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Influence of Green Marketing and Corporate Social Responsibility on Consumer Behaviour

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Abstract

The growing concern for environmental sustainability and ethical business practices has significantly influenced consumer behaviour in recent years. Green marketing and Corporate Social Responsibility (CSR) have emerged as important strategies through which organizations can respond to changing consumer expectations while strengthening their market position. This study examines the influence of green marketing practices and CSR initiatives on consumer attitudes, purchase intentions, brand perception, and actual purchasing behaviour. Green marketing focuses on promoting environmentally friendly products, sustainable packaging, responsible production processes, and effective communication of environmental benefits. Similarly, CSR activities demonstrate an organization's commitment to social, ethical, and environmental responsibilities, thereby contributing to consumer trust and brand loyalty. The study highlights that consumers are increasingly inclined to support companies whose products and practices reflect their personal environmental and social values. However, the effectiveness of green marketing and CSR depends largely on the credibility, transparency, and consistency of corporate claims. Misleading environmental claims or superficial CSR initiatives may create scepticism and negatively affect consumer trust. Overall, the integration of genuine green marketing strategies with meaningful CSR practices can positively influence consumer decision-making and foster long-term customer relationships. The study emphasizes the need for organizations to adopt transparent, consumer-oriented, and sustainable approaches to gain competitive advantage while contributing to broader environmental and social objectives.

Keywords: Green Marketing, Corporate Social Responsibility, Consumer Behaviour, Sustainability, Consumer Attitudes, Purchase Intention, Brand Loyalty, Environmental Awareness, Ethical Consumption.