell from the product that these qualities are provided, however. Often they use advertisements, labels, packaging and price to comprehend the difference between an organically grown product and a regular product.

Therefore, green marketing enables businesses to convey the advantages of their products for the environment. An eco-label may inform consumers about the product standards or the certification, but an ad may give information about the cultivation of organic food. When there is an option between reusable or biodegradable packaging, or when a product is made from both, choosing either material further reinforces the green image of a product and makes the promises more credible to the consumer.

Another crucial factor in the buying process is the price. Often, organic food is more expensive than conventional food, which can cause hesitation in consumers. Some buyers may appreciate the health and environmental benefits but still decide against purchasing the product if they feel that the price is too high. They will be more inclined to accept an extra expense when the rationale for the expense is clearly stated and the benefit appears to be worth their time.

Interest can only be aroused by advertisement but it is never enough to make someone buy. To be successful, you must have an easy to understand label, you must have packaging that supports all the environmental claims and you must price it correctly. These factors may cause the loss of consumer's trust in the product if not well supported. For example, a brand says it's eco-conscious but then uses too much or too fancy packaging that doesn't serve a purpose.

In addition, once people get a positive impression of organic food, it doesn't necessarily lead to a purchase. Natural varieties are costly and difficult to obtain, or there is doubt of their effectiveness, so a customer might want it, but opt for a traditional variety instead. This may also affect future decisions from the experiences you've had with the product before. When customers are happy with the quality of the products and they feel that they received the products at a good price, then they may buy the products again or suggest others to buy the products also.

Udaipur City was chosen to investigate the reaction of people on the marketing of organic food. Such decisions can be influenced by the manner in which these products are advertised, labelled, packed and priced. The study of these practices collectively can help to clarify the factors that stimulate a purchase and what deters people from regularly purchasing organic food.

Based on this context, the present study focuses on the effect of green advertising and eco-labelling, green packaging and green pricing on buying behaviour of organic food products among consumers of Udaipur City. It is designed to develop an appreciation of the impact of these practices on consumers' interest, product preference, decisions to purchase, product recommendations and the desire to return for future purchases.

REVIEW OF LITERATURE

Kumar et al. (2025) examined the factors influencing organic food consumption behaviour in India in relation to responsible consumption under Sustainable Development Goal 12. The study showed that consumers' decisions were shaped by a combination of personal values, awareness and their understanding of the benefits associated with organic food. The authors observed that positive attitudes alone may not always result in regular consumption because practical concerns can interfere with the final purchase. The findings highlight the need for marketers to provide clear product information and make organic food more accessible to consumers.

Munaqib et al. (2025) investigated the factors influencing organic food purchase intention and behaviour among 452 Indian consumers. The study found that health consciousness, social identity and trust significantly influenced green purchase intention. Willingness to pay a premium also affected several relationships in the proposed model. However, self-identity did not significantly influence purchase intention. These findings show that consumers are more likely to consider organic food when they trust its labels and certification and believe that its benefits justify the additional price.

Raj et al. (2024) examined sustainable purchase intention among 278 organic food consumers in India during the COVID-19 period. Health consciousness, environmental concern and product availability significantly influenced consumers' intention to purchase organic food. Price consciousness, however, did

not have a significant influence during the period covered by the research. The unusual health conditions surrounding the pandemic may have encouraged consumers to give greater importance to health and safety than to price. The authors suggested that marketers should communicate quality information, improve online availability and explain the long-term benefits of organic food products.

Shenoy et al. (2024) reviewed organic food consumption from the viewpoint of consumer motives. The authors brought together earlier research relating to health, environmental concern, food safety, quality, trust, price and availability. Their review showed that consumers are attracted to organic food for several connected reasons rather than a single benefit. Health and environmental concern frequently encourage favourable attitudes, while high prices, limited availability and uncertainty about certification discourage purchasing. The study indicates that marketing strategies should address both the benefits of organic food and the practical difficulties faced by consumers.

Rütelionė et al. (2024) examined the values that influence consumers' intention to purchase organic food. Their findings showed that functional value, social value, emotional value, conditional value and the desire to gain new knowledge positively influenced purchase intention. The research explains that consumers do not evaluate organic food only on the basis of price or environmental benefit. They also consider quality, social approval, personal feelings and the usefulness of the product under particular circumstances. Marketing communication should therefore explain organic food benefits in a way that is meaningful in consumers' daily lives.

Kamboj et al. (2023) studied consumer purchase intention towards organic food and found that functional value relating to quality, social norms and consumer innovativeness influenced purchase intention. The findings indicate that consumers are more willing to consider organic food when they associate it with good quality and believe that purchasing it is accepted within their social surroundings. Consumers who are willing to try new products also show greater purchase intention. The study demonstrates that organic food marketing should provide useful quality information while presenting the product as a practical and desirable choice.

Prakash et al. (2023) examined trust, convenience and environmental concern among 234 organic food consumers in India. The results showed that attitude, perceived behavioural control, environmental concern, trust and convenience positively influenced purchase intention. Subjective norms did not have a significant effect, which suggests that consumers' decisions were not strongly guided by friends or family members. Trust was particularly relevant because buyers could not easily verify organic production methods themselves. The authors recommended transparent labelling, dependable certification and better availability to make organic food purchases easier and more credible.

Eberle et al. (2022) investigated the determinants and moderating factors associated with organic food purchase intention. The results identified ecological awareness, healthy consumption, consumer attitude and product knowledge as important determinants. Their findings show that consumers who understand organic food and recognise its health and environmental value are more likely to develop a favourable purchase intention. The study also indicates that limited knowledge can prevent consumers from distinguishing organic food from conventional alternatives. Clear labels and educational communication can therefore reduce confusion and strengthen the value consumers attach to organic products.

RESEARCH METHODOLOGY

Research Objective

To examine the influence of various green marketing practices on consumers' buying behaviour towards

organic food products.

Research Design

The study followed a cross-sectional explanatory research design. Information was collected from respondents at a particular point in time. This design was suitable because the study aimed to examine how different green marketing practices influence consumer buying behaviour towards organic food products. It allowed the combined and individual influence of green advertising, eco-labelling, green packaging and green pricing to be examined.

Research Approach

A quantitative approach was adopted because the study examined clearly defined variables through numerical data. Respondents recorded their opinions on structured Likert-scale statements, and the resulting scores were analysed statistically. This made it possible to assess the influence of each green marketing practice as well as their combined influence on buying behaviour.

Population and Study Area

The study was conducted in Udaipur City. The target population consisted of consumers who had experience consuming organic food products. Such consumers were selected because they could provide informed opinions about green advertising, eco-labels, environmentally responsible packaging, pricing and their buying decisions.

Sample Size and Sampling Technique

The study included 165 respondents selected through purposive sampling. Participation was limited to consumers who had experience with organic food products, as they were better placed to comment on the advertising, labels, packaging and pricing examined in the questionnaire.

Research Variables and Reliability of the Instrument

Table 1.1: Research Variables and Reliability of the Instrument

S. No.	Construct	Role of Variable	Number of Items	Cronbach's Alpha	Interpretation
1	Green Advertising	Independent variable	3	0.777	Acceptable internal consistency
2	Eco-labelling	Independent variable	3	0.803	Good internal consistency
3	Green Packaging	Independent variable	3	0.840	Good internal consistency
4	Green Pricing	Independent variable	3	0.809	Good internal consistency
5	Consumer Buying Behaviour	Dependent variable	8	0.883	Good internal consistency
6	Overall Instrument	Not applicable	20	0.882	Good internal consistency

Cronbach's alpha was used to examine whether the statements within each construct measured the same underlying idea consistently. The alpha values ranged from 0.777 to 0.883. Green advertising recorded acceptable internal consistency, while eco-labelling, green packaging, green pricing and consumer buying behaviour showed good internal consistency. The overall alpha value of 0.882 further indicated that the complete instrument had good reliability.

Instrument Development and Measurement

A structured questionnaire was used to collect the required information. It contained 20 statements divided among five constructs. Green advertising, eco-labelling, green packaging and green pricing were measured through three statements each. Consumer buying behaviour was measured through eight statements.

Responses were recorded on a five-point Likert scale. The options ranged from 1 for Strongly Disagree to 5 for Strongly Agree. The same response scale was used for all 20 statements, making it easier to compare and combine the responses.

The mean score for each statement was calculated from the responses of all valid participants. Composite scores were then prepared for each construct by averaging the responses to its related statements. The scores for green advertising, eco-labelling, green packaging and green pricing were each based on three statements. The consumer buying behaviour score was based on eight statements. A higher score indicated a more favourable opinion of the respective construct, whereas a lower score indicated a less favourable opinion.

Data Collection Procedure

Data were collected from organic food consumers in Udaipur City through printed questionnaires and online forms. Both formats contained the same questions and response options. Only consumers with experience of organic food products were included, ensuring that participants were familiar with the products covered by the study.

LIKERT SCALE STATEMENT ANALYSIS

Likert Scale Statement Analysis for Green Advertising

Table 1.2: Likert Scale Statement Analysis for Green Advertising

S. No.	Likert Statement	SD	D	N	A	SA	Mean	S.D.
1	Green advertisements increase my awareness of the environmental benefits of organic food products.	16	36	45	46	22	3.13	1.19
2	Information presented in green advertisements helps me understand the value of organic food products.	16	29	43	52	25	3.25	1.20
3	Green advertisements encourage me to consider purchasing organic food products.	15	45	37	51	17	3.06	1.17

The overall mean score of 3.15 shows that respondents had a moderately positive opinion of green advertising. Such advertisements mainly helped them understand the value and environmental benefits of organic food products. However, they were less successful in persuading consumers to consider buying these products. This suggests that advertising can make people more aware of organic food, but awareness alone may not always result in a purchase.

Likert Scale Statement Analysis for Eco-labelling

Table 1.3: Likert Scale Statement Analysis for Eco-labelling

S. No.	Likert Statement	SD	D	N	A	SA	Mean	S.D.
4	Eco-labels help me identify organic food products while shopping.	12	35	41	49	28	3.28	1.19

S. No.	Likert Statement	SD	D	N	A	SA	Mean	S.D.
5	I consider the information provided on eco-labels when selecting organic food products.	17	46	41	40	21	3.01	1.20
6	A reliable eco-label increases my confidence in an organic food product.	6	33	55	37	34	3.36	1.13

Respondents felt more confident about organic food products when the eco-labels appeared reliable. However, they did not always use the information given on these labels while choosing a product. This shows that consumers may notice an eco-label, but it does not necessarily influence every purchase decision.

Likert Scale Statement Analysis for Green Packaging

Table 1.4: Likert Scale Statement Analysis for Green Packaging

S. No.	Likert Statement	SD	D	N	A	SA	Mean	S.D.
7	I prefer organic food products that use environmentally friendly packaging.	14	38	38	41	34	3.26	1.26
8	Recyclable or biodegradable packaging improves my opinion of an organic food product.	17	44	57	20	27	2.98	1.21
9	I consider the environmental impact of packaging when purchasing organic food products.	21	47	43	34	20	2.91	1.22

Green packaging received an overall mean score of 3.05, showing that respondents had different views about it. Many preferred organic food products packed in environmentally friendly materials. However, recyclable or biodegradable packaging did not always improve their opinion of a product or persuade them to buy it. Therefore, green packaging matters to consumers, but it does not influence everyone's buying decision in the same way.

Likert Scale Statement Analysis for Green Pricing

Table 1.5: Likert Scale Statement Analysis for Green Pricing

S. No.	Likert Statement	SD	D	N	A	SA	Mean	S.D.
10	I consider the price of organic food products reasonable when environmental benefits are taken into account.	28	40	50	33	14	2.79	1.19
11	I am willing to pay a slightly higher price for organic food products that provide genuine environmental benefits.	30	38	54	28	15	2.76	1.20
12	Fair pricing increases my likelihood of purchasing organic food products.	29	33	41	31	31	3.01	1.36

Respondents were hesitant to pay more for organic food, even when the products offered environmental benefits. Their responses were more positive when the prices appeared fair and reasonable. This shows

that environmental benefits alone may not persuade consumers to pay a considerably higher price for organic food products.

Likert Scale Statement Analysis for Consumer Buying Behaviour

Table 1.6: Likert Scale Statement Analysis for Consumer Buying Behaviour

S. No.	Likert Statement	SD	D	N	A	SA	Mean	S.D.
13	I regularly consider organic food products when making food-purchase decisions.	15	46	44	40	20	3.02	1.17
14	I prefer purchasing organic food products instead of conventional alternatives when both are available.	21	43	58	31	12	2.82	1.11
15	I intend to purchase organic food products in the future.	7	45	47	34	32	3.24	1.17
16	I recommend organic food products to family members and friends.	20	40	50	38	17	2.95	1.17
17	I make an effort to obtain organic food products even when they are not easily available.	24	48	39	32	22	2.88	1.26
18	I am likely to purchase organic food products again after a satisfactory experience.	10	34	50	36	35	3.32	1.19
19	I examine product information before deciding to purchase an organic food product.	21	51	45	31	17	2.83	1.18
20	Environmental considerations influence my final decision to purchase organic food products.	10	27	56	51	21	3.28	1.07

Consumer buying behaviour reflected a moderate and somewhat mixed tendency, with an overall mean of approximately 3.04. Future purchase intention, repeat purchase after a satisfactory experience and environmental consideration received relatively favourable responses. However, preference over conventional alternatives, active product search and examination of product information remained weaker, indicating a gap between positive intention and consistent buying behaviour.

HYPOTHESIS TESTING

H₀₁: There is no significant influence of green advertising, eco-labelling, green packaging and green pricing on consumer buying behaviour towards organic food products.

For testing H₀₁, multiple linear regression analysis was applied to examine the combined and individual influence of green advertising, eco-labelling, green packaging and green pricing on consumer buying behaviour towards organic food products.

Table 1.7: Model Summary

R	R ²	Adjusted R ²	Standard error of the estimate
0.67	0.45	0.44	0.65

The model summary presented in Table 1.7 shows a positive multiple relationship between the four green marketing practices and consumer buying behaviour, $R = .67$. The model explained 45% of the variation in consumer buying behaviour, $R^2 = .45$.

Table 1.8: ANOVA

Model	df	F	p
Regression	4	33.24	<.001

The ANOVA results presented in Table 1.8 show that the regression model was statistically significant, $F(4, 160) = 33.24$, $p < .001$. This means that green advertising, eco-labelling, green packaging and green pricing, when considered together, significantly predicted consumer buying behaviour towards organic food products.

Table 1.9: Summary of Coefficients

Model	Unstandard. Coef. B	Standard. Coef. Beta	Std. Error	t	p
Constant	0.20		0.26	0.78	.434
Green_Advertising_Mean	0.23	0.26	0.05	4.40	<.001
Eco_Labelling_Mean	0.21	0.24	0.05	3.88	<.001
Green_Packaging_Mean	0.27	0.33	0.05	5.48	<.001
Green_Pricing_Mean	0.22	0.27	0.05	4.26	<.001

Table 1.9 shows that all four predictors had positive and statistically significant coefficients. For green advertising, $B = 0.23$, $t = 4.40$ and $p < .001$, indicating a positive influence on consumer buying behaviour. This means that a one-unit increase in the green advertising score was associated with an estimated increase of 0.23 units in the consumer buying behaviour score, while the remaining predictors were held constant.

Eco-labelling also showed a positive influence, $B = 0.21$, $t = 3.88$, $p < .001$. A one-unit increase in the eco-labelling score was associated with an estimated increase of 0.21 units in consumer buying behaviour after accounting for the other green marketing practices.

Green packaging recorded a positive coefficient, $B = 0.27$, $t = 5.48$, $p < .001$. Its standardised coefficient was the highest among the four predictors, $\beta = .33$, indicating that green packaging made the strongest relative contribution to the model. Green pricing also had a positive influence on consumer buying behaviour, $B = 0.22$, $t = 4.26$, $p < .001$.

The regression constant was not statistically significant, $B = 0.20$, $t = 0.78$, $p = .434$. However, the significance of the constant does not alter the conclusion regarding the overall model or the contribution of the four predictors. Based on the unstandardised coefficients, the estimated regression equation was: $CBB = 0.20 + 0.23(GA) + 0.21(EL) + 0.27(GP) + 0.22(GPR)$.

Finding

All four green marketing practices had a positive influence on buying behaviour. Clear advertisements helped consumers understand the value of organic food, while reliable eco-labels increased confidence in the claims made by brands. Green packaging made the strongest relative contribution, showing that the

material and presentation of a package can affect product choice. Price also mattered, particularly when consumers compared the additional cost with the benefits offered. Taken together, the findings show that advertising, labelling, packaging and pricing jointly shape how consumers view and purchase organic food products.

Decision and Conclusion

For H_{01} , the multiple regression model was statistically significant. Therefore, the null hypothesis was rejected, and it was concluded that green advertising, eco-labelling, green packaging and green pricing significantly influenced consumer buying behaviour towards organic food products.

SUGGESTIONS BASED ON FINDINGS

1. Advertisements for organic food are likely to be more useful when they explain the product in familiar language. Instead of relying only on words such as “green” or “natural”, they can briefly describe how the food is produced and what benefits it offers.
2. Broad environmental claims should not stand alone. Supporting them with reliable facts can reduce doubt and help buyers decide whether a product is genuinely environmentally responsible.
3. Eco-labels need to be easy to notice and read. Short explanations in a suitable print size would allow shoppers to understand the information without searching through the entire package.
4. A certification mark is useful only when buyers understand what it represents. The package can therefore include a brief note stating who issued the certification and what was verified.
5. Since green packaging made the strongest relative contribution, brands need to give it proper attention. Recyclable or biodegradable materials may be used wherever they are suitable for the product.
6. At the same time, a greener package must remain practical. It still needs to protect the food and be convenient to open, carry and store.
7. Price was a concern for many respondents. Producers and retailers should therefore look for ways to keep organic food affordable without lowering its quality.
8. Where a higher price cannot be avoided, its reason should be made clear. Information about production methods, certification and packaging can help buyers understand the value offered in return.
9. Smaller packs would allow hesitant buyers to try organic food without spending a large amount. An introductory offer may serve the same purpose for a first-time purchaser.
10. Organic food should be easy to find in a store. Clearly marked shelves and visible placement can save shoppers time and make comparison with other products easier.
11. Many respondents expressed an interest in buying organic food in the future. Samples, tasting sessions or simple demonstrations could give them enough direct experience to make a purchase.
12. A good first experience is important, but consistent quality is what encourages another purchase. Brands should therefore pay as much attention to existing customers as they do to first-time buyers.
13. Useful information should be available when the buying decision is made. Brief details about ingredients, certification, production and packaging may be placed on the product or a nearby store display.

14. As willingness to recommend organic food was only moderate, brands first need to provide a satisfactory experience. Customers who are genuinely satisfied can then be invited to share their views with friends and family.
15. Finally, the advertisement, label, package and price should tell the same story. Interest created by promotion may quickly disappear when the label is confusing, the package appears wasteful or the price seems unreasonable.

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