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Influence of Sustainable Marketing Practices on Consumers' Purchase Decisions: An Empirical Study

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ABSTRACT

Introduction: The growing concern over environmental degradation has encouraged businesses to integrate sustainability into their marketing strategies and promote products that are environmentally responsible. Sustainable marketing practices have increasingly become an important factor influencing how consumers evaluate products and make purchasing decisions.

Purpose of the Study: This study examines the influence of sustainable marketing practices on consumers' purchase decisions, with particular emphasis on practices such as eco-friendly product development, sustainable packaging, green advertising, responsible branding, and environmental communication. The study seeks to understand whether consumers' awareness and perceptions of sustainability translate into actual purchasing decisions.

Methodology: A structured questionnaire can be used to collect primary data from consumers, and appropriate statistical techniques can be employed to examine the relationship between sustainable marketing practices and purchase decisions.

Expected Findings: The study is expected to provide insights into the extent to which sustainability-oriented marketing influences consumer preferences and buying choices. The findings may help marketers understand the importance of sustainability factors in shaping consumer behaviour.

Research Implications: The findings may help marketers develop more credible and consumer-focused sustainability strategies while enabling businesses to align their marketing objectives with growing environmental expectations. The study also highlights the importance of transparent environmental communication and genuine sustainable practices in building consumer confidence and encouraging responsible consumption.

Keywords: Sustainable Marketing, Consumer Behaviour, Purchase Decisions, Green Marketing, Sustainable Consumption, Environmental Awareness.

Introduction

The relationship between business activity and environmental sustainability has become an important subject in contemporary management and marketing research. Industrialisation, increasing consumption, resource depletion, waste generation, pollution, and climate-related concerns have created pressure on businesses to reconsider conventional approaches to production and marketing. Consumers,

governments, investors, and other stakeholders increasingly expect organisations to demonstrate responsible behaviour towards the environment and society.

Marketing traditionally concentrates on identifying consumer needs and satisfying those needs through appropriate products, pricing, promotion, and distribution. However, the increasing importance of sustainability has expanded the responsibilities associated with marketing. Organisations are now expected to consider not only what consumers want but also how their products affect natural resources, communities, workers, and future generations.

Sustainable marketing represents an approach in which marketing decisions consider economic performance together with environmental and social responsibilities. It can involve developing environmentally preferable products, reducing unnecessary packaging, using responsible sourcing practices, communicating sustainability information honestly, promoting responsible consumption, and demonstrating social responsibility.

The uploaded study proposal specifically identifies practices such as eco-friendly product design, environmentally responsible packaging, ethical sourcing, green advertising, energy-efficient production, transparent communication, and socially responsible activities as important elements of sustainable marketing.

The importance of sustainable marketing is also connected with changes in consumer behaviour. Consumers may increasingly evaluate brands according to their environmental and social practices. For some consumers, purchasing a product is not simply an economic transaction; it may also represent a personal expression of environmental values and social responsibility.

However, awareness does not necessarily result in sustainable purchasing. A consumer may have positive environmental attitudes but still select a conventional product because it is cheaper, more convenient, more easily available, or perceived to have better quality. This difference between environmental concern and actual behaviour creates an important area for empirical investigation.

Therefore, the present study examines whether sustainable marketing practices influence actual consumer purchase decisions and identifies the factors that may strengthen or weaken this relationship.

Objectives of the Study

The major objectives of the study are:

- To examine the influence of sustainable marketing practices on consumers' purchase decisions.
- To study consumers' awareness and understanding of sustainable products And the influence of eco-friendly product features on consumer purchase preferences.
- To analyse the role of sustainable packaging in consumer decision-making.
- To study the relationship between consumer trust in sustainability claims and purchase decisions.
- To identify factors such as price, product quality, income, education, age, and social influence that may affect sustainable purchase behaviour.

Literature Review

Trudel (2019) – Sustainable Consumer Behaviour

Author: Rémi Trudel

Year: 2019

Journal: *Consumer Psychology Review*

Article: "Sustainable Consumer Behavior"

https://myscp.onlinelibrary.wiley.com/doi/10.1002/arcp.1045?utm_source=chatgpt.com

Trudel examined sustainable consumer behaviour from a consumer psychology perspective and explained that consumption decisions have important environmental consequences. The study emphasised that sustainable consumption is not simply about purchasing environmentally friendly products; it also involves how much consumers purchase, how they use products, and what happens to products after use. The study provides an important foundation for understanding why consumers may or may not translate environmental concerns into actual purchasing behaviour. It suggests that consumer behaviour is influenced by both individual motivations and the broader marketplace environment.

White, Habib and Hardisty (2019) – Sustainable Consumer Behaviour

Authors: Katherine White, Rishad Habib and David J. Hardisty

Year: 2019

Journal: *Journal of Marketing*

Article: "How to SHIFT Consumer Behaviors to Be More Sustainable: A Literature Review and Guiding Framework"

https://journals.sagepub.com/doi/10.1177/0022242919825649?utm_source=chatgpt.com

White, Habib and Hardisty on sustainable consumer behaviour and developed the **SHIFT framework**. According to the framework, consumer behaviour can be influenced through five broad psychological dimensions: **social influence, habit formation, individual self, feelings and cognition, and tangibility**. The study is particularly useful because it demonstrates that consumers do not make sustainable purchasing decisions based solely on environmental information. Their social environment, personal identity, emotions, habits and the way sustainability information is communicated can also influence their decisions.

Grimmer and Woolley (2014) – Green Marketing Messages

Authors: Martin Grimmer and Meghann Woolley

Year: 2014

Journal: *Journal of Marketing Communications*

Article: "Green Marketing Messages and Consumers' Purchase Intentions: Promoting Personal versus Environmental Benefits"

https://www.tandfonline.com/doi/full/10.1080/13527266.2012.684065?utm_source=chatgpt.com

Grimmer and Woolley investigated whether different types of green marketing messages influence consumers' purchase intentions. Their research compared advertisements focusing on ordinary product benefits, personal benefits and environmental benefits. The results showed that the effect of environmental advertising was not uniform across consumers. In particular, consumers with stronger environmental involvement responded differently to environmental messages compared with consumers with lower environmental involvement.

Ahmed et al. (2023) – Green Marketing Mix and Purchase Intention

Authors: Rizwan Raheem Ahmed, Dalia Streimikiene, Hina Qadir and Justas Streimikis

Year: 2023

Journal: *Environmental Science and Pollution Research*

Article: "Effect of Green Marketing Mix, Green Customer Value, and Attitude on Green Purchase Intention: Evidence from the USA"

https://pubmed.ncbi.nlm.nih.gov/36094715/

Ahmed and colleagues examined the relationship between green marketing mix elements, green customer value, consumer attitude and green purchase intention. Their study provides empirical evidence that marketing-related factors can influence consumers' willingness to purchase environmentally friendly products. The research is important because it moves beyond environmental concern and examines how marketing variables and consumer perceptions work together in shaping purchase intention.

Mehraj and Qureshi (2022) – Green Brand Positioning

Authors: Danish Mehraj and Ishtiaq Hussain Qureshi

Year: 2022

Journal: *Business Strategy and the Environment*

Article: "Does Green Brand Positioning Translate into Green Purchase Intention? A Mediation–Moderation Model"

https://onlinelibrary.wiley.com/doi/10.1002/bse.3069?utm_source=chatgpt.com

Mehraj and Qureshi studied how green brand positioning and green brand knowledge influence consumer attitudes and purchase intentions. Their research was conducted among 600 students from nine state universities in India. The study found relationships between green brand positioning, knowledge, attitudes toward green brands and green purchase intention. It also examined consumers' willingness to pay a premium and found that this factor can affect the relationship between attitude and purchase intention.

Sun and Li (2021) – Motivations for Green Product Purchase

Authors: Ying Sun and Tieshan Li

Year: 2021

Journal: *Asia Pacific Journal of Marketing and Logistics*

Article: "'I Buy Green Products for My Benefits or Yours': Understanding Consumers' Intention to Purchase Green Products"

https://www.emerald.com/apjml/article-abstract/34/8/1721/62090/I-buy-green-products-for-my-benefits-or-yours?redirectedFrom=fulltext

Sun and Li examined why consumers develop intentions to purchase green products. The study considered whether consumers are motivated mainly by personal benefits or by benefits to society and the environment. This perspective is useful because consumers may purchase sustainable products for several reasons, including health, personal satisfaction, social responsibility and environmental concern. Thus, sustainable marketing messages can be more effective when they communicate benefits that consumers personally value while also explaining wider environmental benefits.

Mulya and Kusumawardhani (2023) – Green Marketing and Purchase Intention

Authors: Epifania Adita Wijaya Mulya and Amie Kusumawardhani

Year: 2023

Journal: *Diponegoro International Journal of Business*

Article: "The Impact of Green Marketing on Customer Purchase Intention: The Mediating Role of Customer Concerns and Beliefs and Green Brand Knowledge"

https://ejournal2.undip.ac.id/index.php/ijb/article/view/16739?utm_source=chatgpt.com

Mulya and Kusumawardhani examined how green marketing affects customer purchase intention while considering customer concerns, beliefs and green brand knowledge. Their study is significant because it indicates that consumers do not necessarily respond directly to green marketing activities. Instead, their

concerns, beliefs and knowledge about green brands can shape the way marketing information is interpreted and subsequently influence purchase intention.

Sustainable Consumption and Consumer Identity – 2023

Research published in *Journal of Cleaner Production* examined sustainable consumption behaviour among Indian consumers. The study used the Stimulus–Organism–Response framework and investigated factors such as egoistic and altruistic values, social consumption motivation, pro-environmental self-identity and attitude. Based on responses from 328 Indian consumers who had purchased sustainable products, the study found positive relationships between these psychological factors and sustainable consumption behaviour.

https://pubmed.ncbi.nlm.nih.gov/37806273/

Rosário and Dias (2025) – Digital Marketing and Sustainable Consumption

Authors: Albérico Travassos Rosário and Joana Carmo Dias

Year: 2025

Journal: *Sustainability*

Article: "The Role of Digital Marketing in Shaping Sustainable Consumption: Insights from a Systematic Literature Review"

https://www.mdpi.com/2071-1050/17/17/7784?utm_source=chatgpt.com

Rosário and Dias conducted a systematic review of 84 academic publications to understand how digital marketing contributes to sustainable consumption. The study highlighted the role of personalised communication, social media engagement, influencer marketing and eco-conscious branding in shaping consumer behaviour. It also emphasised transparency, emotional communication and ethical practices as important factors in developing consumer trust.

Eyasu, Negash and Tilahun (2026) – Green Marketing Practice and Purchase Intention

Authors: Alene Eyasu, Mulugeta Negash and Girma Tilahun

Year: 2026

Journal: *Future Business Journal*

Article: "Green Marketing Practice and Green Purchase Intention: A Bibliometric Analysis and Systematic Literature Review"

https://link.springer.com/article/10.1186/s43093-026-00872-z?utm_source=chatgpt.com

This recent systematic review analysed 52 empirical studies dealing with green marketing practices and green purchase intention. The review identified green labelling, green advertising and the integrated green marketing mix as important areas of research. It also found that green trust and green perceived value frequently act as mechanisms connecting marketing practices with purchase intention. The review identified green packaging as an area where findings remain mixed, indicating that different sustainable marketing practices may not influence consumers equally.

Eyasu and Negash (2026) – Consumer Responses to Green Marketing

Authors: Alene Eyasu and Mulugeta Negash

Year: 2026

Journal: *Future Business Journal*

Article: "How and When Green Marketing Works: A Systematic Review of Consumer Responses, Moderators, and Boundary Conditions"

https://link.springer.com/article/10.1186/s43093-026-00839-0?utm_source=chatgpt.com

This systematic review examined empirical research concerning consumers' cognitive, emotional and behavioural responses to green marketing. The study particularly focused on the conditions under which green marketing practices are effective or less effective. This is important because consumers differ in their environmental knowledge, attitudes, trust, values and responses to sustainability claims.

Tresna et al. (2026) – Eco-Labels and Purchase Decisions

Authors: Indra Cahaya Tresna, Sri Hartini, Novalia Rachmah, Tommi Siswono and Tia Ernawati

Year: 2026

Journal: *British Food Journal*

Article: "Sustainable Marketing and Green Consumerism: How Eco-Labels Influence Purchase Decisions in Fast-Moving Consumer Goods – A Systematic Literature Review"

https://www.emerald.com/bfj/article-abstract/doi/10.1108/BFJ-11-2025-1525/1397868/Sustainable-marketing-and-green-consumerism-how?redirectedFrom=fulltext&utm_source=chatgpt.com

Tresna and colleagues recently reviewed research on the influence of eco-labels on consumer purchasing decisions in fast-moving consumer goods. Their review considered psychological, signalling and institutional perspectives and found that the effectiveness of eco-labels can depend on the level of consumer trust and the surrounding institutional context. This suggests that merely displaying an environmental label may not be sufficient to change purchasing behaviour when consumers have doubts about the credibility of sustainability claims.

Research Methodology:

A structured questionnaire can be used to collect primary data from consumers, and appropriate statistical tool is employed to examine the relationship between sustainable marketing practices and purchase decisions. In our study while analysing the questionnaire we used Mean deviation and ranking table according to mean is applied as statistical tool

I have analysed the **84 responses**. The Likert-scale responses were standardized as **Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, and Strongly Agree = 5**.

1. Mean Deviation Table

Formula used:

$MD=\sum(x-\bar{x})/N$

Sl. No.	Statement	Mean	Mean Deviation
1	Awareness of the concept of sustainable marketing	4.08	0.393
2	Awareness of eco-friendly products	4.46	0.523
3	Consideration of environmental impact while purchasing	4.08	0.502
4	Awareness of green labels and environmental certifications	4.21	0.561
5	Receiving information about sustainable products through advertisements and social media	4.12	0.524
6	Preference for natural, recycled or renewable materials	4.11	0.425
7	Preference for environmentally friendly products	4.17	0.595
8	Environmental benefits influencing purchase decisions	4.07	0.509
9	Belief that eco-friendly products are better for society and	**4.50**	0.536

	the environment		
10	Willingness to switch brands for sustainable products	4.15	0.503
11	Environmentally friendly packaging influencing purchase decisions	2.95	1.067
12	Preference for recyclable or biodegradable packaging	3.18	1.138
13	Avoiding products with excessive plastic packaging	3.98	0.537
14	Sustainable packaging improving positive perception of a brand	4.18	0.437
15	Environmental messages in advertisements influencing product choices	3.99	0.567
16	Paying attention to advertisements highlighting environmental benefits	3.92	0.554
17	Trust in brands providing clear environmental information	4.12	0.446
18	Misleading environmental claims reducing brand trust	**4.19**	0.520
19	Transparent sustainability communication encouraging purchase	4.11	0.446
20	Preference for brands concerned about environmental protection	2.95	1.086
21	Greater loyalty towards brands consistently following sustainable practices	4.04	0.436
22	Belief that businesses have a responsibility to protect the environment	3.57	1.287
23	Trust in brands that genuinely practice sustainability	4.07	0.442
24	Sustainable marketing practices influencing purchase decisions	3.29	0.921
25	Willingness to pay a higher price for genuinely sustainable products	3.86	0.588
26	Comparing environmental features before purchasing	3.87	0.523
27	Intention to purchase more sustainable products in the future	3.42	1.066

Overall average mean = 3.90

Average mean deviation = 0.635

Interpretation

The mean scores indicate that respondents generally show a **positive attitude towards sustainable marketing and environmentally responsible products**. The highest mean score of **4.50** relates to the belief that eco-friendly products are beneficial to society and the environment. This indicates strong acceptance of the broader social and environmental value of sustainable products.

Awareness of eco-friendly products also recorded a high mean of **4.46**, showing that environmental concepts are familiar to most respondents. Awareness of green labels, trust in transparent environmental information, and concern about misleading environmental claims also received relatively high scores.

On the other hand, environmentally friendly packaging and preference for recyclable or biodegradable packaging recorded comparatively lower means. Their relatively higher mean deviations indicate that respondents' views on these issues are more varied. This suggests that although respondents generally appreciate sustainability, **packaging-related behaviour may depend on factors such as price, availability, convenience and product characteristics**.

Ranking Table Based on Mean Scores

The statements are ranked from the highest mean score to the lowest mean score. A higher mean indicates stronger agreement among respondents.

Rank	Sustainable Marketing Factor	Mean Score
1	Eco-friendly products are better for society and the environment	**4.50**
2	Awareness of eco-friendly products	**4.46**
3	Awareness of green labels and environmental certifications	**4.21**
4	Misleading environmental claims reduce trust in a brand	**4.19**
5	Sustainable packaging increases positive perception of a brand	**4.18**
6	Preference for environmentally friendly products	**4.17**
7	Willingness to switch brands for sustainable products	**4.15**
8	Receiving sustainable-product information through advertisements and social media	**4.12**
9	Trust in brands providing clear environmental information	**4.12**
10	Preference for natural, recycled or renewable materials	**4.11**
11	Transparent sustainability communication encourages purchase	**4.11**
12	Awareness of sustainable marketing	**4.08**
13	Considering environmental impact while purchasing	**4.08**
14	Trust in brands that genuinely practice sustainability	**4.07**
15	Environmental benefits influencing purchase decisions	**4.07**
16	Loyalty towards brands consistently following sustainable practices	**4.04**
17	Environmental messages in advertisements influencing product choices	**3.99**
18	Avoiding products with excessive plastic packaging	**3.98**
19	Paying attention to environmental advertisements	**3.92**
20	Comparing environmental features before purchasing	**3.87**
21	Willingness to pay a higher price for sustainable products	**3.86**
22	Intention to purchase more sustainable products in future	**3.42**
23	Sustainable marketing influencing purchase decisions	**3.29**
24	Preference for recyclable or biodegradable packaging	**3.18**
25	Belief that businesses have responsibility to protect the environment	**3.57**
26	Environmentally friendly packaging influencing purchase decisions	**2.95**
27	Preference for brands demonstrating concern for environmental protection	**2.95**

Interpretations

The ranking results show that **eco-friendly products have the strongest influence on respondents**, with 67 out of 84 respondents identifying them as the sustainable marketing practice that influences

them the most. This is consistent with the high mean score recorded for the belief that eco-friendly products are beneficial to society and the environment.

The findings also suggest that consumers are becoming increasingly attentive to the authenticity of sustainability claims. The relatively high score for the statement concerning misleading environmental claims shows that consumers may become less trusting when companies make environmental claims that they perceive as unclear or exaggerated. Therefore, sustainability communication needs to be supported by genuine practices.

At the same time, the comparatively lower scores associated with packaging-related factors indicate that positive environmental attitudes do not always translate directly into strong purchasing behaviour. Practical considerations such as **price, availability and convenience** may influence the final purchase decision.

Overall, the findings indicate that respondents have a **generally favourable attitude towards sustainable marketing**, but the strength of its influence differs across individual practices. Product-level environmental benefits appear to have a stronger appeal, whereas some packaging and behavioural aspects show greater variation among consumers.

The question *"Sustainability is an important factor when choosing between similar products"* was measured using **Yes/Maybe/No**, rather than the five-point Likert scale, so it has not been combined with the above mean-deviation calculations. In your 84-response sample, **67 respondents (79.76%) answered Yes, 16 (19.05%) Maybe, and 1 (1.19%) No**.

Findings

Overall positive attitude towards sustainable marketing: The overall average mean score is **3.90**, indicating that respondents generally have a favourable attitude towards sustainable marketing practices and environmentally responsible products.

Strong belief in the value of eco-friendly products: The highest mean score of **4.50** was recorded for the statement that eco-friendly products are better for society and the environment. This indicates strong recognition of the social and environmental benefits of sustainable products.

High awareness of eco-friendly products: Awareness of eco-friendly products received a mean score of **4.46**, suggesting that respondents are familiar with environmentally responsible products and sustainability-related concepts.

Good awareness of green labels and certifications: Awareness of green labels and environmental certifications recorded a mean score of **4.21**, indicating that such information has considerable relevance to consumers.

Consumers value genuine environmental information: Trust in brands providing clear environmental information recorded a mean of **4.12**, while transparent sustainability communication encouraging purchase recorded **4.11**. This shows the importance of clear and credible sustainability communication.

Concern about misleading environmental claims: The statement that misleading environmental claims reduce brand trust received a high mean score of **4.19**. This suggests that consumers are sensitive to environmental claims and may lose confidence when such claims appear misleading or exaggerated.

Eco-friendly products are the most influential sustainable marketing practice:

Among the categorical responses, **67 out of 84 respondents (79.76%)** identified eco-friendly products as the sustainable marketing practice that influences them the most. Green advertising was identified by 8 respondents (9.52%), while environmental communication, sustainable packaging and responsible branding were each selected by 3 respondents (3.57%).

Willingness to switch to sustainable brands: The mean score for willingness to switch brands for sustainable products was **4.15**, suggesting that sustainability can contribute to consumers' willingness to consider alternative brands.

Sustainable practices can strengthen brand loyalty: Greater loyalty towards brands consistently following sustainable practices recorded a mean score of **4.04**, indicating that consistency in sustainability practices may support stronger consumer relationships.

Packaging has comparatively weaker influence: Environmentally friendly packaging influencing purchase decisions received a mean of **2.95**, while preference for recyclable or biodegradable packaging recorded **3.18**. These comparatively lower scores suggest that packaging-related sustainability does not influence all respondents equally.

Variation is higher for packaging-related factors: The mean deviations for environmentally friendly packaging and recyclable/biodegradable packaging were relatively high at **1.067 and 1.138**, respectively. This indicates greater variation in respondents' opinions about packaging.

Willingness to pay a premium is moderate: The mean score for willingness to pay a higher price for genuinely sustainable products was **3.86**. This indicates a generally positive tendency, but it also suggests that price may remain an important consideration.

Intention towards future sustainable purchases is moderate: The intention to purchase more sustainable products in the future recorded a mean of **3.42**, showing that positive environmental attitudes do not necessarily translate into equally strong future purchase intentions.

Direct perception of sustainability as a purchase factor: In the Yes/Maybe/No question, **67 respondents (79.76%) answered Yes**, 16 (19.05%) answered Maybe, and only 1 (1.19%) answered No to whether sustainability is an important factor when choosing between similar products.

Suggestions

Focus more strongly on eco-friendly products: Since eco-friendly products were identified as the most influential sustainable marketing practice, businesses should give greater attention to developing products with genuine environmental benefits.

Provide clear and verifiable environmental information: Companies should communicate sustainability claims in a simple, transparent and evidence-based manner. Information regarding materials, production processes, certifications and environmental benefits should be easily accessible.

Avoid misleading environmental claims: Businesses should avoid exaggerated or unsupported green claims. Genuine sustainability practices should form the basis of environmental advertising and branding because misleading claims can negatively affect consumer trust.

Strengthen green advertising: Although green advertising ranked below eco-friendly products, it was still identified by 9.52% of respondents as the most influential practice. Businesses can use informative advertising to explain the actual environmental benefits of their products.

Improve sustainable packaging: The relatively lower scores for packaging indicate an opportunity for improvement. Businesses should explore recyclable, biodegradable and reduced-material packaging while considering affordability and convenience.

Balance sustainability with price: Since willingness to pay a higher price recorded a moderate mean of 3.86, sustainable products should not be positioned only as premium products. Businesses should explore cost-effective sustainable production and communicate the value offered to consumers.

Make sustainable products easily available: Environmental awareness may not always result in purchasing behaviour if sustainable alternatives are difficult to find. Companies should improve the availability and visibility of sustainable products through both physical and digital channels.

Build long-term sustainability into branding: Companies should follow sustainability practices consistently rather than using sustainability only as a promotional theme. Consistency can help develop consumer trust and brand loyalty.

Increase consumer education: Businesses and other stakeholders can conduct awareness programmes explaining green labels, environmental certifications, recyclable materials and the actual environmental impact of products.

Encourage informed consumer decision-making: Consumers should be provided with sufficient information to compare environmental features before purchase. Clear product labels and standardized sustainability information can support informed choices.

Connect sustainability with practical consumer benefits: Environmental messages may be more meaningful when combined with information about product quality, durability, health, convenience and value for money.

Monitor changing consumer expectations: Businesses should periodically study consumer attitudes because sustainability preferences can vary across product categories and consumer groups.

Conclusion

The study on **"Influence of Sustainable Marketing Practices on Consumers' Purchase Decisions: An Empirical Study"** indicates that consumers generally demonstrate a positive orientation towards sustainable marketing and environmentally responsible products. The overall average mean of **3.90** reflects a favourable response towards the sustainability-related statements included in the study.

The findings particularly highlight the importance of **eco-friendly products** in shaping consumer perceptions and purchase-related attitudes. The highest mean score of **4.50** for the belief that eco-friendly products are better for society and the environment, together with the finding that **79.76% of respondents selected eco-friendly products as the sustainable marketing practice influencing them the most**, demonstrates the strong relevance of product-level environmental benefits to the respondents.

The study also shows that **trust and transparency are important elements of sustainable marketing**. Respondents expressed relatively strong agreement regarding clear environmental information and showed concern about misleading environmental claims. Therefore, sustainable marketing appears to require more than simply presenting a product as "green"; consumers also value credibility and authenticity.

At the same time, the results reveal a difference between **positive environmental attitudes and actual purchasing considerations**. Packaging-related factors received comparatively lower mean scores, and willingness to pay a higher price for sustainable products was moderate. This suggests that environmental concern operates alongside practical considerations such as price, availability, convenience and product characteristics.

Overall, the study suggests that sustainable marketing has meaningful relevance to consumer decision-making, particularly when sustainability is reflected in the **actual product, supported by transparent communication and implemented consistently by the brand**. Businesses seeking to respond to environmentally conscious consumers should therefore focus on genuine sustainable practices rather than relying solely on promotional environmental claims. The findings also indicate the need to make

sustainable choices accessible, affordable and convenient so that favourable environmental attitudes can translate more effectively into purchasing behaviour.

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