

RESEARCH ARTICLE

The influence of eco-friendly marketing tools on sustainable consumer choices: A comprehensive review study

Swapna Swarupa Mallick, Sweta Leena Hota*, Arya Kumar*, Himanshu Agarwall

Department of Commerce, KIIT Deemed to be University, Bhubaneswar 751024, India

* **Corresponding author:** Sweta Leena Hota, swetaleenahota@gmail.com; Arya Kumar, aryantripathy@yahoo.com

ABSTRACT

This study explores the complexities surrounding eco-friendly marketing tools, specifically environmental advertisements, eco-labels, and eco-brands, and their influence on consumer choices towards sustainability. The purpose of this research is to understand how these tools shape consumer preferences and impact real-world buying behaviour amid the growing interest in eco-friendly products. The methodology involves a comprehensive review of existing literature to identify key factors that drive sustainable consumer choices. Findings reveal that brand authenticity, demonstrated through transparency and certifications, significantly influences consumer preferences. Eco-labels serve as visual indicators that establish a product's environmental credentials, while brand identity and corporate social responsibility play crucial roles in shaping consumer behaviour towards environmentally conscious products. The study highlights the importance of emotional appeal in environmental advertisements, the impact of persuasive messaging, and the role of visual representations in influencing consumer behaviour. This research offers original insights into the effectiveness of eco-friendly marketing tools and provides valuable recommendations for brands aiming to enhance their sustainable marketing strategies.

Keywords: eco-friendly marketing; sustainable consumer choices; eco-labels; brand authenticity; consumer behaviour

1. Introduction

The contemporary consumer landscape is based on sustainability, highlighting an enhanced awareness of environmental problems and an evolving desire for eco-conscious consumption. In response to this cultural shift, businesses are engaging various eco-friendly marketing tools including eco-labels, eco-brands, and environmental advancement that can contribute to communicating their commitment to sustainability^[1-3]. This extensive study goal is to dissect "The Influence of eco-Friendly Marketing Tools on Sustainable Consumer Choices," to untangle the intricate dynamics of how these tools' structure consumers' preferences and crucially, affect actual purchasing behaviour.

Undeterred by the rush in interest and demand for eco-friendly products, there exists a notable space in understanding how marketing tools are involved in structuring sustainable consumer preferences^[4]. According to Kalaiselvi and Dhinakaran (2021)^[5], eco-labels serve as a visual cue of a product's environmental credentials and act as a point of reference for consumers. Eco-brands also go through

ARTICLE INFO

Received: 31 May 2024 | Accepted: 17 July 2024 | Available online: 29 July 2024

CITATION

Mallick SS, Hota SL, Kumar A, et al. The influence of eco-friendly marketing tools on sustainable consumer choices: A comprehensive review study. *Environment and Social Psychology* 2024; 9(8): 2863. doi: 10.59429/esp.v9i8.2863

COPYRIGHT

Copyright © 2024 by author(s). *Environment and Social Psychology* is published by Arts and Science Press Pte. Ltd. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>), permitting distribution and reproduction in any medium, provided the original work is cited.

individual products, holding a broader commitment to sustainability that aligns with environmentally conscious consumers. Environmental improvements, with their visual narratives and emotional appeals, make a gripping story around eco-friendly products^[6,7]. These tools collectively serve as conduits of information, designing consumer perceptions and affecting the decision-making process. This study asserts as a response to this gap, focusing on offering a nuanced examination of the effect of eco-labels, eco-brands, and environmental values, businesses must demonstrate the efficacy of these tools in steering consumer behaviour to meet the growing demands of the market. Green marketing aims to develop effective strategies that persuade consumers cognitively, fostering a belief in the importance of environmental issues. By engaging consumers deeply in environmental concerns, green marketing endeavors to enhance environmental knowledge and awareness. Green marketing tools can be understood as elements that are vital in shaping customers preferences and perceptions towards environmental friendly product,

2. Literature review

2.1. Green marketing tool

As an enrichment of the knowledge of the customer about eco-friendly products, the three green marketing tools are regarded in this study, eco-label, eco-brand, and Environmental advertisement. These tools are used to increase awareness of green products and make easy perception about eco-friendly green products. These tools are vital in steering customer behaviour towards their choices of environmentally friendly products. Green marketing tools are instrumental in shaping customer preferences and perceptions as well as disseminating environmentally conscious products^[8,9]. These tools are used to assist customers in making the distinction between conventional products and green products.

According to Nek Mahmud and Fekete-Farkas, (2020)^[10], green marketing aims to make an efficient strategy of cognitive persuasion and make a belief that the high involvement of customers concerning the issues of the environment has an impact on developing environmental knowledge.

Sharma (2021)^[11], defines environmental marketing, or green marketing, as an action that is conscious to present the need that has a minimal harmful effect on the environment.

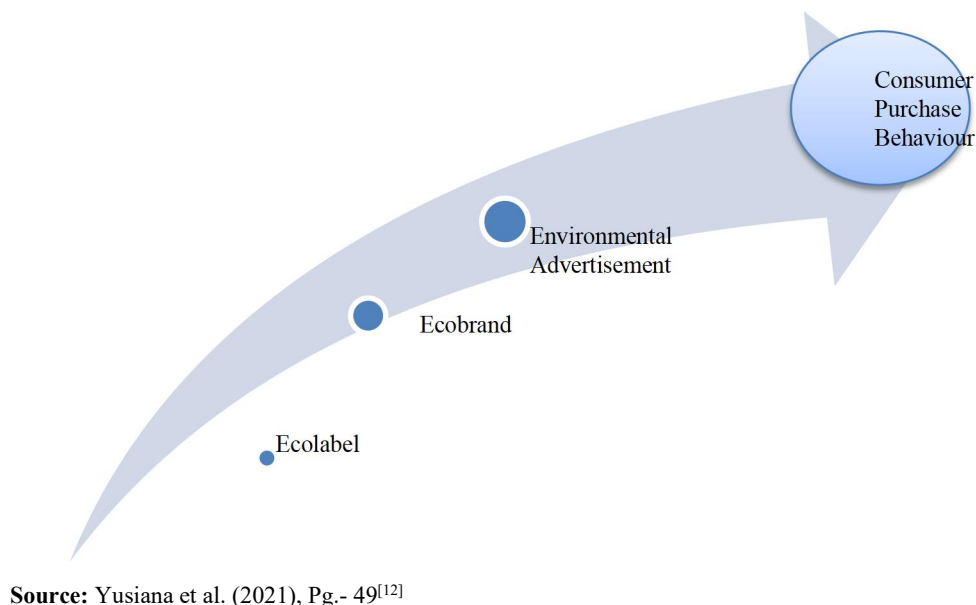
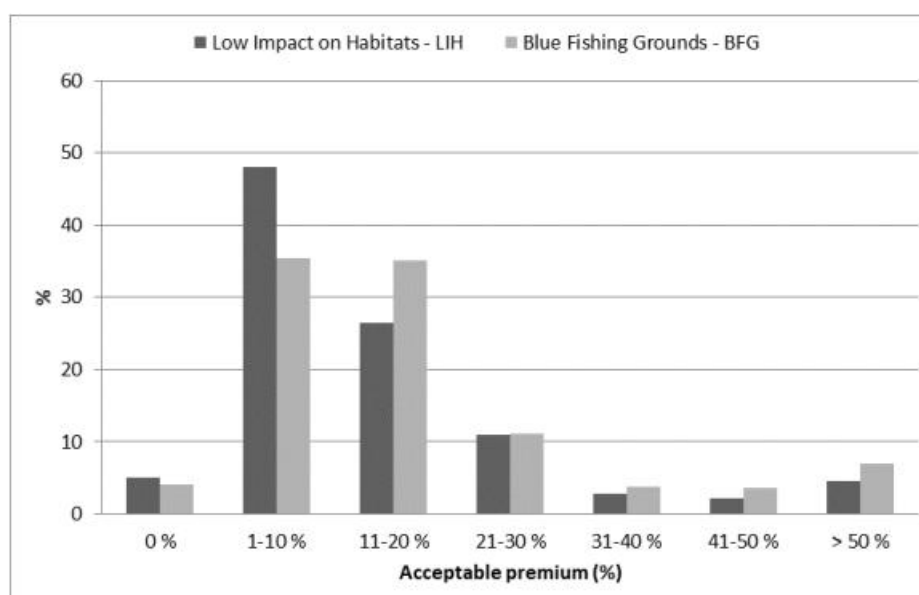


Figure 1. Framework.

2.2. Perception of eco-labelling

Eco-labels are important green marketing tools that are involved as an indicator of the environmental credentials of a product. It is evident by exploring the literature, that eco-labels play a vital role in giving a shape to customer perceptions^[12,13]. In promoting the recognition of green products, marketers utilize environmental labels which are now increasing day by day. It supplies information about the product which has an environmental performance. It works as an environmental claim on the product's packaging that makes it easier for the consumers to comprehend the determination of environmental concerns at the time of purchasing the product. By proper authorization, it is awarded to the manufacturer. For eco-labels, a considerable guide is ISO 14020. As per as Yokessa and Marette (2019)^[14], certification is one of the vital factors that influence this perception. It is also evident in this study that customers often relate eco-labels to product legitimacy which considers certification as a mark of loyalty to environmental standards. The practice of transparency in labelling builds the trust of the customers. A positive response from the customers is based on clear communication about the eco-friendly attributes of the products. To make the eco-labels more effective trust-building works as a cornerstone^[15]. After building trust in the eco-label's authenticity, the customer's preference and attitudes towards the eco-labelled products become positive.



Source: Vitale et al. (2020), Pg.- 6 ^[16]

Figure 2. Consumers on the acceptable premium rates on eco-labelled seafood.

2.3. Perception of eco-brand

In this changing environment of today, there is also a change in the definition of branding as the previous definition of branding was merely on the making of the aware of customer about the product. In the present world, companies are acquiring a new and unique concept of branding which is called eco-Branding^[17]. Eco-brand is a product, tool, design, or symbol that is harmless and sustainable for the environment. They said the customers in making a distinction between this product and any other non-environmental or non-green products. These tools have eco-friendly implications that make them sustainable in corporate social responsibility (CSR). In this study, the sustainable influence over customer perceptions of eco-brand products is revealed. As mentioned by Hayat et al. (2022)^[18], the identification of the brand is conscious environmentally and it vitally shapes the perceptions of the customers. In the activities of CSR, the brands are actively engaged and are specifically associated with environmental causes that garner effective

responses. Through genuine and consistent environmental efforts, the credibility of the brand is built which reinforces customer allegiance and trust. In choosing products from eco-friendly brands, the customers are more inclined and therefore it contributes to sustainable customer choices.

2.4. Environmental advertisements

To influence customer behaviour, the most useful tools are environmental advertisements. This study highlights the importance of visuals, emotional appeal, and messaging in the campaigns of eco-friendly advertising. On the perception and memory of the customer, visual representations of environmental conservation endeavours establish a strong effect^[19]. In this study, there is an implication that advertisements portrayed an interconnection between the positive environmental outcomes and the specifically effective products. Communication by messaging associates the companies with the broader societal and environmental benefits to choose eco-friendly products by the customers. According to Durgude et al. (2022)^[20], invoking feelings of responsibility, emotional appeal, and positive contribution to the planet, improves the environmental advertisements' effectiveness. The resonant messaging, and well-crafted campaigns that combine compelling visuals, and emotional appeal can vitally influence the attitudes and preferences of the customers towards eco-friendly products. Through the newspapers or media, most organizations have selected their environmental advertisements, and this is a method of introducing that introduces their products to environmentally responsible customers. To persuade the buying behaviour of customers by encouraging them to buy products that are sustainable for the environment is the primary objective of the green advertisements, and it also directs the attention toward positive outcomes of their purchase behaviour^[21].

2.5. Consumer's actual purchase behaviour

Author & Year	Theme	Outcome
Pattnaik et.al., (2022)	Relationship between Companies and Customers	Companies and customers have a relationship based on sentimental attachments and emotional investments. Eco-labels, eco-brands, and environmental advertisements positively
Pattnaik et.al., (2024), Pichierri et.al., (2023)	Influence on Customer Perceptions and Buying Behavior	Customer influence customer perceptions, leading to sustainable purchasing decisions. Perception is positively influenced through these tools. Multiple factors bridge action and perception, including product availability, price sensitivity, and individual values.
Peña-García et al. (2020) and Hota (2022a)	Variety-seeking, Habitual, Complex, Dissonance-reducing	Customers exhibit four types of purchase behavior: Variety-seeking, Habitual, Complex buying, and Dissonance-reducing behaviors.
Peña-García et al. (2020) and Hota (2022a)	Influence on Purchase Behavior	Factors influencing customer purchase behavior include cultural, social, psychological, and personal aspects. These factors significantly shape environmental purchasing behavior.
Zhang and Dong (2020)	Impact of Green Marketing on Customer Knowledge and Behavior	Green marketing enhances customer knowledge and shifts purchasing behavior towards green products. Marketers should emphasize ecological benefits in products, organization, and advertisements to modify customer purchasing behavior effectively.

3. Methodology

The research paper has been formulated based on a secondary research method. The chosen data collection method is a systematic review. The collected data is a qualitative data type. The main method that has been used to collect the data involves identification of keywords that are relevant to the research topic on green marketing tools and consumer choice that determines buying of green and sustainable products. The keyword search strategy involved the usage of Boolean operators as part of the advanced search strategy in the databases used for the collection of the research papers. The databases such as ProQuest, Google Scholar, Research Gate, and Science Direct, have been used to collect the research papers. After collection the research papers have been sorted based on predetermined inclusion and exclusion criteria. Based on this irrelevant research papers, duplicate records, papers with low impact factors, non-peer reviewed papers were rejected from the process. Only research papers that catered to the inclusion criteria of being relevant to the topic and being peer reviewed with high impact factor have been included in the research process. The main papers taken found related were of Yusiana et al. (2021) and of Vitale et al. (2020). After the choice of the research papers, many other papers have been reviewed and has been read thoroughly to identify similar ideas and concepts which have been merged to form themes. The themes have been used to manually analyse the findings and illustrate discussion.

The reason for choice of secondary research method-based systematic review is its ability to impact in-depth research capability in a short period of time. The research process can be duplicated and is easy to execute making it a preferable choice for the research process. In addition, there are no major ethical issues in this research process making it easy to execute. However, due to dependence on secondary data there can be higher degree of bias in data and lack of misinterpretation and absence of relevant information. Such issues have been resolved with the usage of grey literature in the research such as reports, research articles to support with evidence all the claims. The main papers taken found related were of Yusiana et al. (2021) and of Vitale et al. (2020) and after analysing these papers, many other papers have been considered.

4. Findings

This extensive systematic study goal is to explain the intricate dynamics of eco-friendly marketing tools including specifically eco-brands, and environmental advertisements, and their effect on consumer insights and actual purchasing behaviour.

Theme 1: consumer emphasise on buying products with a sustainable public image

According to Kamboj et al. (2023)^[27], the commercial success observed by-products bearing eco-labels and eco-brands acts as a compelling testament to the potent influence of green marketing tools on designing sustainable consumer choices. Behind the domain of more environmental awareness, this success understands an intense shift in consumer behaviour. No longer restricted to being a passing trend, the hold of eco-conscious consumerism highlights a paradigm shift in desire and preferences. Consumers, in their purchasing decisions, potentially prioritize eco-friendly aspects, waving a fundamental change in their value system. This shift goes through the instant transaction; it signals a commitment to environmentally responsible selections that resonate with the growing societal consciousness concerning the ecological influence of consumerism. The transformative power of green marketing tools reclines not just in evolving awareness but in encouraging a collective mindset geared toward sustainability. Essential to this success is the understanding of the pivotal role played by a potential public image in creating the success of eco-friendly products in the market. Consumers are no longer submissive; they potentially try to find alignment

with brands that promote sustainability. This line in position creates a positive feedback cycle where a brand's commitment to environmental consciousness not only improves its reputation but also engages an enhancing base of eco-friendly-conscious consumers. According to Kamboj et al. (2023) [27], this mutual relationship between consumers and eco-friendly brands increases the impact of green marketing tools. From a practical attitude, businesses and markets can grip these profound insights to rectify and improve their green marketing strategies. The study understands that locating the strategic significance of trust-building initiatives within eco-labeling and branding can have an important influence on consumer behaviour. As per Puspitasari (2020)[28], implementing and building trust in the eco-friendly claims of a product can, in turn, contribute to enhancing consumer confidence and loyalty. Moreover, the study reveals the intricate interplay between a positive public image and brand loyalty. Determining this dynamic opens a path for businesses to not only engage new customers but also encourage long-term relationships through sustained sustainability efforts. The possibility for customer relationship control becomes evident as a brand's commitment to the environmentally friendly line in the evolving expectations of consumers who prioritize sustainability.

Theme 2: Eco-Label have a positive effect on Consumer Perceptions and eco-Brand consciousness influences strongly on Consumer Attitudes

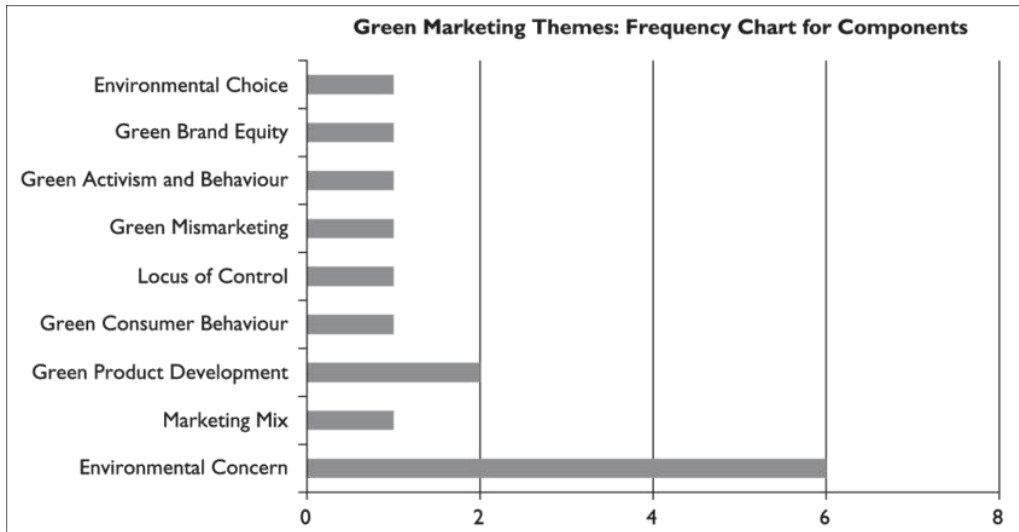
The study by Nekomahmud and Fekete-Farkas (2020)[10] provides a substantial positive effect of eco-labels on consumer perceptions. Respondents who offer products with eco-labels regularly exhibit heightened awareness of environmental attributes. Statistical analysis suggested an important correlation between the presence of certification and enhanced consumer attitudes. Transparency in categorizing practices appears as an essential factor, with consumers responding more encouraged to clear and extensive eco-labelling. Nguyen-Viet et al. (2023)[29] research findings acknowledge the leading role of eco-brands in designing consumer attitudes. Products related to environmentally conscious brands were always favoured by respondents. Statically analysis acknowledges a strong positive correlation between brand identity, corporate social responsibility (CSR), and consumer preferences for eco-friendly products which alligns with SDG 12.

Theme 3: Environmental Advertisement are effective in driving consumer perception

Environmental advertisements appear as a powerful influence of consumer behaviour. Statistical analysis suggests an important correlation between exposure to well-crafted environmental advertisements and practical shifts in consumer attitudes. Optical components, messaging, and emotional appeal within advertisements were selected as essential elements influencing consumer perceptions[30]. This examination is for the vital role of strategic environmental advertising in practically structuring consumer preferences and it alligns with SDG 12 and 13.

Theme 4: Strong link between Perceptions and Actual Purchasing Behaviour

The study by Ebrahimi et al. (2023)[31] and Hota(2022b)[32] analyses the crucial aspects of consumer perceptions of designed eco-labels, eco-brands, and environmental advertisements and their actual purchasing behaviour. Statistical analysis provides a strong correlation between positive attitudes encouraged by these green marketing tools and consumers' tendency to select sustainable products. However, the findings also clarify the exact factors influencing the translation of attitudes into action. Price sensitivity appears as an important factor, with consumers indicating a willingness to pay a high quality for eco-friendly products if recognized as economically viable. Product efficiency and individual values were addressed as additional determinants affecting the line in consumer perceptions with actual purchasing behaviour.

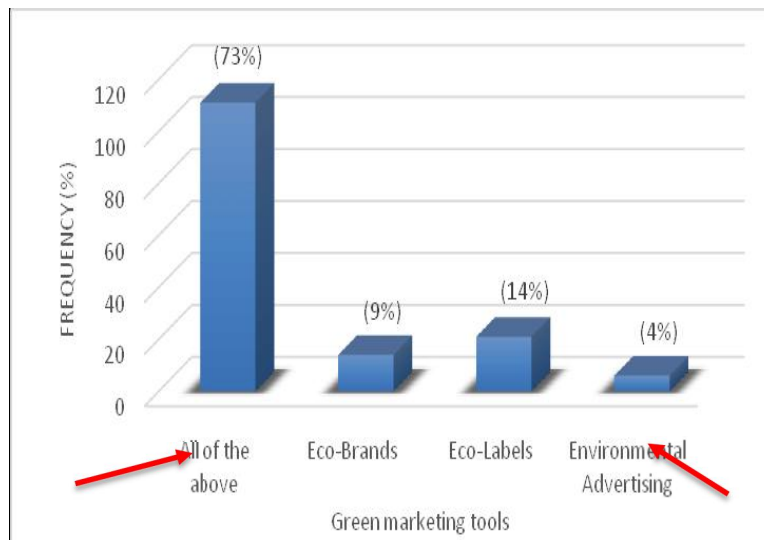


Source: Ebrahimi et al. 2023.^[31]

Figure 3. Green marketing themes.

Theme 5: Integration Green Marketing Tools are effective in influencing consumers

Advanced analyses were organized to evaluate the relative effectiveness of eco-labels, eco-brands, and environmental improvements. The outcomes suggest that each tool separately affected marketing campaigns. Respondents exposed to a mixture of eco-labels, eco-brands, and environmental advancements reveal the most effective positive shifts in both perceptions and purchasing behaviour.



Source: Kumar, et al. 2022.^[33]

Figure 4. Green marketing tools.

In summary, study offered compelling evidence of the important effect of eco-friendly marketing tools on sustainable consumer preferences^[34]. eco-labels, eco-brands, and environmental developments separately contribute to designing positive consumer perceptions. The integration of these tools in marketing strategies appears as a potent approach, providing a comprehensive means to not only improve awareness but also search through actual purchasing behaviour towards sustainable and eco-friendly alternatives. These findings

provide valuable insights for businesses and marketers to find a wide range of effective strategies that reverberate with environmentally conscious consumers and is aligned with SDG 12 and 13.

5. Discussion and implication

Exploring the relationship between green marketing tools that include eco-label, eco-brand, and environmental advertisements and the actual purchase behaviour of the customers is the primary objective of this study^[33]. With the modification that resulted from the factor analysis, the emergence of a changed research model arose, and one more dimension was added to green marketing tools which was called the name of trust in eco-brand, and eco-label.

An investigation of the number of every dimension of green marketing tools demonstrates the eco-brand and trust in eco-brand and eco-label as the products have been commercially successful in the context of the positive public image which leads the customer to buy and causes the development of brand loyalty.

The exploration of the connections between green marketing tools, specifically eco-labels, eco-brands, and environmental advertisements, and actual consumer purchasing behaviour has provided profound insights that have far-reaching suggestions for businesses, marketers, policymakers, and the wider consumer landscape.

5.1. Transformative power of green marketing tools

The study acknowledges the transformative power of eco-friendly marketing tools in structuring sustainable consumer choices^[35]. The evidence reveals that these tools extend beyond minimal environmental awareness, actively affecting consumers to consider eco-friendly aspects in their purchasing decisions. This pattern shift highlights a fundamental change in consumer expectations and preferences, recommending a growing taste for sustainable products.

5.2. Refinement of green marketing strategies

For businesses and markets, the study offers actionable insights into developing green marketing strategies⁽³⁶⁾. Highlighting trust-building initiatives within eco-labeling and branding appears as a crucial factor affecting consumer behaviour. The study suggests that businesses should develop strategies that improve consumer confidence in the authenticity of eco-friendly claims, fostering loyalty and positive perceptions in line with SDG 12, 13 and 15.

5.3. Long-term customer retention

The study implicit businesses that hold sustainable practices can achieve long-term customer retention. As consumer perceptions enhance, sustained sustainability efforts contribute to the creation of a loyal customer base. The loyalty expands through the instant transaction, highlighting a commitment to eco-friendly choices that echo societal consciousness.

5.4. Leveraging eco-friendly marketing tools

The findings recommend that businesses can grip eco-friendly marketing tools that can contribute to enhancing impact. Eco-labels, eco-brands, and environment consciousness, when blended into marketing strategies, show the most effective positive shifts in both consumer preferences and purchasing decisions^[37]. This integrated approach provides an extensive means to improve awareness and search through actual purchasing behaviour toward sustainable alternatives which compliments SDG 15 and 17.

6. Limitations and suggestions of the study for the future research

Green marketing is a most significant tool that has been rapidly spread across the universe. The impact of these tools increased its significance in the life of human beings. The necessity of becoming a green customer and adopting environmentally friendly products is now understood by human beings. To find the effect of green marketing tools including eco-labels, eco-brands, and environmental advertising on the purchasing behaviour of customers, has been conducted in this study. It is found in the research that the customers are aware of green marketing or eco-friendly products and half of them respond positively to the fact that in protecting the environment eco-friendly products are essential as can be inferred from SDG 12, 13 and 15.

This study unfolded the fact that the customers are strongly aware of the product that is associated with eco-labels and they have the prerequisite knowledge about the purchase of the eco-labels influence product though they lack trust in the labels. So, it is important to stress the necessity of the building trust of the customer by encouraging them with eco-label products.

This study also displayed that as customers are aware of the brands their purchasing decisions could be influenced by the trust of the customer. It also helped the customers to differentiate the eco-brand products from the other unconventional brands. In this context, environmental advertising also plays an important role. The customers know environmental advertising but still, they need to get motivation as they lack trust in these tools.

Moreover, the government has also the responsibility to monitor the trustworthiness and credibility of the messages in these three tools and should inform the citizens of the country about the availability and meaning of the new and unique eco-labels, eco-brands, and environmental advertisements in the market. This assists the customer to know the benefits of the usefulness of the tools on the environment.

Conflict of interest

No conflict of interest was reported by all authors.

References

1. Mohapatra S, Kumar A, Shirmila T, Rroy AD, Hota SL. The mediating role of customer satisfaction for a sustainable e-banking performance. *Environment and Social Psychology*. 2024; 9(6): 1-11.
2. Bapat GS, Kumar A, Kumar A, Hota SL, Kavita, Singh K. Sustainable Green Manufacturing Approaches in India—A Step towards a New Green Revolution through SMEs. *Engineering Proceedings*. 2024; 23; 59(1):211.
3. Mankiw, N.G. and Taylor, M.P., economics. Cengage Learning EMEA; 2020.
4. Yadegaridehkordi E, Nilashi M, Nasir MH, Momtazi S, Samad S, Supriyanto E, Ghabban F. Customers segmentation in eco-friendly hotels using multi-criteria and machine learning techniques. *Technology in Society*. 202; 65:101528.
5. Kalaiselvi S, Dhinakaran DP. Green Marketing: A Study of Consumers Attitude towards Eco-Friendly Products in Thiruvallur District. *Annals of the Romanian Society for Cell Biology*. 2021; 25(4):6026-36.
6. Kumar A, Madaan G, Sharma P, Kumar A. Application of disruptive technologies on environmental health: An overview of artificial intelligence, blockchain and internet of things. *Asia Pacific Journal of Health Management*. 2021;16(4):251-9
7. Naz F, Oláh J, Vasile D, Magda R. Green purchase behavior of university students in Hungary: An empirical study. *Sustainability*. 2020; 12(23):10077.
8. Sahu DK, Nath SC, Bisoyi B, Kumar A. Evaluating the access to Common Service Centres for banking services from the perspective of rural women entrepreneur. *Environment and Social Psychology*. 2023;9(2): 1-14
9. Papadas KK, Avlonitis GJ, Carrigan M, Piha L. The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*. 2019; 104: 632-43.
10. Nekmahmud M, Fekete-Farkas M. Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*. 2020; 12(19):7880.
11. Sharma AP. Consumers' purchase behaviour and green marketing: A synthesis, review and agenda. *International Journal of Consumer Studies*. 2021; 45(6): 1217-38.

12. Yusiana R, Widodo A, Sumarsih U. Integration Consumer Response during the Pandemic Covid-19 on Advertising: Perception Study on eco Labeling and Eco Brand Products Eco Care. *Inclusive Society and Sustainability Studies*. 2021; 1(2): 45-56.
13. Cam LN. A rising trend in eco-friendly products: A health-conscious approach to green buying. *Heliyon*. 2023; 9(9): 1-11.
14. Yokessa M, Murette S. A review of eco-labels and their economic impact. *International Review of Environmental and Resource economics*. 2019; 13 (1-2):119-63.
15. Gosselt JF, van Rompay T, Haske L. Won't get fooled again: The effects of internal and external CSR Eco-labelling. *Journal of business ethics*. 2019; 155:413-24.
16. Vitale S, Biondo F, Giosuè C, Bono G, Okpala CO, Piazza I, Sprovieri M, Pipitone V. Consumers' perception and willingness to pay for Eco-labeled seafood in Italian hypermarkets. *Sustainability*. 2020 Feb 14; 12(4):1434.
17. Jain P, Hudnurkar M. Sustainable packaging in the FMCG industry. *Cleaner and Responsible Consumption*. 2022; 7:100075.
18. Hayat K, Jianjun Z, Ali S. Reinforcing purchase behaviors through CSR and ethical practices. *Marketing Intelligence & Planning*. 2022; 40(2):256-72.
19. Hong Z, Guo X. Green product supply chain contracts considering environmental responsibilities. *Omega*. 2019; 83:155-66.
20. Durgude U, Ranjan SS, Sawant SB, Chavan AA. Role of Green Marketing Approaches In Consumer Buying Behaviour: An Empirical Study. *Journal of Pharmaceutical Negative Results*. 2022; 13(10): 1851-7.
21. de Freitas Netto SV, Sobral MF, Ribeiro AR, Soares GR. Concepts and forms of greenwashing: A systematic review. *Environmental Sciences Europe*. 2020;32(1):1-2.
22. Pattnaik, S., Hota, S. L., Kumar, A., Hota, A. R., & Kiran, P. (2024). Awaking deep emotional needs of consumers based on big data and emotional analysis. *Journal of Statistics & Management Systems*, 27*(1), 105–119. DOI: 10.47974/JSMS-1196
23. Pichierrri M, Pino G. Less saturated, more eco - friendly: Color saturation and consumer perception of product sustainability. *Psychology & Marketing*. 2023 Sep; 40(9):1830-49.
24. Peña-García N, Gil-Saura I, Rodríguez-Orejuela A, Siqueira-Junior JR. Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*. 2020 Jun 1; 6(6).
25. Hota SL. Customers Perception on E-CRM Technology: A Comparative Study. *ECS Transactions*. 2022a; 107(1):10171.
26. Zhang X, Dong F. Why do consumers make green purchase decisions? Insights from a systematic review. *International journal of environmental research and public health*. 2020 Sep; 17(18):6607.
27. Kamboj S, Matharu M, Gupta M. Examining consumer purchase intention towards organic food: An empirical study. *Cleaner and Responsible Consumption*. 2023; 9:100121.
28. Puspitasari AF. The Role of Brand Image, Brand Equity and Product Quality toward Customers' Attitudes to Consume eco Friendly Cosmetic Product (An Empirical Study: Millennial Generation Female Customers in Indonesia). *APMBA (Asia Pacific Management and Business Application)*. 2020; 9(1):21-36.
29. Nguyen-Viet B, Nguyet-Phuong Vo H, Nguyen-Trang Pham T. Modeling Consumers' Purchase Intention for Environment-Friendly Packaged Products: An Empirical Study in Vietnam. *Journal of International Food & Agribusiness Marketing*. 2023 Mar 24:1-24.
30. Hashish ME, Abdou AH, Mohamed SA, Elenain AS, Salama W. The Nexus between green perceived quality, green satisfaction, green trust, and customers' green behavioural intentions in eco-friendly hotels: a structural equation modelling approach. *International Journal of Environmental Research and Public Health*. 2022; 19(23):16195.
31. Ebrahimi P, Khajeheian D, Fekete-Farkas M. A SEM-NCA approach towards social networks marketing: Evaluating consumers' sustainable purchase behavior with the moderating role of eco-friendly attitude. *International Journal of Environmental Research and Public Health*. 202; 18(24):13276.
32. Hota SL. Analysis of Influencer Marketing Impact on Buying Behaviour among Teenagers. *International Journal*. 2022; 7(1): 93-98.
33. Kumar N, Garg P, Singh S. Pro-environmental purchase intention towards eco-friendly apparel: Augmenting the theory of planned behavior with perceived consumer effectiveness and environmental concern. *Journal of Global Fashion Marketing*. 2022; 13(2):134-50.
34. Tran K, Nguyen T, Tran Y, Nguyen A, Luu K, Nguyen Y. eco-friendly fashion among generation Z: Mixed-methods study on price value image, customer fulfillment, and pro-environmental behavior. *Plos one*. 2022;17(8):e0272789.
35. Mometto, A., The impact of sustainable packaging on consumers' choices: an empirical analysis in the food industry, Università Ca' Foscari Venezia, 2022.
36. Ghosh S, Mandal MC, Ray A. Selection of environmental-conscious sourcing: an empirical investigation. *Benchmarking: An International Journal*. 2021; 28(6):2130-55.

37. De Canio F, Martinelli E, Endrighi E. Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail & Distribution Management*. 2021; 49(9):1312-29.