

# Impact of Sustainable Marketing Strategies on Purchasing Behavior of Consumers

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## ABSTRACT

Consumers of today are understanding marketing strategies and now it has become difficult to market products with the traditional concept of selling, so marketers has come up with the new concept of sustainable marketing strategies like, Green marketing which includes, Marketing with continuous tracking mobile applications and videos, natural ingredients, Reusable packaging, donating profit percentages, partnering with charities. Many companies have initiated these marketing strategies and this paper aims to study the impact of these strategies on repeat purchase behavior, psychological aspect and consumer satisfaction. To get clear insights a consumer survey on a 5 point likert conducted on a sample of approximately 183 consumers and to test this t-test method used which stated that continuous tracking options, natural ingredients, reusable packaging, donating profits have a significant impact and partnering with charities does not have much effect on the purchasing behavior of the consumers.

Key Words: Sustainable marketing strategies, purchasing behavior of consumers and consumer satisfaction.

## Conflict of interest

The authors Dr. Bhagyashree Teli, Ms. Bhavika Paliwal and Dr Puneet Tak declare that there is no conflict of interest regarding the publication of this study. All the research activities were conducted independently, without any financial, personal or institutional influences that could affect the objectivity or integrity of the findings. The study was carried out solely for academic and scholarly purposes.

## 1. Introduction

With increase competition and busy lifestyle schedule, consumers in today's generation became smart in making decision to buy a particular product. One factor which is influencing consumer decision nowadays is sustainability because after covid-19 pandemic consumer have realized the importance of using natural products, avoiding plastic and hazardous chemical products and this led to introduction of more and more herbal products with different kind of sustainability marketing techniques some of them are

- Highlighting the natural ingredients in the packaging, advertisement and promotions.
- Reusable or eco-friendly packaging like card-board box, jute bags, packaging from natural substance like dry-leaves.
- Companies having established brand-identity (goodwill) of using natural brand identity from generations.

- Trust have become difficult to be established so another way of showing customers has come-up in form of virtual tracking mobile applications, behind the scenes videos and more. One example of this is Mama-earth giving tracking option for a tree grown with the purchase of a product.
- Continuously contribution of some percentage of profit to nobel cause like education, women safety, culture and heritage protection, environmental protection, pollution control etc. Examples of this are Nihar Shanti Amla hair oil contrition 5% of profit to under privileged children's education. Whisper movement of #keepgirlsinschool in partnership with P&G and Unesco.
- Partnership with some charitable institutions, NGOs or trust. Example: Being Human t- shirts.

Now the question arises that are these techniques really affecting the consumer purchase decision or not. If yes then which techniques are giving the best results? In the next section, recent literature related to such marketing activities will be studied.

## 2. Literature Review

Işoraitè & Aktas (2025), identified the elements of sensory marketing (sight

(Image), hearing (sound), smell (odor), taste (taste), and touch (feel) can be used to promote sustainability values. The most influential of all these is sight (image), followed by hearing (sound), then smell (odor), touch (feel), and the least influential is taste (taste). The theme of sustainability is also being addressed through the elements of sensory marketing. These elements are a small step closer to the consumer and, simultaneously, to a more sustainable life. Sustainable consumption is the conscious use of services and goods (products) to meet our basic needs and create a better quality of life; more social purchasing behavior still needs to be encouraged since it is still not a universal norm.

Chernev et.al. (2025) Study show that the sustainability-liability effect might potentially be observed only for products that are rich on strength-related attributes. It also gives insights on relationship between attribute type (strength vs. gentleness) and the impact of sustainability on perceived product performance, Bringing situations where sustainability can eventually have an effect on consumers' product performance beliefs. This analysis states that sustainability has become more likely to be associated with positive rather than negative performance.

Meshram et.al. (2025) study identified three distinct domains: dynamic capabilities, sustainable marketing, and modern slavery. Through data analysis during the pandemic it was understood that how two organizations have leveraged their ecofeminism dynamic capabilities to transform their business model. The second contribution was for sustainability marketing scholars. It was concluded that sustainable products are not 'charity' or 'low quality' (Vanclay et al., 2011). Instead, in eco-feminist-focused marketing, competition and the drive for profit still occurs.

Salhab et.al. (2025) This research identified the need for AI alignment with corporate sustainability strategies in order to get both environmental and operational benefits. Secondly, consumer awareness about AI makes it work, besides which consumers depend on technological advancement and consciousness about environmental best practices to enact sustainable behaviors. It also links AI adoption with SDGs and contributes to the growing literature on AI-driven sustainability. This study reveals that at the managerial level, retail leaders need to adopt AI in a strategic manner.

Kumar. A.P. (2025) this study highlights the growing importance of sustainability in marketing, as consumers increasingly favor eco-friendly and ethical practices. It explains how green campaigns influence buying decisions and build brand loyalty by focusing on transparency, authenticity, and corporate social responsibility. The research shows that well-executed, genuine sustainability efforts give companies a competitive edge. It also warns against greenwashing, stressing the need for credibility to maintain consumer trust. Overall, the paragraph emphasizes the strong connection

between ethical marketing and consumer behavior.

Varhini. A, Venotha. S.A. (2025) this study discusses how Artificial Intelligence (AI) is transforming sustainable marketing by helping businesses adopt eco-friendly practices and better understand consumer behavior. It highlights how AI tools support data-driven decisions, personalized marketing, and improved customer engagement. The paper also addresses ethical concerns and challenges of using AI. Overall, it concludes that integrating AI can boost consumer loyalty, lower environmental impact, and offer a competitive edge, while shaping the future of sustainable marketing.

Hota. L.S. (2024) this research paper that explores how sustainable marketing strategies impact consumer behavior. It begins by highlighting the importance of sustainable marketing and traces the evolution of green marketing. The paper discusses key elements such as eco-friendly products, transparency, ethics, and corporate social responsibility (CSR). It examines how these strategies influence consumer awareness, purchasing decisions, and brand loyalty. It also addresses challenges like green washing and identifies business opportunities. The Indian context is explored through case studies, and the paper concludes with a look at future trends and growing demand for sustainable products Khalid. A. (2023) this paper examines how sustainable marketing influences consumer behavior and supports eco-friendly lifestyles. Using secondary data and case studies, it explores the benefits and challenges businesses face in adopting green marketing strategies, highlighting their positive impact on society and business performance.

Masocha. R. (2018) this study investigates sustainable marketing behavior among South African university students using quantitative methods and structural equation modeling. The findings reveal that awareness and marketing efforts influence sustainable behavior, but knowledge and perceived benefits do not significantly affect it. Despite valuing sustainability, students still consume environmentally harmful products due to a lack of information. The study recommends enhanced educational efforts by marketers, policymakers, and institutions to improve consumer understanding of sustainable practices.

### **3. Research Methodology**

This section details research technique, methodology, design, instrument development, sampling strategy, and data collecting adopted in this paper, to give a transparent view.

#### **3.1 Objectives**

- To analyze the effect of sustainable marketing techniques on the purchase frequency of buying products.
- To analyze the use of various types of sustainable marketing techniques.

#### **3.2 Research design**

The nature of this is a combination of descriptive and exploratory as the factors identified will be described and the responses of customers which are not known have to be found out.

#### **3.3 Sampling design: Convenience and snowball sampling**

#### **3.4 Population: Consumers of cosmetics in the atmospheric conditions of Rajasthan**

#### **3.5 Sample size: 183 respondents**

**3.6 Data Collection:** Primary data is used to get accurate response of consumers on a 5 point likert scale questionnaire.

**3.7 Data Analysis:** T-test is used to test the data on SPSS software.

**4. Analysis and discussions**

**4.1 Descriptive statistics:** Descriptive statistics are used to summarize and organize data which we have received after the questionnaire distribution. It includes Mean, Standard deviation and standard mean. A clear view of this can be seen in the table given below.

Table: 4.1 Descriptive statistics

**Descriptive Statistics**

N		Mean	Std. Deviation	Std. Error Mean	
	working status	183	3.28	1.035	.076
	Monthly Income	183	2.91	1.113	.082
	Natural Ingredients	183	3.81	1.090	.081
	Reusable packaging	183	4.01	.883	.065
	Brand Identity	183	3.81	1.005	.074
	Continuous tracking	183	3.76	1.083	.080
	Profit Percentage	183	4.01	1.016	.075
	Partnering with charitable institution	183	3.93	1.046	.077

From the table 4.1 descriptive statistics, Mean of all the items of questionnaire lies between 2.91 – 4.01 and standard deviation are 1.035, 1.113, 1.090 and 0.883, 1.005, 1.083, 1.016 and 1.046 respectively which are <1.25. So acceptable thus there is no much deviation found. Standard error of mean lies between 0.065-0.082 which is less than 5% indicating a small amount of variability. Thus considered good.

**4.2 One Sample T-test:** Table given below gives data about one-sample T-test on the data collected for analysis and discussion.

Table: 4.2 T-test

**One-Sample Test**

Test Value = 3

T		Df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Natural Ingredients	10.035	182	.000	.809	.65	.97
Reusable packaging	15.484	182	.000	1.011	.88	1.14
brand Identity	10.964	182	.000	.814	.67	.96
Continuous tracking	9.489	182	.000	.760	.60	.92
Profit Percentage	13.456	182	.000	1.011	.86	1.16
Partnering with charitable institution	18.082	182	.03	.934	.92	1.09
Purchase frequency	9.984	182	.000	.790	.62	.94

**Consumer purchase intentions due to Natural ingredients used.**

The study found that consumers are more conscious towards buying the products which are made up of natural ingredients it is proved by the above table t-test shows that Natural ingredients affect consumer purchase decision, which is statistically significant at 0.5 level of significance (t=10.035, Df = 182, p<0.000) from the [Test value =3].

**Consumer purchase intentions due to reusable (eco-friendly) packaging.**

The study found that consumers are more conscious towards buying the products which are having reusable (eco-friendly) packaging it is proved by the above table t-test that it is statistically significant at 0.5 level of significance (t=15.484, Df = 182, p<0.000) from the [Test value =3].

**Consumer purchase intentions due to sustainable brand identity.**

The study found that consumers are more conscious towards buying the products which are having sustainable brand identity in terms goodwill of using quality products and it is proved by the above table t-test that sustainable brand identity is statistically significant at 0.5 level of significance (t=10.964, Df = 182, p<0.000) from the [Test value =3].

**Consumer purchase intentions due to Continuous tracking options.**

The study found that consumers are more conscious towards buying the products which are having continuous tracking apps, video promotions of eco-friendly activities like plantation, herbal products making which gives assurance to customers about the company's statement and it is proved by the above table t-test that continuous tracking is statistically significant at 0.5 level of significance ( $t=9.489$ ,  $Df = 182$ ,  $p<0.000$ ) from the [Test value =3].

**Consumer purchase intentions due to contribution of profit percentage.**

The study found that consumers are more conscious towards buying the products which are contributing some percentage of profit towards a noble cause like free education, women hygiene, environment protection etc. It is proved by the above table t-test that contribution of profit percentage is statistically significant at 0.5 level of significance ( $t=13.456$ ,  $Df = 182$ ,  $p<0.000$ ) from the [Test value =3].

**Consumer purchase intentions due to charitable institution partnership.**

The study found that consumers are more conscious towards buying the products of brands partnering with some charitable institutions like being human T-shirts. It is proved by the above table t-test that charitable institution partnership is statistically significant at 0.5 level of significance ( $t=18.082$ ,  $Df = 182$ ,  $p<0.03$ ) from the [Test value =3].

**Consumer purchase frequency after product is used once depends on quality and actual usage.**

The study found that consumers are more likely to buy the products after one use if they are satisfied by the actual product quality and use of the product. It is proved by the above table t-test that consumer purchase frequency is statistically significant at 0.5 level of significance ( $t=9.984$ ,  $Df = 182$ ,  $p<0.000$ ) from the [Test value =3].

**5. Findings**

From the discussions, it is concluded that consumers are affected by the techniques of sustainable marketing in the following order Continuous tracking, Natural Ingredients, Reusable packaging, brand Identity, Profit Percentage and lastly partnering with charitable institution and they purchase these products frequently after one purchase if satisfied with the products actual use and quality.

**6. Limitations**

The study have been done in general cosmetic and more specific results can be found out if a specific product category is identified. Future studies can be done in another geographical location than Rajasthan to get a view of people of different states of India.

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