ISSN:3030-332X
Impact factor: 9,493
International journal of scientific researchers
2nd International Conference on Green Economy & Sustainability 2.0, 30 April 2026

" THE IMPACT OF GREEN MARKETING ON CONSUMER BUYING BEHAVIOR: A CASE OF ANDIJAN CITY (UZBEKISTAN)"

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Abstract: Color can be one of the most important attributes to persuade customers to buy certain products. So organizations have used green marketing to make products more environmentally friendly and add features that cause a transmission effect. The adoption of green marketing practices has become increasingly prevalent in response to the growing environmental concerns among consumers. There is no way Earth could sustain itself. Therefore, it requires the cooperation and contribution of customers and organizations to protect it, as well as awareness of environmental problems such as global warming that currently affects c nearby. Understanding the relationship between green marketing practices and consumer buying decisions is crucial for businesses to effectively target and engage environmentally conscious consumers in today's competitive marketplace. This study aims to investigate the impact of green marketing practices on consumer buying decisions. The analysis of the results shows that green marketing practices influence customers and they are more motivated when they are aware of environmental issues. However, customers are still not very clear about the intentions of companies using these approaches.

Key words: Green Marketing, Green Marketing Messages, Consumer's Buying Behavior, Green Products, Eco- Friendly Products.

Introduction

Although the process of globalization is in full swing all over the world, it is the process also caused a number of problems. One of these problems is environmental problems that adversely affect all living things. These are mentioned above environmental problems are increasingly on the agenda recent years and people started saying these negative things. In exchange for this attitude of consumers, there are companies have started formulating their marketing strategies to raise awareness about it environmental cleanliness. These marketing strategies, called green marketing, caused companies to adopt green policies in pricing, advertising and products features and distribution activities. Green marketing that promotes environmentally friendly products and practices has a significant impact on consumer purchasing behavior. Consumers are increasingly attracted to sustainable and eco-friendly products due to growing environmental awareness. Consumer behavior refers to the actions of consumers in the search and purchase process and evaluating the products or services they expect to meet their needs. And it affects various factors such as individual, environment and decision-making. Understanding the consumer's attitudes, values, and motivations towards sustainability is essential to understanding how green marketing can influence their purchasing behavior.



Problem statement

More attention should be paid to the characteristics of green products and to customers who are environmentally aware of the effects of their activities. The statement emphasizes the growing development of corporate green marketing practices to support environmental sustainability goals.

Research Purpose

The purpose of this study is to find out the effect of green marketing practices on customer reactions and perceptions about it. The way these products have become so attractive to them with their features is because it changes the habits of customers outside of their awareness.

Objectives

1. To analyze consumer awareness and perception of green marketing messages
2. To assess the impact of green marketing on consumer attitudes and preferences while purchasing green products
3. To assess the effectiveness of different green marketing strategies in influencing consumer's purchase decisions across different demographic segments

Research Questions

1. How do color, quality and post-use fate affect customer purchasing habits of green products?
2. How does green marketing affect the attitude of customers when buying eco products?
3. How do green marketing practices influence customer perceptions of corporate attitudes?

Literature review

Green marketing practices have received much attention in recent years due to growing concerns about environmental sustainability and the need for businesses to act responsibly. Several studies have examined the impact of these practices on consumer purchasing behavior and shed light on the various factors that influence consumers' market preferences and choices. Although many studies provide valuable information on the impact of green marketing on consumer behavior, further research is still needed to explore the complex dynamics between green marketing practices and consumer decision-making processes. The concept of green marketing has emerged as a powerful tool for businesses seeking to appeal to environmentally conscious consumers. This literature review aims to examine the impact of green marketing practices on consumer purchasing behavior and shed light on key factors influencing consumer preferences and choices in the context of sustainability. And it provides a deeper understanding of the relationship between green marketing practices and consumer purchasing behavior, highlighting the implications for businesses seeking to navigate the increasingly complex landscape of sustainable marketing

Importance of Green Marketing

So humanity has limited resources on earth with which to try to satisfy the world's unlimited needs. Since companies have limited natural resources, they must develop new or alternative ways to meet their unlimited needs.

There are several reasons that highlight the importance of green marketing:

- **Meeting consumer demand**: Consumers are increasingly looking for environmentally friendly products, and green marketing helps companies meet this demand.
- **Increase brand image:** Applying green marketing can increase the company's image as a socially responsible and environmentally conscious organization.
- **Regulatory Compliance**: As environmental regulations become more stringent, adopting green marketing practices can help companies comply with laws and regulations.

Green marketing plays a key role in bringing benefits to the environment, businesses and consumers in many ways:

- **Environmental benefits:**

- **Promotes sustainability**: Green marketing encourages companies to develop environmentally friendly and sustainable products and services. This reduces the impact on the environment, which leads to conservation of natural resources and reduction of pollution.
- **Promotes ecological practices**: By promoting green products and services, green marketing increases the awareness of both companies and consumers about environmental friendliness practices. This can lead to a shift to more sustainable ways of production and consumption.
- **Cost savings:** Adopting green practices can help businesses reduce costs through energy efficiency, waste and other sustainable resources. This can lead to long-term savings and better profitability.

Green products and green product purchasing

Green products are products that have a lower environmental impact than traditional alternatives and these alternatives provide more environmental and sustainable future for all. These products are designed and manufactured with the aim of minimizing their carbon footprint, resource consumption and overall impact on the environment. They are usually made from sustainable materials, energy-efficient processes and practices where environmental and social responsibilities are a priority. When purchasing green products, consumers, who play an important role in promoting environmental friendly products, make choices that support sustainability and environmental protection.

Consumer buying behavior

Consumer buying behavior refers to the decision-making process and actions that consumers go through when purchasing products or services. Consumer buying is influenced by many factors, including cultural, social, personal and psychological factors.

- **Cultural factors**: Culture plays an important role in shaping consumer behavior. Culture includes the shared values, beliefs, customs and norms of a given society. Consumer buying behavior is influenced by their cultural background, such as language, religion and social class.
- **Social Factors**: Social factors are the influence of family, friends, social groups and society as a whole on consumer behavior. For example, a person's family, comparison groups and social status can influence their purchasing decisions.
- **Personal Factors**: Personal factors such as age, gender, income, occupation, lifestyle and personality also influence the buying behavior of consumers. Different demographics have different preferences and needs, which results in different buying behaviors.

Psychological factors: Psychological factors play a crucial role in the buying behavior of consumers. These factors include perception, motivation, learning, attitudes and beliefs. For example, consumers' perception of a product's quality or value can significantly influence their purchasing decisions.

Green consumer

A green consumer is someone who makes environmentally conscious purchasing decisions. A green consumer is usually defined as someone who behaves in an environmentally friendly way and buys green products instead of conventional alternatives. Green consumers are under internal control because they believe that the individual consumer can effectively protect the environment. These consumers are focused on minimizing the environmental impact of their purchasing choices. They know the consequences of their consumption habits and are actively looking for more sustainable and

environmentally friendly products and services. Green consumers often prefer products that are recyclable, energy efficient, organic, locally produced and ethically sourced.

Methodology

The systematic and theoretical analysis of methods used in a particular research field is known as research methodology. In a research paper, methodology describes the strategies, techniques, and procedures used to collect and analyze data and the basis for choosing those methods. It is important to ensure the validity, reliability and credibility of research findings.

Research design

A research design is a framework, plan, or structure that specifies the methods of collecting, analyzing, and interpreting data in scholarly studies. It describes the general strategy a researcher uses to answer their research questions or test their hypotheses. The research plan includes details such as the research methods to be used, the type of data to be collected, the sampling strategy and the methods of data analysis. A well-designed study has a clear and logical research plan that helps ensure the validity and reliability of the results.

Sampling Method

Stratified sampling- the population is subdivided into uniform subgroups known as strata, from which samples are randomly selected from each stratum. This method ensures that all subgroups of the population are represented in the sample.

Target population is Andijan city

Population size: 410,349 (Andijan city)

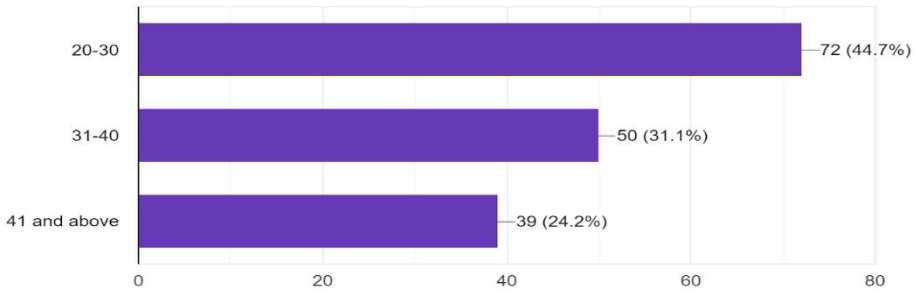
Sample size: 100 (Andijan city)

Sources of data

Analysis

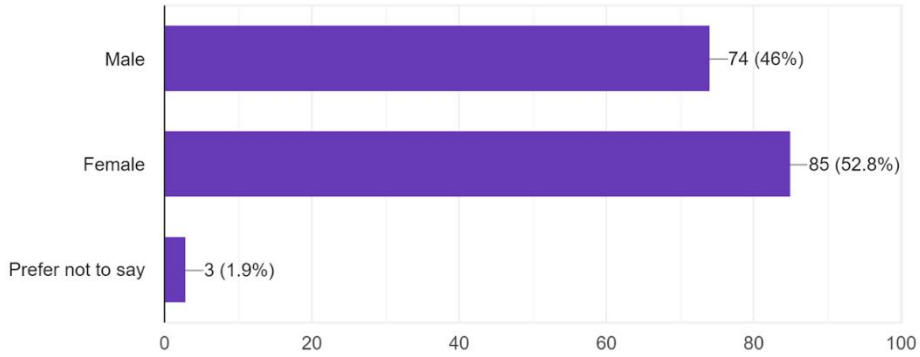
Demographic factors

Age



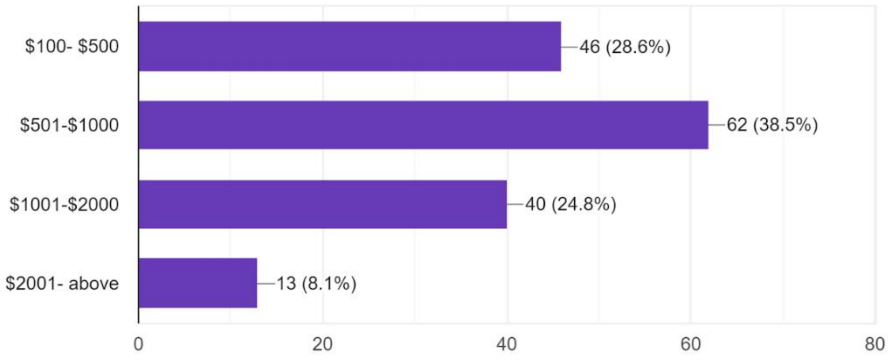
Interpretation: As my research shows **44.7%** of respondents are in age group between 20-30, **31.1%** of them are 31-40 in age group and **24.2%** of them are in age group 41 and above.

Gender



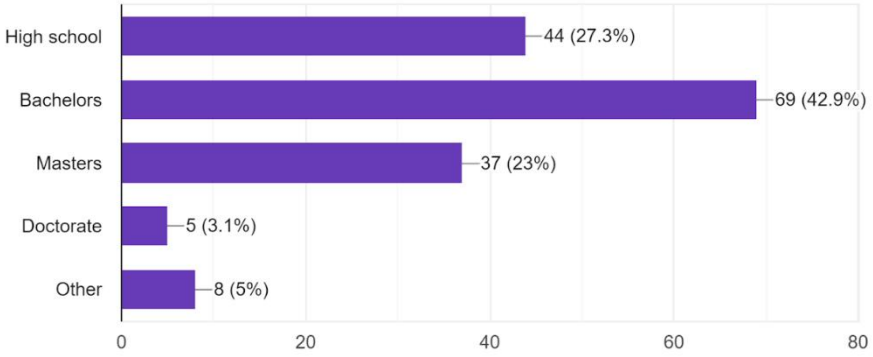
As graph indicates **52.8% of** respondent are female whereas **46%** of them are male and 1.9% of them prefer not to say their gender.

Income



Graph illustrates that **38.5%** of respondents' income between $501-$1000, while **28.6%** of their income is between $100-$500 and **24.8%** of respondents' income $1001-$2000 and **8.1%** of them is $2001- and above.

Education level

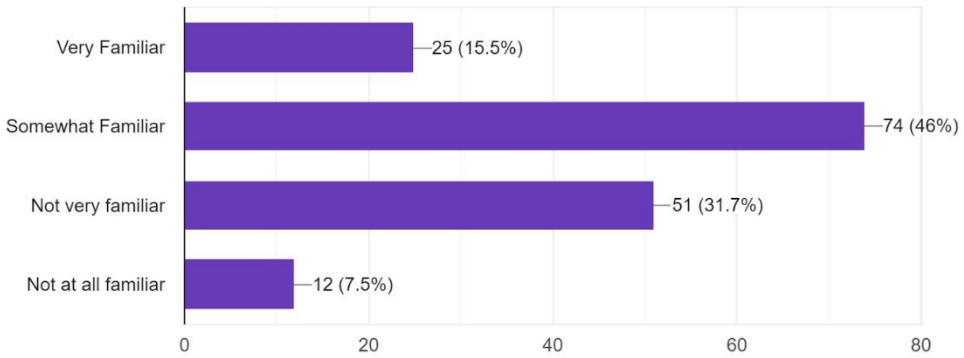


Research shows **42.9%** of respondents are Bachelors, while **27.3%** of them are high school, **23%** of them are Masters, **3.1%** of them are Doctorate and others **5%**

Part B

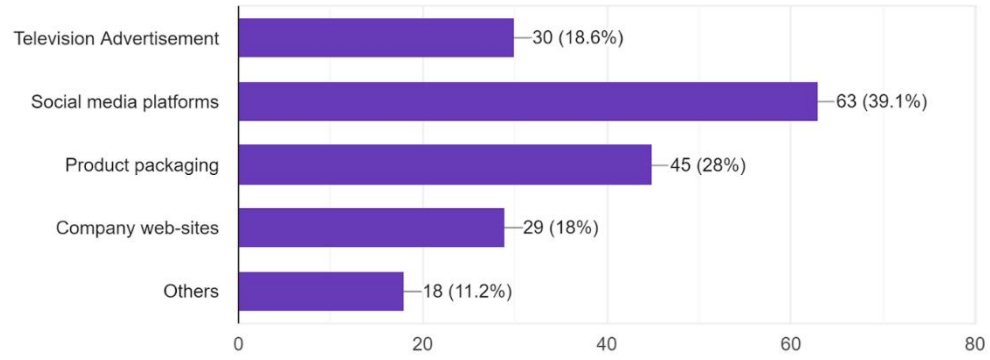
Section 1. Consumer Awareness of green marketing

Question 1. How familiar are you with the concept of green marketing and Green Products?



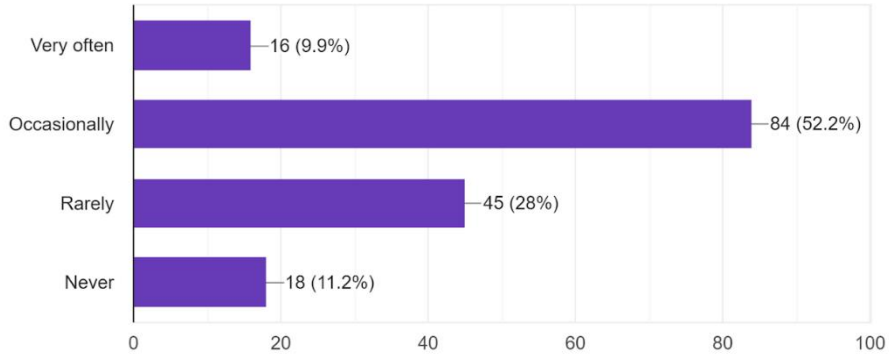
As my research displays **46%** of respondents are somewhat familiar while **31.7%** of them are not very familiar, whereas **15.5%** of them very familiar and remaining **7.5%** of them not at all familiar with the concept of green marketing and green products.

Question 2. Where do you encounter green marketing messages more frequently?



Interpretation: The graph visually represents that respondents encounter green marketing massages more frequently **39.1%** of them from Social media platforms, **28%** of them from product packaging**, 18.6%** of them from television advertisement, **18%** of them company web-sites and remaining **11.2%** of them from other sources.

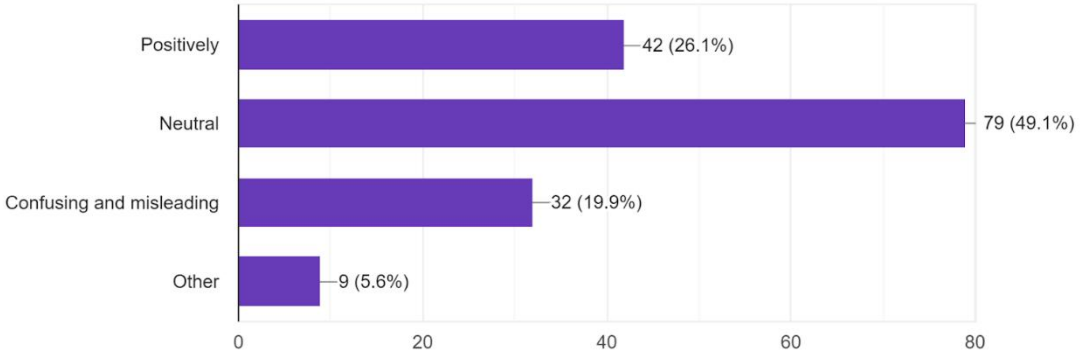
Question 3. How do you see often green marketing messages in your daily life?



Interpretation: The graph displays information that **52.2%** of respondents see green marketing massages occasionally in their daily life, 28% of them rarely see, **11.2%** of them never meet, and **9.9%** of them see green marketing massages very often in their daily life.

Section 2. Perception of green marketing

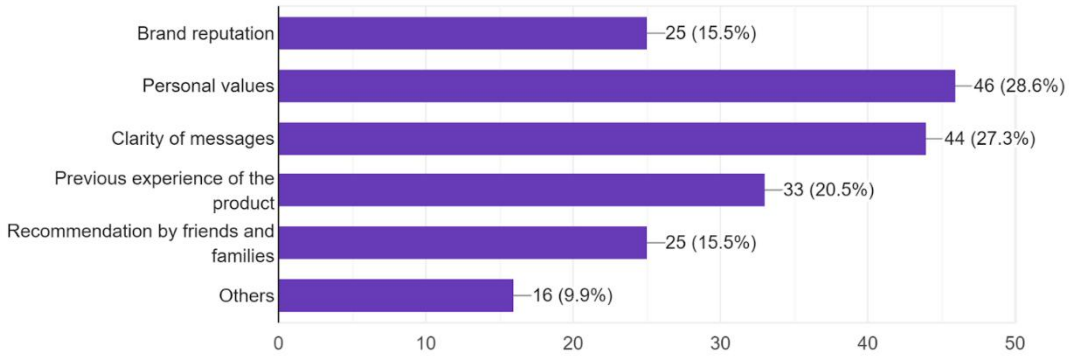
Question 1. How do you perceive green marketing massages?



Interpretation: The graph demonstrates that **49.1%** of respondents perceive green marketing massages neutral,

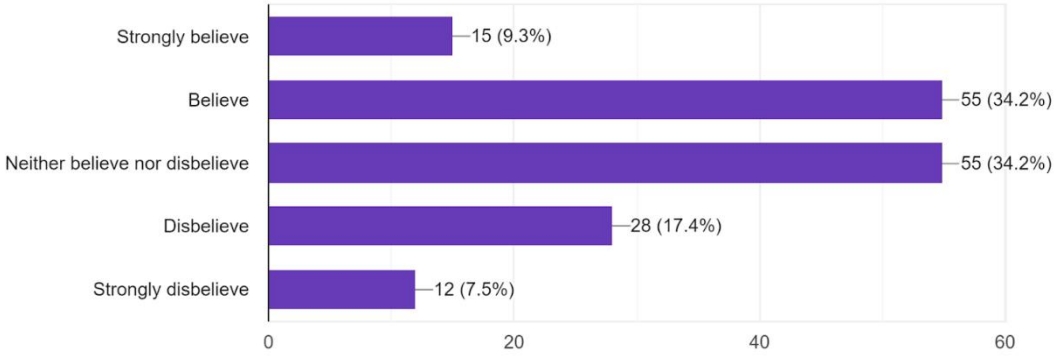
whereas **26.1%** of them perceive positively, while **19.9%** of them think it is confusing and misleading and **5.6%** of them answered as other.

Question 2. What are the factors that can influence your perception of green marketing message?



Interpretation: The graph reveals that for **28.6%** of respondents personal values can impact their perception of green marketing massage, whereas for **27.3%** of them clarity of massages can influence, for **20.5%** of them previous experience of the product, for **15.5%** of them brand reputation and for **15.5%** of them recommendation by friends and families can influence their perception of green marketing massages and for remaining **9.9%** of respondents other factors can influence.

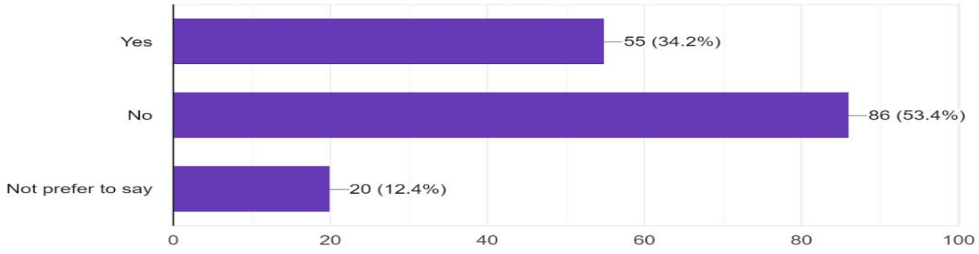
Question 3. Do you believe that companies are genuinely concern about environmental issues?



Interpretation: As my research indicates **34.2%** of respondents believe and **34.2%** of them neither believe nor disbelieve, **17.4%** of them disbelieve, **9.3%** of them strongly believe while **7.5%** of them strongly disbelieve that companies are genuinely concern about environmental issues.

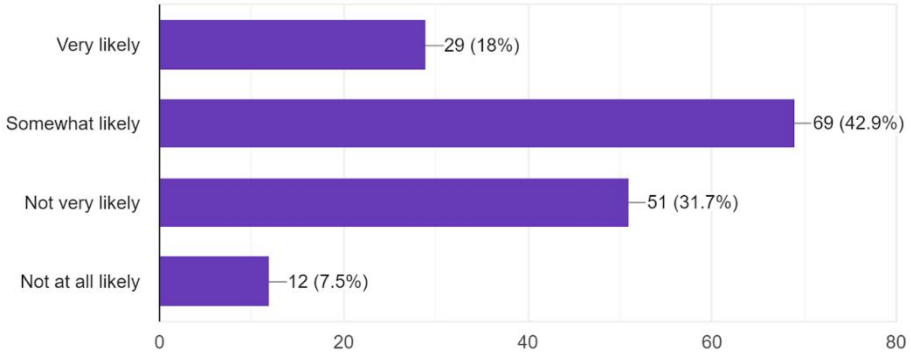
Section 3. Impact of Green Marketing on consumer attitude and preferences

Question 1. Have you ever been influenced by the green marketing messages in the past while you are making your purchasing decision?



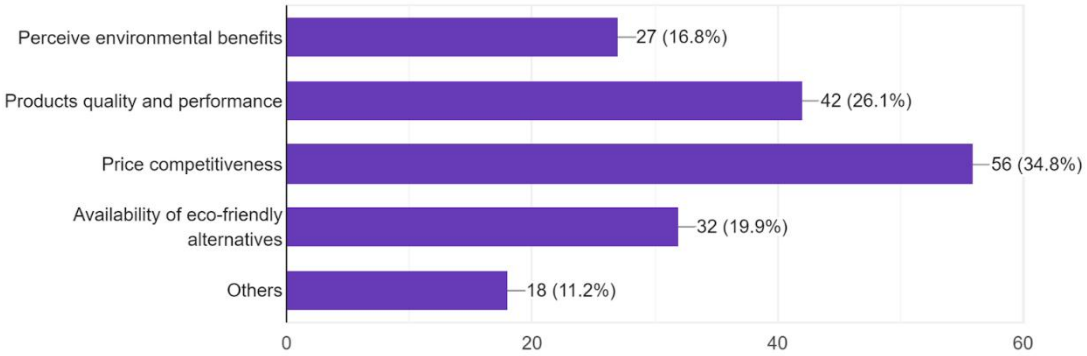
Interpretation: As the graph shows **53.4%** of respondents have not been influenced by the green marketing massages in the past while they are making their purchasing decision while **34.2%** of them influenced and **12.4%** of them prefer not to say

Question 2. How likely are you to choose the product or service labelled as eco-friendly product?



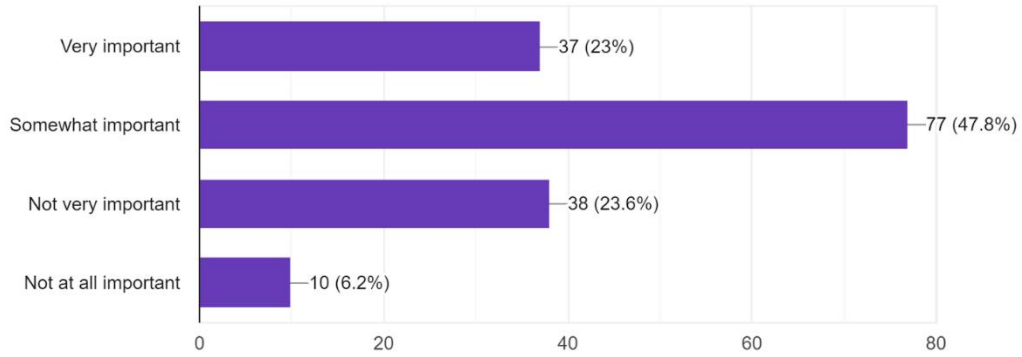
Interpretation: The graph displays that **42.9%** of respondents are somewhat likely, **31.7%** of them not very likely, while **18%** of them very likely and remaining **7.5%** of them not at all likely to choose the product or service labeled as eco-friendly product.

Question 3. What factors can influence your willingness to pay a premium for eco-friendly products?



Interpretation: As my research demonstrates **f**or **34.8%** of respondents price competitiveness, for **26.1%** of them product's quality and performance, whereas for **1.9%** of them availability of eco-friendly alternatives, while for **16.8%** of them perceive environmental benefits and for **11.2%** of them other factors cam impact their willingness to pay a premium for eco-friendly products.

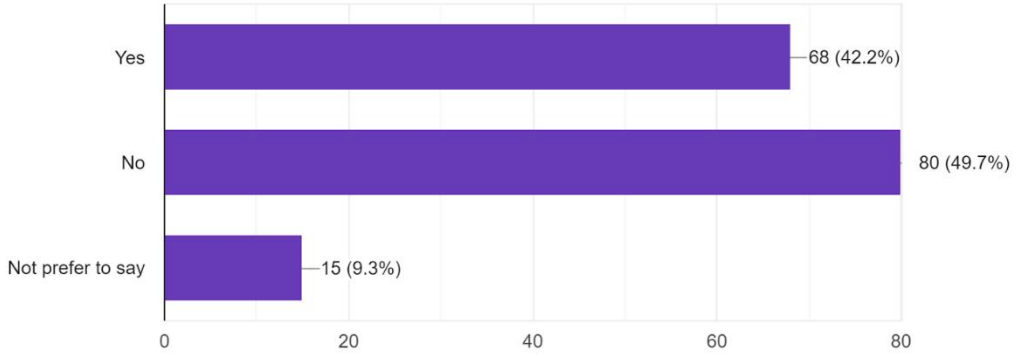
Question 4. How important it is for you to support the companies that promote environmentally sustainable practices through their marketing practices?



Interpretation: The graph shows that for **47.8 %** of respondents it is somewhat important, for **23.6%** of them not very important while for **23%** of them very important and for rest of them **6.2%** of them not at all important.

Section 4. Influence of demographic factor.

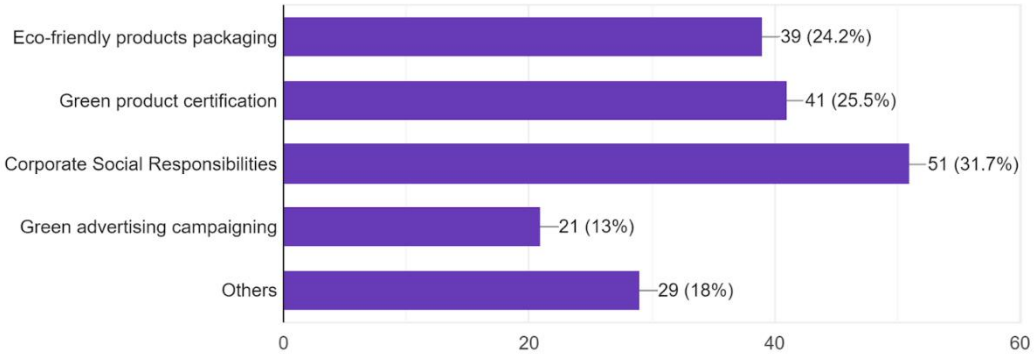
Question 1. How does your age influence your response in green marketing messages?



Interpretation: 49.7% of respondents' age does not impact and **42.2%** of their age influence their response in green marketing massages while **9.3%** of respondents prefer not to say.

Section 5. Effectiveness of green marketing practices

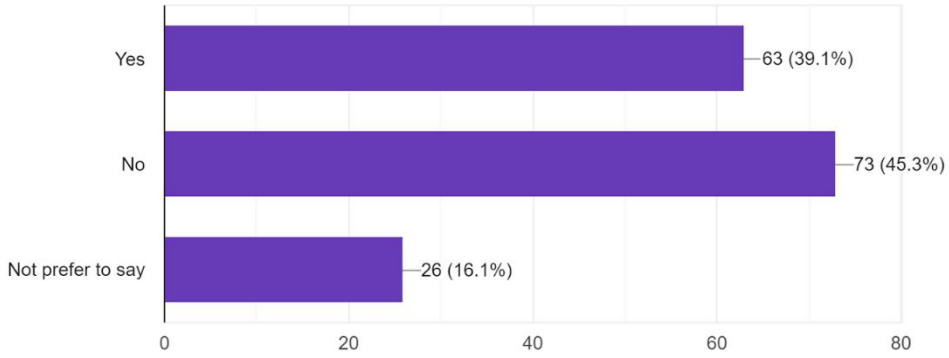
Question 1. Which green marketing strategy do you find most influential in influencing your purchase decision?



Interpretation: As my research represents **31.7%** of respondents think corporate social responsibilities, whereas **25.5%** of them think green product certification, **24.2%** of them find eco-friendly products packaging while **13%** of them find green advertising campaigning the most influential

in influencing their purchase decision and **18%** of them find other marketing strategies the most influential in their purchase decision.

Question 2. Have you ever purchase a product because the company claims it is eco-friendly product?



Interpretation: The graph indicates **45.3%** of respondents have purchased while **39.1%** of them have not purchased a product because the company claims it is eco-friendly product, and remaining **16.1%** of them prefer not to say.

Findings

In this chapter, the researcher concentrates on the research findings and describes the analysis as well as its conclusions that are obtained from the analysis conducted in previous chapters.

4.1 Results

The research conducted to analyze consumer awareness and perception of green marketing messages, it was revealed that 46% of respondents are somewhat familiar with the concept of green marketing and green products. This shows the average understanding of the participants. On the other hand, 31.7% of the respondents are not very familiar with green marketing, which indicates that a significant part of the sample does not have a clear understanding of the concept. The results of the survey show that 15.5% of the respondents are very familiar with green marketing and green products. of green marketing and green products. On the other hand, the lowest percentage of the survey is 7.5% of respondents who do not know green marketing and green products at all.

The study, which focused on respondents' exposure to green marketing messages, found that different sources affect their visibility differently. Most of the respondents, about 39.1%, have come across green marketing on social media. After social media, the next most common source of exposure for respondents was product packaging, with 28% reporting encountering green marketing messages in this format. In addition, the findings showed that TV commercials also play an important role in introducing consumers to green marketing messages. 18.6% of respondents encountered such content through this medium. In addition, the survey revealed that a significant proportion of respondents, around 18%, encountered green marketing messages on company websites. Finally, it was revealed that 11.2% of respondents encountered green marketing from other sources not specifically mentioned in the survey. The results revealed that 52.2% of the respondents see green marketing messages from time to time, which means that slightly more than half of the respondents come across such messages from time to time. Additionally, 28% of respondents rarely see green marketing messages, indicating that a significant portion of the population is not often exposed to these messages. On the other hand, 11.2% of respondents are never exposed to green marketing messages, which makes it clear that a significant minority lack awareness or exposure to green marketing initiatives. Finally, 9.9% of respondents see green marketing messages very often, indicating that there is actually a segment of the population that is very exposed and familiar with such messages.

The research findings show that the respondents' perception of green marketing is varied. The largest percentage of the survey, 49.1%, experienced green marketing messages neutrally. This shows a

balanced view among consumers who neither support nor oppose green marketing. In contrast, the lowest percentage of respondents, 5.6%, belonged to the "other" category.

Several factors can influence consumers' awareness and understanding of the green marketing message, according to the results of the presented study. 28.6% of respondents indicated that their personal values play an important role in how they perceive green marketing messages. In addition, 27.3% of the respondents considered the clarity of messages crucial. The study also showed that 20.5% of respondents based their opinion on previous experiences with the product. This means that consumers' interactions and experiences with green products or brands can shape their attitudes toward new marketing messages. Additionally, 15.5 percent of respondents were influenced by brand reputation and recommendations from friends and family. In contrast, the lowest percentage of respondents, 5.6%, belonged to the "other" category.

The highest percentage recorded was 34.2% of respondents who believe that companies are genuinely concerned. On the other hand, the lowest percentage recorded was 7.5% of respondents who strongly disbelieve that companies are genuinely concerned.

Furthermore, 34.2% of respondents neither believe nor disbelieve, showcasing a segment that may be uncertain or lack concrete information to form a strong opinion. Additionally, 17.4% of respondents outright disbelieve companies' environmental concerns, reflecting a degree of cynicism or skepticism among consumers. Lastly, 9.3% of respondents strongly believe in companies' environmental commitments, demonstrating a group that is highly supportive and trusting of corporate environmental initiatives.

Impact of Green Marketing on consumer attitude and preferences

It is interesting to note the distribution of perceptions among the respondents. From the results, it is evident that a majority, constituting 53.4% of the participants, have not been influenced by green marketing messages when making purchasing decisions.

Conversely, 34.2% of the respondents indicated that they have been influenced by green marketing messages in the past while making purchasing decisions.

Furthermore, 12.4% of the participants chose not to disclose whether they had been influenced by green marketing messages. This ambiguity could stem from various reasons, such as privacy concerns, uncertainty, or a lack of clear awareness regarding the impact of green marketing on their choices.

The data shows that 42.9% are likely to choose such products, indicating a positive trend towards environmentally conscious choices. On the other hand, 31.7% of the respondents stated that they are not likely to choose ecological products. The largest percentage, 42.9%, represents an important part of consumers who are likely to choose ecological products.

The survey revealed that the competitiveness of prices had the greatest influence and was considered a key factor by 34.8% of the respondents. On the other hand, only 1.9% of respondents cited the availability of environmentally friendly alternatives as their willingness to pay more. In addition, 26.1% of participants noted the quality and performance of the products, indicating that consumers value the efficiency and durability of environmentally friendly products. Environmental benefits were considered important by 16.8% of the respondents, which shows that a considerable part of consumers is motivated by positive environmental effects. The lowest percentage, 1.9%, was for the availability of environmentally friendly alternatives.

In a study examining the impact of green marketing on consumer attitudes and preferences toward purchasing green products, respondents were asked to rate the importance of supporting green practices through their marketing strategies. The data show that the majority of respondents, 47.8%, consider it somewhat important to support such companies. A significant percentage, 23.6%, does not consider this support very important. On the other hand, 23% of the respondents consider it very important to support companies that promote ecological practices. The smallest percentage, 6.2%, does not consider supporting such companies important at all. The in-depth analysis of the findings reveals that almost half of the respondents consider it important to support environmentally conscious companies through marketing. This suggests that consumers are aware of and interested in sustainable practices. On the other

hand, 6.2% of the respondents stand out the most, who think that supporting these companies is not important at all. Understanding the attitudes and motivations of this group is crucial for companies seeking to effectively adapt their green marketing strategy and expand their consumer base.

Influence of demographic factor

The aim of this work was to evaluate the effectiveness of different green marketing strategies in shaping consumer purchase decisions in different population groups. The results suggest that a significant part of the respondents is influenced by their age when they participate in green marketing messages, which highlights the segmentation of marketing strategies according to age groups to increase effectiveness. The highest percentage in the survey was 49.7%, representing respondents whose age did not affect their response to green marketing messages. On the other hand, the lowest percentage was 9.3%, which shows the proportion of respondents who did not want to reveal the influence of their age on their answers. However, 42.2% reported that their age influenced their response to a green marketing message. Understanding these variations is critical for marketers to effectively tailor their strategies to different consumer segments based on age demographics.

Effectiveness of green marketing practices

Based on the research findings, the majority of respondents, 31.7 percent, believe that corporate social responsibility (CSR) is the most effective green marketing strategy to influence their purchasing decisions. On the other hand, the smallest percentage of respondents, 13 percent, considered green advertising campaigns to be the most influential on their purchasing decisions. This suggests that traditional advertising methods that focus only on promoting environmental benefits may not be as effective as other green marketing strategies in influencing consumer behavior.

Based on the research findings, the highest percentage of respondents, at 45.3%, has purchased a product because the company claims it is an eco-friendly product. This indicates that a significant portion of consumers are influenced by eco-friendly claims when making purchasing decisions. On the other hand, the lowest percentage of respondents, at 39.1%, have not purchased a product because the company claims it is an eco-friendly product.

Discussions

This chapter focuses on the outcomes of the investigation, which are then examined in detail, and the researcher attempts to explain the analysis and its findings. The researcher also linked the results of the analysis research objectives and literature review to support this project. Considering the fact that the literature review and data analysis, the findings play a similar role, containing a combination of qualitative and quantitative data.

Analysis

The highest percentage of respondents' answer	
Somewhat familiar with green marketing and Green Products	**46%**
Social media platforms encounter green marketing massages more frequently	**39.1%**
See green marketing massages **occasionally**	**52.2%**
Perceive green marketing massages **neutral**	**49.1%**
Personal values can impact their perception	**28.6%**
Believe companies are concern about environmental issues.	**34.2%**
Influenced by the green marketing massages	**53.4%**
Somewhat likely choose the product or service labeled as eco-friendly product	**42.9%**
Price competitiveness- pay a premium for eco-friendly products	**34.8%**
Somewhat important- companies that promote environmentally sustainable practices	**47.8%**

Age does not impact response in green marketing messages	**49.7%**
CSR- find marketing strategy the most influential in purchase decision	**31.7%**
Purchased a product because the company claims it is eco-friendly product	**45.3%**

The table indicates that almost all respondents' answers for survey questions are below the 50 percent (%) which means that consumer awareness of green marketing, perception of green marketing, impact of green marketing on consumer attitude and preferences, influence of demographic factor, effectiveness of green marketing practices are almost below the average.

Recommendations

Green marketing helps companies adopt more sustainable business practices as it helps promote the environmental benefits of their products and services. Furthermore, green marketing can raise awareness among consumers about the importance of sustainability and the environmental impact of their purchasing decisions. Recommendation is given for especially companies who produce products and can encourage, attract and make consumers be aware about green products and services and increase consumers' interest and willingness to purchase environmentally friendly products.

Here are the some recommendations based on analysis:

- Companies to continue leveraging green marketing strategies, particularly highlighting their commitment to environmental issues and sustainability.

- Given the influence of personal values, businesses should align their messaging with values that resonate with their target audience

- Companies should enhance their social media platforms to promote green marketing and green products by creating relevant and attractive contents to attract people for green products while the result is reveals 39.1% of respondent use social media platforms.

Conclusion

In this chapter there is a summary of entire thesis which is conclusion for this dissertation. Green marketing is a crucial aspect of modern businesses as it helps raise awareness about environmental issues and encourages consumers to make more sustainable choices. This summarizes all chapters, all the key points, findings, and results in a precise and clear way.

Conclusion

The impact of green marketing is significant for consumers, who are more likely to choose and value eco-friendly products. Consumers are increasingly aware of environmental issues and actively seek natural and sustainable goods. Consumer perceptions and choices are shaped by various green marketing strategies, such as eco-branding, eco–labeling, green advertising campaigning or environmental advertising. Businesses that adopt environmentally friendly practices can reduce their negative impacts and create a positive image for consumers and others.

This research aimed to identify and analyze consumer awareness and perception of green marketing messages, to assess the impact of green marketing on consumer attitudes and preferences while purchasing green products. Based on analysis of this can be concluded that customers who are living in Andijan city, do not have enough knowledge and more than half of the respondents are not aware or are little aware of green marketing practices and green products. Increasing consumer awareness of green products is important to create sustainable environment and to save the environment.

Limitations

Despite the insights gained on the impact of green marketing on consumer purchasing behavior, researchers and practitioners should consider several limitations.

- **Language barrier:** in Andijan city not all of the respondents know English language

- **Measurement challenges**. Assessing the impact of green marketing on consumer behavior can be difficult due to self-report biases, social desirability effects, and the complexity of measuring environmental awareness.
- **Temporal factors:** consumer attitudes and behaviors toward green products may change over time due to changing trends, economic conditions, and changing social values, so longitudinal studies are needed to identify these dynamics.

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Questionnaire

Part A

Section 1. Demographic factors

1. Age:

- 20-30☐
- 30-40☐
- 40-50☐
- 50- above☐

2. Gender:
- Male ☐
- Female ☐
- Other ☐

3. Income:
- $100- $500 ☐
- $500-$1000☐
- $1000-$2000☐
- $2000- above☐

4. Education level:
- High school☐
- Bachelors ☐
- Masters ☐
- Doctorate ☐
- Other ☐

Part B

Section 1. Consumer Awareness of green marketing

1. How familiar are you with the concept of green marketing and Green Products?
- Very Familiar ☐
- Somewhat Familiar ☐
- Not very familiar ☐
- Not at all familiar ☐

2. Where do you encounter green marketing messages more frequently?
- Television Advertisement ☐
- Social media platforms ☐
- Product packaging ☐
- Company web-sites ☐
- Others ☐

3. How do you often green marketing messages in your daily life?
- Very often ☐
- Occasionally ☐
- Rarely ☐
- Never ☐

Section 2. Perception of Green Marketing

1. How do you perceive green marketing massages?
- Positively☐
- Neutral ☐
- Confusing and misleading ☐
- Other☐
-

2. What are the factors that can influence your perception of green marketing message?
- Brand reputation☐
- Personal values☐
- Clarity of messages☐
- Previous experience of the product☐
- Recommendation by friends and families☐

- Others ☐

3. Do you believe that companies are genuinely concern about environmental issues?
- Strongly believe☐
- Believe ☐
- Neither believe nor disbelieve☐
- Disbelieve☐
- Strongly disbelieve ☐

Section 3. Impact of Green Marketing on consumer attitude and preferences

1. Have you ever been influenced by the green marketing messages in the past while you are making your purchasing decision?
- Yes☐
- No☐
- Not prefer to say☐

2. How likely are you to choose the product or service labelled as eco-friendly product?
- Very likely ☐
- Somewhat likely☐
- Not very likely☐
- Not at all likely ☐

3. What factors can influence your willingness to pay a premium for eco-friendly products?
- Perceive environmental benefits
- Products quality and performance
- Price competitiveness
- Availability of eco-friendly alternatives
- Others

4. How important it is for you to support the companies that promote environmentally sustainable practices through their marketing practices?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

Section 4. Influence of demographic factor.

1. How does your age influence your response in green marketing messages?
- Yes ☐
- No☐
- Not prefer to say ☐

Section 5. Effectiveness of green marketing practices

- Which green marketing strategy do you find most influential in influencing your purchase decision?
- Eco-friendly products packaging☐
- Green product certification☐
- Corporate Social Responsibilities ☐
- Green advertising campaigning☐

- Others ☐
- Have you ever purchase a product because the company claims it is eco-friendly product?
- Yes☐
- No☐
- Not prefer to say ☐