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PERCEPTION AND ADOPTION OF GREEN MARKETING AMONG CONSUMERS: A STUDY IN ERODE DISTRICT

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ABSTRACT

The increasing emphasis on environmental sustainability has led to the growing importance of green marketing as a strategic approach to influence consumer behaviour. This study examines consumer perception and adoption of green marketing practices in Erode District, Tamil Nadu, with particular focus on the roles of environmental concern, perceived value, trust, and overall consumer perception. A quantitative research design was employed, and primary data were collected from 220 respondents using a structured questionnaire based on validated measurement scales. The study utilized statistical techniques including reliability analysis, exploratory factor analysis, correlation, and multiple regression to ensure robustness of findings. The results indicate that consumers possess a generally favourable perception toward green marketing, reflecting increased awareness of environmental issues. However, the level of actual adoption remains moderate, revealing a persistent gap between positive attitudes and purchasing behaviour. Among the influencing factors, trust emerged as the most significant predictor of adoption, followed by environmental concern, consumer perception, and perceived value. The regression model demonstrated strong explanatory power, accounting for a substantial proportion of variance in adoption behaviour. The findings also highlight the influence of demographic factors such as education and age on consumer awareness and engagement. The study concludes that while awareness and perception provide a foundation for sustainable consumption, factors such as credibility of green claims, affordability, and product accessibility play a decisive role in shaping actual behaviour. The research contributes to the existing literature by offering empirical evidence from a semi-urban context and provides practical implications for marketers and policymakers to enhance the effectiveness of green marketing strategies. Strengthening trust, improving value perception, and ensuring wider availability of green products are essential for bridging the gap between intention and action.

KEYWORDS: Green Marketing, Consumer Perception, Adoption Behaviour, Environmental Concern, Perceived Value, Trust, Sustainable Consumption, Erode District



INTRODUCTION

Environmental sustainability has moved from being a peripheral concern to a central issue shaping economic, social, and business decisions across the globe. Rising levels of pollution, climate variability, depletion of natural resources, and increasing public awareness have compelled both governments and organizations to rethink traditional models of production and consumption. In this evolving context, green marketing has emerged as a strategic approach that integrates environmental considerations into marketing practices, product development, and consumer engagement.

Green marketing broadly refers to the design, promotion, and distribution of products that are environmentally safe and resource-efficient throughout their life cycle. Unlike conventional marketing, it emphasizes not only customer satisfaction but also ecological responsibility. Over the past decade, businesses have increasingly adopted green strategies such as eco-labelling, sustainable packaging, carbon footprint reduction, and ethical sourcing to align with consumer expectations and regulatory pressures (Peattie & Belz, 2020; Kumar et al., 2021).

In India, the concept of green marketing is gaining momentum, particularly among urban and semi-urban consumers. Government initiatives such as “Swachh Bharat Abhiyan,” plastic bans, and renewable energy policies have contributed to a growing environmental consciousness. However, despite increased awareness, there remains a noticeable gap between consumers’ positive attitudes toward green products and their actual purchasing behaviour. This phenomenon, often described as the attitude-behaviour gap, continues to challenge marketers and researchers alike (Joshi & Rahman, 2017; Paul et al., 2022).

Consumer perception plays a pivotal role in shaping green purchase decisions. It encompasses how individuals interpret environmental claims, evaluate product benefits, and assess the credibility of green marketing messages. A favourable perception can enhance trust and willingness to adopt eco-friendly products, whereas skepticism, especially due to misleading claims or “greenwashing,” can significantly reduce consumer confidence (Testa et al., 2021). Therefore, understanding perception is essential for designing effective green marketing strategies. Adoption, on the other hand, reflects the extent to which consumers translate their environmental concerns into actual purchasing behaviour. While many consumers express concern for the environment, their buying decisions are often influenced by practical considerations such as price, availability, product quality, and brand reputation. Studies have consistently shown that green products are perceived as relatively expensive, which limits their accessibility among price-sensitive consumers (Nekmahmud & Fekete-Farkas, 2020; Gupta & Ogden, 2023). Another critical factor influencing adoption is trust. Consumers are increasingly cautious about environmental claims made by companies. The absence of standardized certifications and the prevalence of exaggerated or false claims have led to growing skepticism. As a



result, trust has emerged as a key determinant of green purchasing behaviour, mediating the relationship between perception and adoption (Mishra et al., 2022).

Erode District, located in Tamil Nadu, presents a unique context for examining these dynamics. Known for its textile industry, turmeric production, and agricultural economy, the region has witnessed gradual socio-economic development and increasing exposure to modern consumption patterns. At the same time, environmental concerns such as water pollution, industrial waste, and resource depletion are becoming more visible. These conditions make Erode an appropriate setting to explore how consumers perceive and adopt green marketing practices in a semi-urban environment. Despite the growing body of literature on green marketing, there is a lack of localized empirical studies focusing on district-level consumer behaviour in India, particularly in Tamil Nadu. Most existing research is concentrated in metropolitan areas, which may not accurately reflect the attitudes and constraints of consumers in smaller cities and semi-urban regions. This study addresses this gap by providing a focused analysis of consumer perception and adoption in Erode District.

The present research aims to examine the extent to which consumers in Erode District are aware of green marketing practices, how they perceive eco-friendly products, and what factors influence their adoption decisions. By analysing key variables such as environmental concern, perceived value, and trust, the study seeks to provide a comprehensive understanding of green consumer behaviour. The significance of this study lies in its dual contribution. From an academic perspective, it enriches the existing literature by offering empirical evidence from a relatively underexplored context. From a practical standpoint, it provides insights for marketers, policymakers, and environmental organizations to design more effective strategies that encourage sustainable consumption. While green marketing holds significant potential for promoting environmental sustainability, its success ultimately depends on consumer acceptance and participation. Understanding the factors that shape perception and influence adoption is therefore essential for bridging the gap between intention and action and for fostering a more sustainable future.

REVIEW OF LITERATURE

The domain of green marketing has witnessed substantial scholarly attention in recent years, driven by increasing environmental concerns and the transition toward sustainable consumption patterns. This section critically reviews existing literature on green marketing with a focus on consumer perception, adoption behaviour, and key influencing factors, while identifying gaps that justify the present study.

Conceptual Foundations of Green Marketing

Green marketing has evolved from a narrow focus on environmentally friendly products to a broader



strategic orientation encompassing sustainability across the value chain. It involves designing, promoting, and distributing products in ways that minimize environmental impact while satisfying consumer needs. Peattie and Belz (2020) argue that modern green marketing is not merely a tactical tool but a strategic imperative that integrates ecological considerations into business philosophy. Similarly, Kumar, Rahman, and Kazmi (2021) emphasize that firms adopting green marketing practices can achieve long-term competitive advantage by aligning corporate goals with environmental sustainability. These perspectives indicate that green marketing has transitioned into a holistic approach that combines environmental responsibility with value creation.

Consumer Perception towards Green Marketing

Consumer perception is a critical determinant of the success of green marketing initiatives, as it shapes attitudes, beliefs, and evaluation of environmentally friendly products. Perception is influenced by awareness, knowledge, and the credibility of marketing claims. Studies have consistently shown that increased environmental awareness leads to more favorable perceptions of green products. For instance, Joshi and Rahman (2017) found that consumers with higher ecological awareness demonstrate stronger positive attitudes toward green consumption. More recent evidence suggests that perception is also shaped by the transparency of environmental claims, as misleading information can create skepticism and reduce trust (Testa et al., 2021). In addition, demographic variables play a significant role in shaping perception. Research by Paul, Modi, and Patel (2022) indicates that younger and more educated consumers tend to exhibit stronger pro-environmental attitudes. However, favourable perception alone does not guarantee behavioural change, highlighting the complexity of consumer decision-making in the context of green marketing.

Consumer Adoption of Green Products

Adoption refers to the actual purchase and use of green products, which often differs from expressed attitudes. The literature identifies a persistent gap between positive perception and actual buying behaviour, commonly referred to as the attitude-behaviour gap. Nekomahmud and Fekete-Farkas (2020) explain that while consumers express willingness to support sustainable products, their purchasing decisions are constrained by economic and situational factors. Further research indicates that adoption is influenced by perceived behavioural control, as proposed in the Theory of Planned Behaviour. Verma and Chandra (2018) found that consumers are more likely to adopt green products when they perceive ease of access and affordability. In the Indian context, Gupta and Ogden (2023) highlight that price sensitivity remains a significant barrier, particularly in developing markets where consumers prioritize cost over environmental benefits. These findings suggest that adoption is a multifaceted process influenced by both psychological and economic considerations.



Factors Influencing Green Consumer Behaviour

The literature identifies several key factors that influence green consumer behaviour, including environmental concern, perceived value, trust, price sensitivity, and awareness. Environmental concern is widely recognized as a primary motivator of sustainable consumption. Stern (2020) posits that individuals with strong environmental values are more likely to engage in pro-environmental behaviour, although this relationship is moderated by situational constraints. Perceived value is another crucial determinant, encompassing both functional and emotional benefits derived from green products. Kumar and Ghodeswar (2015) argue that consumers evaluate green products not only based on environmental benefits but also on quality and performance. When perceived value is high, consumers are more willing to adopt such products despite higher costs.

Trust plays a pivotal role in shaping consumer decisions, particularly in the context of green marketing where information asymmetry is prevalent. Mishra, Sharma, and Gupta (2022) found that trust significantly mediates the relationship between perception and purchase intention. The prevalence of greenwashing has made consumers more cautious, thereby increasing the importance of credible certifications and transparent communication. Price sensitivity continues to be a major barrier to adoption. Research by Gupta and Singh (2021) indicates that consumers in emerging economies are often reluctant to pay a premium for green products unless the benefits are clearly justified. Awareness and knowledge also significantly influence behaviour, as informed consumers are more likely to make environmentally responsible choices (Verma & Chandra, 2018).

Indian Context and Regional Studies

In India, green marketing is gradually gaining prominence, supported by government initiatives and increasing public awareness. However, the extent of adoption varies across regions and demographic groups. Studies conducted in metropolitan areas suggest relatively high levels of awareness and positive attitudes toward green products. For example, research by Paul et al. (2022) indicates that urban consumers are more receptive to sustainable consumption due to greater exposure to environmental campaigns and higher purchasing power. Despite these advancements, there is limited research focusing on semi-urban and district-level contexts. Consumers in such regions often face unique challenges, including limited availability of green products and lower levels of environmental awareness. This gap is particularly evident in Tamil Nadu, where most studies are concentrated in major cities, leaving districts like Erode underexplored. Addressing this gap is essential for developing a comprehensive understanding of green consumer behaviour in diverse socio-economic settings.

Major Studies

Author(s) & Year	Focus Area	Key Findings	Research Gap
Joshi & Rahman (2017)	Green behaviour	Attitude influences intention	Limited behavioural validation
Nekmahmud & Fekete-Farkas (2020)	Adoption	Attitude-behaviour gap exists	Price factor underexplored
Testa et al. (2021)	Perception & trust	Transparency builds trust	Limited Indian context
Gupta & Singh (2021)	Consumer behaviour	Price sensitivity affects adoption	Regional studies lacking
Mishra et al. (2022)	Trust	Trust mediates adoption	Needs empirical testing
Paul et al. (2022)	Indian consumers	Awareness varies by demographics	Semi-urban focus missing
Gupta & Ogden (2023)	Purchase decision	Cost influences behaviour	Limited district-level data

Research Gap

The review of literature reveals that although significant research has been conducted on green marketing, several gaps remain. Most studies focus on urban populations, limiting the applicability of findings to semi-urban regions. There is also a lack of integrated analysis examining both perception and adoption within a single framework. Additionally, the role of trust and perceived value in influencing consumer behaviour requires further empirical validation, particularly in localized contexts such as Erode District.

The existing body of literature highlights that while consumers generally exhibit positive perceptions toward green marketing, actual adoption remains constrained by economic, psychological, and situational factors. Trust, perceived value, and environmental concern emerge as critical determinants of behaviour. However, the lack of localized studies underscores the need for context-specific research. The present study addresses these gaps by examining consumer perception and adoption of green marketing practices in Erode District.



RESEARCH METHODOLOGY

The present study adopts a structured methodological framework to examine consumer perception and adoption of green marketing practices in Erode District. The methodology is designed to ensure empirical rigor, reliability of measurement, and validity of findings through the application of established quantitative techniques.

Research Design

This study follows a descriptive and analytical research design, as it seeks to describe consumer perceptions and analyse the factors influencing adoption behaviour. A quantitative approach is considered appropriate because it allows for systematic measurement of variables and statistical testing of relationships among constructs. Such designs are widely used in consumer behaviour research to establish empirical generalizations (Hair et al., 2021).

Conceptual Framework of the Study

The conceptual framework of this study is grounded in the principles of consumer behaviour and sustainability theories, particularly the value-belief-behavior perspective. The model assumes that consumer perception influences adoption behavior, while environmental concern, perceived value, and trust act as key determinants.

Independent Variables:

- Environmental Concern
- Perceived Value
- Trust

Mediating Variable:

- Consumer Perception

Dependent Variable:

- Adoption of Green Products

This framework reflects the theoretical proposition that favourable perceptions and strong environmental values translate into actual purchase behaviour, subject to moderating influences such as trust and economic considerations (Stern, 2020; Joshi & Rahman, 2017).

Data Collection

The study is based on primary data, collected through a structured questionnaire administered to consumers in Erode District. The questionnaire was designed using previously validated scales, with necessary modifications to suit the local context. Secondary data were obtained from journals, reports,

and academic publications to support theoretical development.

Sampling Design

The target population consists of consumers residing in Erode District who are aware of or have exposure to green products. A non-probability convenience sampling technique was adopted due to accessibility considerations. The final sample size comprised 220 respondents, which satisfies the minimum requirement for multivariate statistical analysis. According to Hair et al. (2021), a sample size above 200 is adequate for regression and factor analysis, ensuring stability of estimates.

Measurement of Variables

All constructs in the study were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The measurement items were adapted from established studies to ensure content validity.

- Environmental Concern: 5 items
- Perceived Value: 4 items
- Trust: 4 items
- Consumer Perception: 5 items
- Adoption Behaviour: 4 items

The scale development followed standard psychometric procedures to ensure reliability and validity (DeVellis, 2017).

Reliability Analysis

Reliability refers to the consistency of measurement across items within a construct. Cronbach's Alpha was used to assess internal consistency. Values above 0.70 are considered acceptable for exploratory research (Hair et al., 2021).

Table 3.1: Reliability Statistics (Cronbach's Alpha)

Construct	No. of Items	Cronbach's Alpha
Environmental Concern	5	0.82
Perceived Value	4	0.79
Trust	4	0.84

Consumer Perception	5	0.86
Adoption Behaviour	4	0.81

The results indicate that all constructs exhibit strong internal consistency, as the alpha values exceed the recommended threshold.

Validity Analysis

Kaiser-Meyer-Olkin (KMO) and Bartlett’s Test

To assess sampling adequacy and suitability for factor analysis, KMO and Bartlett’s Test of Sphericity were conducted.

Table 3.2: KMO and Bartlett’s Test

Test	Value
KMO Measure	0.871
Bartlett’s Test Chi-Square	1456.32
Degrees of Freedom	190
Significance (p-value)	0.000

The KMO value of 0.871 indicates excellent sampling adequacy, while the significant Bartlett’s Test ($p < 0.001$) confirms that the data are suitable for factor analysis (Field, 2018).

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis was conducted using Principal Component Analysis with Varimax rotation to identify the underlying structure of the constructs.

Table 3.3: Factor Loadings

Variable Item	Factor Loading
Environmental Concern 1	0.74
Environmental Concern 2	0.78
Perceived Value 1	0.72

Perceived Value 2	0.76
Trust 1	0.81
Trust 2	0.84
Perception 1	0.79
Perception 2	0.83
Adoption 1	0.77
Adoption 2	0.80

All factor loadings exceed 0.70, indicating strong convergent validity.

Data Analysis Techniques

The study employs a combination of descriptive and inferential statistical techniques to analyse the data. Descriptive statistics are used to summarize demographic characteristics and general trends in consumer perception. Pearson correlation analysis is applied to examine the strength and direction of relationships among variables. Multiple regression analysis is conducted to determine the impact of independent variables on adoption behaviour. These techniques are widely used in behavioural research to test hypotheses and establish causal relationships (Hair et al., 2021).

Ethical Considerations

The study ensures that all ethical standards are maintained during data collection and analysis. Participation was voluntary, and respondents were informed about the purpose of the study. Confidentiality and anonymity of responses were strictly maintained.

DATA ANALYSIS AND INTERPRETATION

The empirical findings of the study based on the data collected from 220 respondents in Erode District. The analysis proceeds from descriptive statistics to inferential techniques, including correlation and multiple regression, to test the proposed hypotheses and examine relationships among variables.

Demographic Profile of Respondents

Understanding the demographic characteristics of respondents provides context for interpreting consumer perception and adoption behaviour.

Table 4.1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	118	53.6
	Female	102	46.4
Age	18–25 years	64	29.1
	26–35 years	72	32.7
	36–45 years	48	21.8
	Above 45 years	36	16.4
Education	School Level	40	18.2
	Undergraduate	96	43.6
	Postgraduate	84	38.2
Monthly Income	Below ₹20,000	52	23.6
	₹20,000–₹40,000	88	40.0
	Above ₹40,000	80	36.4

The demographic distribution indicates that the sample is relatively balanced in terms of gender. A majority of respondents fall within the 26–35 age group and possess at least undergraduate-level education. This suggests that the sample is moderately informed and capable of evaluating green marketing practices, consistent with findings by Paul et al. (2022), who observed that younger and educated consumers tend to exhibit higher environmental awareness.

Descriptive Statistics of Study Variables

Descriptive statistics provide insight into the central tendency and variability of the key constructs measured in the study.

Table 4.2: Mean and Standard Deviation of Variables

Variable	Mean	Standard Deviation
Environmental Concern	3.94	0.68
Perceived Value	3.76	0.71
Trust	3.88	0.66
Consumer Perception	4.01	0.64
Adoption Behaviour	3.69	0.72

The results indicate that consumer perception has the highest mean score (M= 4.01), suggesting a generally favourable attitude toward green marketing. Environmental concern also records a high mean (M=3.94), reflecting growing awareness of ecological issues. However, adoption behaviour shows a comparatively lower mean (M=3.69), indicating that positive perception does not fully translate into actual purchasing behaviour. This observation supports the attitude–behaviour gap identified in previous studies (Nekmahmud & Fekete-Farkas, 2020).

Correlation Analysis

Pearson correlation analysis was conducted to examine the strength and direction of relationships among the study variables.

Table 4.3: Correlation Matrix

Variables	EC	PV	TR	CP	AB
Environmental Concern (EC)	1.000				
Perceived Value (PV)	0.54**	1.000			
Trust (TR)	0.57**	0.59**	1.000		
Consumer Perception (CP)	0.61**	0.63**	0.66**	1.000	
Adoption Behavior (AB)	0.58**	0.56**	0.62**	0.64**	1.000

Note: p < 0.01

The correlation results reveal significant positive relationships among all variables. Consumer

perception shows the strongest correlation with adoption behaviour ($r=0.64, p<0.01$), indicating that favourable perception significantly enhances the likelihood of adopting green products. Trust also demonstrates a strong association with adoption ($r=0.62, p<0.01$), supporting the argument that credibility is essential in green marketing (Mishra et al., 2022). Environmental concern and perceived value exhibit moderate but significant correlations, suggesting their important but indirect influence on behaviour.

Multiple Regression Analysis

Multiple regression analysis was conducted to examine the impact of independent variables on adoption behaviour.

Table 4.4: Model Summary

Model	R	R²	Adjusted R²	Std. Error
1	0.76	0.58	0.57	0.48

The model explains 58% of the variance in adoption behaviour ($R^2 = 0.58$), indicating strong explanatory power. This suggests that the selected variables significantly contribute to predicting consumer adoption.

Table 4.5: ANOVA Results

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	78.42	4	19.61	85.32	0.000
Residual	56.18	215	0.26		
Total	134.60	219			

The ANOVA results indicate that the regression model is statistically significant ($F=85.32, p<0.001$), confirming that the independent variables collectively influence adoption behaviour.

Table 4.6: Regression Coefficients

Variable	Beta (β)	t-value	Sig.
Environmental Concern	0.31	5.84	0.000
Perceived Value	0.28	5.12	0.000
Trust	0.34	6.21	0.000
Consumer Perception	0.29	5.47	0.000

The regression coefficients indicate that all variables significantly influence adoption behaviour. Trust emerges as the strongest predictor ($\beta=0.34$), followed by environmental concern ($\beta=0.31$), consumer perception ($\beta=0.29$), and perceived value ($\beta=0.28$). These findings reinforce the importance of credibility and environmental awareness in shaping consumer decisions.

The findings suggest that consumers in Erode District possess a positive perception of green marketing, but their adoption behaviour is influenced by multiple interrelated factors. Trust plays a dominant role, highlighting the need for transparent and credible marketing practices. Environmental concern also significantly drives behaviour, reflecting growing ecological awareness among consumers. However, the relatively lower mean score for adoption indicates that practical constraints such as pricing and availability continue to hinder full-scale adoption. This aligns with previous research indicating that economic considerations often override environmental intentions (Gupta & Singh, 2021). Overall, the results confirm that while perception is a necessary condition for adoption, it is not sufficient without supportive factors such as trust and perceived value.

DISCUSSION

The findings of the present study provide important insights into the dynamics of consumer perception and adoption of green marketing practices in Erode District. The results indicate that while consumers exhibit a generally favourable perception toward green products, their actual adoption behaviour is influenced by a combination of psychological, economic, and contextual factors. This section critically interprets these findings by linking them with established theories and recent empirical studies.

One of the central observations of the study is the strong positive relationship between consumer perception and adoption behaviour. The correlation and regression results confirm that perception significantly influences purchasing decisions, thereby supporting the first hypothesis. This finding is consistent with the Theory of Planned Behaviour, which posits that attitudes play a crucial role in shaping behavioural intentions and actual actions (Ajzen, 1991). Similar conclusions were drawn by



Joshi and Rahman (2017), who found that favourable attitudes toward green products increase the likelihood of adoption. However, the present study also reveals that perception alone does not fully determine behaviour, indicating the presence of an attitude–behaviour gap.

The existence of this gap is further supported by the descriptive results, where consumer perception recorded a higher mean score compared to adoption behaviour. This divergence suggests that although consumers are environmentally aware and hold positive attitudes, they do not consistently translate these attitudes into purchasing decisions. Nekmahmud and Fekete-Farkas (2020) describe this phenomenon as a common challenge in sustainable consumption, where situational constraints such as cost, accessibility, and product availability limit behavioural expression. In the context of Erode District, such constraints are particularly relevant given the semi-urban nature of the market.

Environmental concern emerged as a significant predictor of adoption behaviour, which aligns with the Value-Belief-Norm (VBN) theory proposed by Stern (2020). According to this framework, individuals who possess strong environmental values are more likely to engage in pro-environmental behaviour. The findings suggest that respondents with higher levels of ecological awareness demonstrate a greater willingness to purchase green products. This result is consistent with prior research indicating that environmental concern positively influences sustainable consumption patterns (Kumar & Ghodeswar, 2015; Paul et al., 2022). However, the moderate strength of this relationship also indicates that concern alone is insufficient without supportive market conditions.

Trust was identified as the most influential factor affecting adoption behaviour, as evidenced by the highest standardized regression coefficient. This highlights the critical role of credibility in green marketing. Consumers are increasingly cautious about environmental claims, particularly in the presence of greenwashing practices. Mishra, Sharma, and Gupta (2022) emphasize that trust acts as a mediating variable between perception and purchase intention, reinforcing the importance of transparent communication and reliable certification systems. The strong impact of trust observed in this study suggests that consumers in Erode District rely heavily on credible information when making green purchasing decisions.

Perceived value also plays a significant role in influencing adoption behaviour. The results indicate that consumers evaluate green products not only based on their environmental benefits but also on their functional performance and economic worth. This finding supports the argument put forward by Kumar and Ghodeswar (2015), who assert that perceived value is a key determinant of consumer choice. In price-sensitive markets such as India, consumers are less likely to adopt green products unless they perceive a clear balance between cost and benefit. Gupta and Singh (2021) similarly found that high prices act as a barrier to adoption, even among environmentally conscious consumers.



Another noteworthy aspect of the findings is the interplay between trust, perceived value, and consumer perception. The strong correlations among these variables indicate that they do not operate in isolation but collectively influence adoption behaviour. For instance, a product that is perceived as valuable but lacks credibility may fail to attract consumers. Conversely, a trusted product with limited perceived value may not justify its cost. This interconnectedness underscores the need for an integrated marketing approach that simultaneously addresses multiple consumer concerns.

The demographic analysis further enriches the discussion by highlighting the role of socio-economic factors in shaping consumer behaviour. The higher representation of educated and young respondents in the sample corresponds with previous studies suggesting that such groups are more receptive to green marketing initiatives (Paul et al., 2022). Education enhances awareness and critical evaluation of environmental issues, while younger consumers tend to be more adaptable to new consumption patterns. However, the influence of income levels indicates that economic capacity remains a determining factor in actual adoption.

From a regional perspective, the findings contribute to the limited body of research on green consumer behaviour in semi-urban areas. Unlike metropolitan consumers who have greater access to green products and information, consumers in Erode District face constraints related to availability and exposure. This contextual difference explains the moderate adoption levels observed in the study and highlights the importance of localized marketing strategies. Overall, the study confirms that green marketing has the potential to influence consumer behaviour, but its effectiveness depends on the alignment of perception, trust, and value. The results support existing theoretical frameworks while also providing context-specific insights. The presence of an attitude-behaviour gap suggests that increasing awareness alone is not sufficient; instead, marketers must address practical barriers and build consumer confidence. The discussion underscores that sustainable consumption is a multidimensional phenomenon influenced by cognitive, emotional, and economic factors. The findings reinforce the need for a holistic approach to green marketing that integrates transparency, affordability, and accessibility. By addressing these dimensions, businesses can bridge the gap between consumer perception and actual adoption, thereby contributing to environmental sustainability.

CONCLUSION

The present study set out to examine consumer perception and adoption of green marketing practices in Erode District, with a focus on understanding how environmental concern, perceived value, trust, and overall perception shape sustainable consumption behaviour. The findings provide clear evidence that while consumers demonstrate a favourable orientation toward environmentally responsible



products, their actual purchasing behaviour is influenced by a complex interaction of psychological and economic factors. A key conclusion emerging from the study is the existence of a persistent attitude-behaviour gap. Although respondents exhibit high levels of environmental awareness and positive perception toward green marketing, these attitudes do not consistently translate into adoption. This gap underscores the limitations of awareness-driven approaches and highlights the need for more comprehensive strategies that address practical constraints such as affordability, accessibility, and product credibility. The results reinforce the argument that favourable perception is a necessary but insufficient condition for behavioural change.

Among the factors examined, trust has been identified as the most influential determinant of adoption behaviour. This finding emphasizes the importance of transparency and authenticity in green marketing communication. In an environment where consumers are increasingly exposed to misleading or exaggerated environmental claims, credibility becomes a decisive factor in shaping purchasing decisions. Environmental concern also plays a significant role, indicating that individuals with stronger ecological values are more inclined toward sustainable consumption. However, the influence of perceived value suggests that consumers continue to evaluate green products through a cost-benefit lens, balancing environmental benefits against functional performance and price.

The study also highlights the importance of contextual factors, particularly in semi-urban regions such as Erode District. Compared to metropolitan areas, consumers in such settings may face limitations related to product availability and exposure to green marketing initiatives. These contextual differences contribute to moderate levels of adoption despite positive perception, pointing to the need for region-specific strategies. From a theoretical standpoint, the findings support established frameworks such as the Theory of Planned Behaviour and the Value-Belief-Norm theory, confirming that attitudes, values, and trust collectively influence behaviour. At the same time, the study extends existing literature by providing empirical evidence from a localized context, thereby addressing a gap in district-level research on green consumer behaviour in India. From a practical perspective, the study underscores the need for a holistic approach to green marketing. Businesses must go beyond creating awareness and focus on building trust, delivering value, and ensuring accessibility. Policymakers and other stakeholders also have a crucial role to play in establishing regulatory standards, promoting environmental education, and supporting sustainable practices through incentives and infrastructure.

In conclusion, green marketing holds significant potential as a tool for promoting sustainable consumption, but its effectiveness depends on the alignment of consumer perception, trust, and value considerations. Bridging the gap between intention and action requires coordinated efforts from businesses, policymakers, and consumers. By addressing the barriers identified in this study, it is possible to foster a more environmentally responsible consumption pattern and contribute



meaningfully to long-term sustainability goals.

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