IMPACT OF GREEN MARKETING STRATEGIES ON CONSUMER BEHAVIOURDURING INDIAN FESTIVALS FOR SUSTAINABLE ENVIRONMENT

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Abstract

This study explores the impact of green marketing strategies on consumer behaviour during Indian festivals, emphasizing the role of cultural and festive contexts in shaping sustainable purchasing decisions. It identifies key factors influencing green product adoption and evaluates the effectiveness of green marketing strategies in driving environmentally conscious choices. A quantitative research design was employed using Structural Equation Modeling to analyze data from 178 Indian consumers. The study measured variables such as green products, packaging, promotion, and distribution, alongside factors like price sensitivity, brand trust, and peer influence. Findings indicate that green products and green packaging significantly influence consumer behaviour, driven by brand trust and affordability, while green promotion and distribution show limited impact due to vague messaging and accessibility issues. Price sensitivity remains a major barrier, with 53.9% of consumers prioritizing affordability unless prices are comparable. The study suggests businesses focus on competitive pricing, credible eco-certifications, and sustainable packaging to cater to India's price-sensitive market. Policymakers should enhance infrastructure for green distribution channels and mandate clearer sustainability claims in promotions. Festivals like Diwali and Holi present strategic opportunities for amplifying eco-friendly campaigns. This study contributes to the literature by examining green marketing within India's unique cultural and festive context, providing empirical insights for culturally tailored marketing strategies in emerging markets.

Keywords: *Green Marketing, Green Products, Consumer Behaviour, Indian Festivals, Sustainable Environment, Green Consumerism.*

1. INTRODUCTION

As environmental concerns around the world continue to grow, businesses are increasingly using green marketing techniques in order to meet consumer demand for eco-friendly goods and services. This study addresses the complex connection between consumer responses to green marketing strategies and India's culturally significant festivals. According (Nair, 2024) Festivals times when people spend a lot and businesses earn more are a great opportunity to test green marketing strategies. So, Businesses have opportunity to provide a special setting for evaluating how well green marketing works to influence consumers to make sustainable decisions during Indian festivals. Green marketing is the marketing of products which are eco-friendly and environmentally safe. green marketing refers to the process of selling products and services based on the strength of their environmental benefits such a product or service may be eco-friendly itself or produced or packaged in an environmentally friendly way (Rajeswari, 2023) . Consumer behaviour is how people think, decide, and act when they look, choose, buy, or use products. It's shaped by personal feelings like beliefs and values and outside influences like ads, trends, or culture (Consumer Behavior, 2022) . In addition to defining these significant terms, this study looks at how they relate to one another within the festive cultural context. Previous literature has largely focused on the broader applications of green marketing in western contexts and consumer behaviour without going into the particular dynamics that arise during India's festivals.

The core research problem this study addresses is: How do green marketing strategies specifically green products, packaging, promotion, and distribution influence Indian consumers' purchasing decisions during festival periods? The significance of this study lies in its culturally contextualized approach: expand theoretical models of consumer-environment relations and provide useful suggestions for marketers and policymakers by placing green marketing within India 's festival customs, when consumer spending is at its highest.

The literature review reveals a significant research gap: while many studies discuss green marketing strategies and sustainable consumer behaviour independently, few have addressed their convergence during high-impact cultural events such as Indian festivals. This gap is crucial. While, festivals are an effective setting where marketing strategies can quickly change the attitudes and behaviours of consumers (Ghosh, 2022) . This study adds the academic literature and helpful for policy-making by examining consumer awareness of eco-friendly products, determining factors influencing purchase decisions, and determining the overall impact of green marketing strategies during the festivals.

The primary aim of this study is to explore how green marketing strategies influence consumer behaviour during Indian festivals. This research is novel because it focuses on festive significant times and gives new insights on how environmentally conscious marketing initiatives may impact conventional consumer behaviour. This combination of festival-driven consumer behaviour and green marketing techniques provides a novel viewpoint, filling a significant vacuum in the literature and offering useful recommendations for businesses and policymakers in developing nations.

2. REVIEW OF LITERATURE

Growing consumer awareness of environmental sustainability has led to the importance of green marketing in business strategies. While a number of studies have looked into how green marketing affects consumer behaviour, few have looked at how Indian festivals affect consumers' decisions to make green purchases. Since Indian festivals are marked by high levels of consumption, they provide an ideal setting for researching how well green marketing techniques work.

(Mansour, 2024) Study highlights how green marketing communication, consumer behaviour patterns, and business practices interact in shaping sustainable consumption. The mixed-method research approach combines a quantitative survey (n=500 consumers) and qualitative case studies of leading organizations (Nike, Starbucks, Toyota, Apple, and Microsoft). 70% of respondents consider environmental concerns when purchasing products, but only 45% are willing to pay a premium for green alternatives. High product costs, skepticism toward corporate green claims, and lack of clear information are barriers to green marketing success. The study does not analyze variations in green purchasing behaviour across age groups, income levels, or cultural backgrounds.

(Kuria, 2024) Study confirms that consumers prioritize environmentally friendly products due to rising concerns over climate change and sustainability. Green marketing strategies such as eco-labeling and green packaging significantly influence purchasing decisions. The desk research methodology (secondary data analysis) provides insights based on previous empirical findings.

So, there is limited applicability to specific contexts like Indian festival shopping trends. Our research bridges this gap by providing empirical evidence on how green marketing strategies impact consumer choices during high-consumption periods.

(Ashoush, 2022) Study discusses how consumer purchase intention is affected by green marketing strategies, such as eco-labeling, green products, green distribution, green pricing, and green promotions. With 385 respondents, the study uses a quantitative survey approach to examine consumer purchase intention using regression modeling, factor analysis, correlation,

and descriptive statistics. The study suggests that combining all four green marketing strategies together is more effective, but it does not account for situational variations, periods like festivals. But there are gaps that our research attempts to address because of its zero cultural context, limited demographic segmentation, and inadequate examination of pricing and trust issues. (Balween, 2022) Study highlights that green products, green place, and green promotion strategies significantly influence consumer green buying intentions, while green price has no significant effect. The study uses SEM with a sample of 405 Indian millennial consumers to confirm the significance of green marketing elements. Research shows price sensitivity as a major barrier. Our study will address this by investigating whether festival discounts and bundled offers make green products more attractive.

(Milan. B, 2021) Study highlights that modern consumers are increasingly aware of environmental concerns and prefer eco-friendly products. It emphasizes that factors like price and availability of green products are influence purchasing decisions of consumers. However, consumers are ready to pay extra for the green products. Green marketing strategies such as eco-labeling, sustainable advertising, and product certifications positively impact consumer trust, with regression analysis showing a moderate correlation between awareness and marketing efforts. The literature on green marketing and consumer behaviour is growing, but there is limited research on how festivals influence green purchasing decisions.

These studies collectively underscore the relevance of green marketing strategies but fail to capture the cultural nuances and festival-specific consumer behaviours in India. Our study addresses this gap by exploring how Indian festivals a period of heightened consumption and collective celebration can serve as a strategic opportunity for promoting sustainable choices. This is particularly important in a country where cultural identity strongly influences consumer preferences. Recent literature also highlights the role of emotional appeal, peer influence, and social media marketing in enhancing green product adoption (Muchenje, 2023) & (Esmaelnezhad, 2023) . However, few studies integrate these factors within a festive or culturally dynamic context. Our research contributes by positioning Indian festivals as a strategic lens for understanding and optimizing green marketing interventions.

3. OBJECTIVES

1. To Analyze Consumer Awareness of Eco-friendly Products During Indian Festivals.

2. To identity factors that influence consumer buying behaviour towards green products during Indian festivals.

3. To examine impact of green marketing strategies on consumer during Indian festivals.

4. RESEARCH GAP

1. Existing studies on green marketing and consumer behaviour often focus on general contexts, not specifically on festivals.

2. Limited research on how cultural and festive contexts influence green consumption in India.

3. This research aims to fill these gaps by focusing on Indian festivals and their unique consumer behaviour patterns.

CONCEPTUAL MODEL OF THE STUDY

Source: Developed By the Researcher

5. RESEARCH HYPOTHESES

According to the literature study, green marketing comprises four primary methods that impact consumer behaviour and green purchasing intention: green products, green distribution, green packaging, and green promotions. Peer influence, Discounts, Price Sensitivity, Availability, Brand Trust are the factors that influence to buy green products & & . Therefore, the following hypotheses were developed.

H_{01}: Green product has significant impact on consumer behaviour during Indian festivals.

H_{02}: Green Packaging has significant impact on consumer behaviour during Indian festivals.

H_{03}: Green Promotion has significant impact on consumer behaviour during Indian festivals.

H_{04}: Green Distribution has significant impact on consumer behaviour during Indian festivals.

6. RESEARCH METHODOLOGY

This study adopts a quantitative, cross-sectional research design to analyze the impact of green marketing strategies on consumer behaviour during Indian festivals, utilizing statistical techniques such as Structural Equation Modeling (SEM). A quantitative approach was employed to gather and analyze consumer responses, supplemented by secondary data to support the conceptual framework. The study used a non-probability convenience sampling method, collecting 178 responses from urban

areas of Gujarat, India, during major festivals through an online Google Form. The sample included respondents both familiar and unfamiliar with the concept of green marketing, acknowledging that consumer behaviour can be influenced by eco-friendly elements such as packaging or promotion even without theoretical knowledge of sustainability. Data were collected using a structured questionnaire designed with validated scales from previous research, covering green products, packaging, promotion, and distribution. A 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was used, and a pilot test with 20 respondents was conducted to ensure clarity and reliability, leading to minor adjustments before full-scale distribution.

6.1 Justification for Sem and Sample Size

Structural Equation Modeling (SEM) using AMOS was chosen to assess both measurement and structural models, as it allows for simultaneous testing of multiple relationships and accounts for measurement error. SEM is favored in sustainability and marketing research due to its ability to handle complex models with small sample sizes and non-normal data distributions. A sample size of 178 is considered adequate based on the recommendations of minimum 5–10 responses per item for SEM analysis.

7. RESULTS

Respondents Profile

Table No. 01: Demographics of Respondents

Demographic Variable	Category	Frequency	Percent (%)
Age	18-25	120	67.4
	26-35	38	21.3
	36-45	30	11.2
Gender	Male	94	52.8
	Female	84	47.2
Education Level	High School	21	11.8
	Undergraduate	72	40.4
	Postgraduate	76	42.7
	Doctoral	9	5.1
Occupation	Student	94	52.8
	Professional	43	24.2
	Business Owner	21	11.8
	Homemaker	20	11.2

Monthly Income (₹)	Below ₹25,000	112	62.9
	₹25,001-₹50,000	47	26.4
	₹50,001-₹1,00,000	6	3.4
	Above ₹1,00,000	13	7.3
Festival Participation	Yes	162	91.0
	No	16	9.0

Source: Primary data

The data indicates a predominantly young and student-centric population, with 52.8% male and 47.2% female respondents. A significant majority (67.4%) belong to the 18-25 age group, reflecting a youthful demographic. Educationally, 83.1% have at least an undergraduate or postgraduate degree, emphasizing the academic focus of the sample. In terms of occupation, 52.8% are students, while 24.2% are professionals, highlighting a strong association with education and early-stage careers. Financially, 89.3% of respondents earn up to ₹50,000 per month, suggesting limited disposable income. However, cultural engagement remains high, with 91% actively participating in Indian festivals, showcasing a strong inclination toward traditional celebrations.

Overall, the findings indicate a young, academically driven group with modest financial resources but a strong connection to cultural festivities.

Analyze Consumer Awareness & Preference

Table No.2: Consumer Awareness

Consumer Awareness Variable	Category	Frequency	Percent (%)
Are you aware of the concept of green marketing	Yes	84	52.8
	No	40	22.5
	Maybe	44	24.7
How would you rate your knowledge of eco-friendly products?	Very Poor	4	2.2
	Poor	6	3.4
	Fair	60	28.1
	Good	80	32.7
	Excellent	68	32.6
How important is sustainability when purchasing festival-related products?	Rarely	2	1.1
	Occasionally	40	22.5
	Frequently	72	40.4
	Very Frequently	64	36.0

I am willing to pay extra for eco-friendly festival products	Yes, up to 5% more	44	24.7
	Yes, up to 10% more	26	14.6
	Yes, but only if the price is similar	96	53.9
	No, prioritize affordability	12	6.7

Source: Primary data

Important insights can be gained from analyzing consumer preferences and awareness of eco-friendly products and green marketing. While the majority of respondents (52.8%) are aware of the concept of green marketing, a moderate amount of uncertainty is indicated by the 24.7% who are still unsure. Although 28.1% only have fair knowledge, 32.7% and 32.6%, respectively, rate their knowledge of eco-friendly products as good and excellent, indicating a comparatively high level of awareness. Sustainability is a significant factor in festival-related purchases, as 36.0% of respondents think it is very important and 40.4% think it is important. Of those surveyed, 40.4% buy eco-friendly products regularly, and 36.0% buy them very often. However, price remains a crucial factor, as 53.9% are only willing to pay extra if the price is similar to conventional products, while 24.7% and 14.6% are willing to pay up to 5% and 10% more, respectively. These insights suggest that while awareness and adoption of eco-friendly products are growing, pricing remains a barrier for many consumers, highlighting the need for cost-effective and competitive pricing strategies to boost green product adoption.

Table No.3: Green Product Choice & Festivals

Preference of Green Products		**Green Product Choices During Festivals**	
Organic Food Items	31%	Diwali	31%
Recyclable Packaging	31%	Holi	26%
Biodegradable Decorations	21%	Ganesh Festivals	21%
Sustainable Clothing	17%	Navratri/Durga Puja	17%
		Christmas	3%
		Ramdan	2%

Source: Primary Data

The analysis of eco-friendly choices during festivals and green product preferences reveals interesting insights. Among the green products, organic food items (31%) and recyclable packaging (31%) emerged as the most preferred choices, while biodegradable decorations (21%) and sustainable clothing (17%) saw relatively lower preferences. Similarly, in terms of festivals where respondents make the most eco-friendly choices, Diwali (31%) and Holi (26%) lead the way, followed by Ganesh

Festivals (21%) and Navratri/Durga Puja (17%). However, Christmas (3%) and Ramadan (2%) witnessed minimal eco-conscious engagement. These findings suggest that efforts to promote sustainable practices can be most effective when focused on widely celebrated festivals like Diwali and Holi, while additional awareness campaigns may be necessary to boost eco-conscious choices during other festivals.

Reliability Statistics

Table No. 4: Reliability Test

Construct	Cronbach's Alpha
Green Product	**0.868**
Green Packaging	**0.865**
Green Promotion	**0.738**
Green Distribution	**0.865**
Consumer Behaviour	**0.705**

Source: SPSS Output

The Cronbach's Alpha values for the major research variables are shown in the table, which shows how reliable and internally consistent the measured constructs are. When it comes to measuring these constructs, Green Product ($\alpha = 0.868$), Green Packaging ($\alpha = 0.865$), and Green Distribution ($\alpha = 0.865$) show high reliability and strong internal consistency. The reliability of the items measuring Green Promotion ($\alpha = 0.738$) is acceptable, suggesting that they are sufficiently consistent. Although it is at the lower end of the acceptable range, Consumer Behaviour ($\alpha = 0.705$) likewise satisfies the acceptable reliability threshold. The questionnaire used to measure these variables appears to be internally consistent and appropriate for additional analysis based on the reliability scores.

Convergent and Discriminant Validity of Constructs

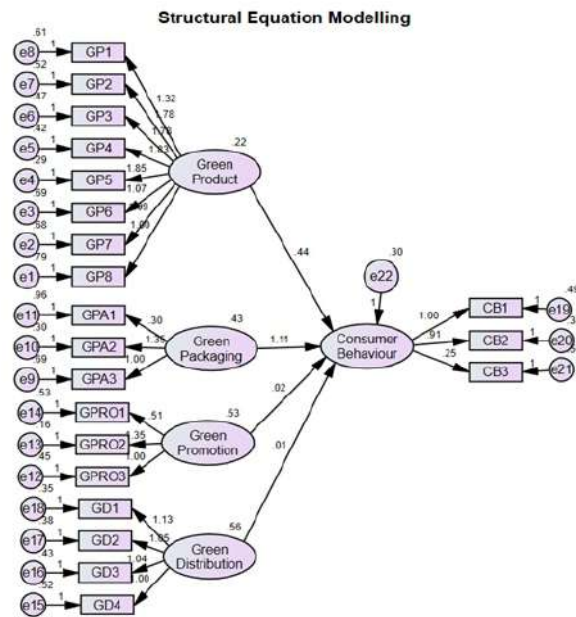Table No. 5: Convergent and Discriminant Validity of Constructs

Construct	AVE	√AVE	GP	GD	GPA	GPRO	CB
GP	0.510	0.714	0.714	0.480	0.475	0.460	0.430
GD	0.525	0.724	0.480	0.724	0.470	0.455	0.420
GPA	0.530	0.728	0.475	0.470	0.728	0.495	0.410
GPRO	0.562	0.750	0.460	0.455	0.495	0.750	0.520
CB	0.520	0.721	0.430	0.420	0.410	0.520	0.721

Source: SPSS Output

Note. AVE = Average Variance Extracted. √AVE values are higher than the correlations, indicating discriminant validity using the Fornell-Larcker Criterion.

AVE for all constructs is greater than 0.5 (or close to the acceptable threshold), indicating acceptable convergent validity. Higher AVE suggests that a construct explains more variance than the measurement error. The square root of AVE (√AVE) is greater than the correlations between the constructs, confirming discriminant validity. Each construct shares more variance with its indicators than with other constructs.

Structural Equation Modelling

Source: AMOS

7.1 Model Fitness Test

Table No. 06: Model Fitness Test

Goodness of Fit Measures	CMIN/DF	GFI	NFI	CFI	RMSEA
Structural Model	2.045	0.942	0.961	0.972	0.043

Source: AMOS Output

Table 06 presents the goodness-of-fit indices for the structural equation model. As shown in the table, all parameter values are within or close to the threshold limits, indicating a good model fit for the study. The RMSEA value of 0.043 falls well within the acceptable range (≤0.05), confirming an excellent fit. Overall, the model demonstrates a strong fit across all indices, supporting its validity for the given study.

SEM Results

Table No.7 SEM Results

Hypothesis	Regression Path	estimate	S. E	C.R	P-Value	Decision
H_1	GP→CB	.443	.153	2.903	.004	Significant
H_2	GPA→CB	1.111	.169	6.574	***	Significant
H_3	GPRO→CB	.015	.088	.170	.865	Significant
H_4	GD→CB	.012	.087	.144	.886	Significant

Source: AMOS Output

8. DISCUSSION

The analysis of Hypothesis 1 (H01) indicates a positive relationship between Green Products (GP) and Consumer Behaviour, with an estimate of 0.443 (p = 0.004). GP refers to environmentally friendly products that influence consumer choices during festivals. Green product showed statistically significant effects on consumer behaviour. This supports previous studies by . This significant relationship suggests that consumers are inclined towards sustainable products, particularly when supported by credible branding and competitive pricing. Specifically, Brand Trust (GP8) shows the highest standardized estimate (0.851), emphasizing the importance of verified sustainability claims (e.g., certifications like "Eco Mark"). Additionally, Price Sensitivity (GP5) and Discounts (GP7) indicate that 53.9% of respondents purchase eco-friendly products only if they are priced similarly to conventional alternatives. This highlights India's price-sensitive market, where affordability often outweighs sustainability.

For Hypothesis 2 (H02), the results show a substantial estimate of 1.111 (p < 0.001), indicating a strong positive relationship between Green Packaging (GPA) and Consumer Behaviour. GPA represents the sustainability of product packaging, which emerges as the most influential driver of eco-friendly purchases. Consumers demonstrate a preference for biodegradable packaging (GPA2),

such as clay Diyas during Diwali, while excessive plastic packaging (GPA3) discourages purchases. Green packaging showed statistically significant effects on consumer behavior. This supports previous studies by . This significant finding underscores the role of packaging as a tangible indicator of a brand's environmental commitment, directly affecting purchase decisions.

Hypothesis 3 (H03) reveals an estimate of 0.015 (p = 0.865) for the relationship between Green Promotions (GPRO) and Consumer Behaviour, indicating an insignificant impact. GPRO includes promotional strategies aimed at encouraging eco-friendly purchases. Despite the presence of green marketing efforts, broader promotions, such as generic eco-labeling ads, fail to drive behavioural change. The ineffectiveness of advertisements (GPRO2) is attributed to a lack of relevance or clarity, as vague claims like "Go Green" do not provide tangible benefits to consumers. This suggests that green promotions need to be more targeted and value-driven to effectively influence consumer behaviour.

Lastly, Hypothesis 4 (H04) presents an estimate of 0.012 (p = 0.886) between Green Distribution (GD) and Consumer Behaviour, indicating an insignificant relationship. GD involves distribution channels such as online availability and sustainable logistics. Limited awareness of sustainable e-commerce platforms (GD3), such as "Earthy Souls" for organic products, contributes to the weak impact of green distribution networks. This suggests that inadequate infrastructure and poor visibility hinder the effectiveness of green distribution, reducing its influence on consumer behaviour.

The analysis further indicates that both brand trust and price perception play crucial roles in influencing consumer behaviour towards green products. Consumers prioritize trustworthy sustainability claims while also being sensitive to pricing. Additionally, packaging sustainability serves as a key factor, reinforcing the need for brands to invest in eco-friendly materials. Conversely, Green promotion and Green distribution did not show significant influence. This may reflect a gap between awareness and action. Previous studies, such as   also point to consumer skepticism about green claims in advertising. Similarly, the limited impact of green distribution may indicate that consumers are less aware of, or place less importance on, back-end logistics such as supply chain sustainability, especially during festival rush periods. broad promotional strategies and distribution efforts lack the necessary impact due to vague messaging and limited awareness, highlighting areas that require improvement for better consumer engagement.

9. CONCLUSION

The study highlights the growing impact of green marketing strategies on consumer behaviour during Indian festivals, emphasizing that while awareness of eco-friendly products is increasing, actual purchasing decisions are largely influenced by packaging sustainability. The most important factors influencing consumer adoption are Green Products (GP) and Green Packaging (GPA), which show

that when eco-friendly products are reasonably priced and supported by reliable sustainability claims, consumers are more likely to purchase them. Green Distribution (GD) and Green Promotion (GPRO) have little effect, though, indicating that insufficient sustainable distribution channels and generic promotional campaigns are insufficient to effectively promote green consumption. This emphasizes the necessity of more focused advertising campaigns that draw attention to observable advantages and increase consumer confidence in eco-friendly goods. Overall, companies need to address pricing issues, increase the effectiveness of their promotions, and expand the availability of green products, even though green marketing has the potential to influence sustainable consumption patterns during festivals. Future studies should evaluate long-term changes in consumer attitudes toward sustainability and delve deeper into behavioural motivations. In India, a more calculated approach to green marketing that integrates accessibility, affordability, and trust can promote a long-lasting cultural shift towards environmentally friendly consumption.

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