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Sustainable Marketing Practices and Consumer Behavior in the Adoption of Eco-Friendly Products in Emerging Economies

Dr. Vijayakanthan Selvaraj [a*], Dr.P. Sundara BalaMurugan [b], Dr.G.H. Kerinab Beenu [c], Dr.E.P. John [d]

[a] Assistant Professor (Senior Grade), Faculty of Management, SRM Institute of Science and Technology, Vadapalani, Chennai, Tamil Nadu, India. E-mail: svijayakanthan76@gmail.com, Orcid: https://orcid.org/0000-0002-5662-1928*

[b] Associate Professor, Department of Management Studies, St. Josephs Institute of Technology, OMR, Chennai, Tamil Nadu, India. E-mail: sundarabalamurugan@gmail.com, Orcid: https://orcid.org/0009-0002-7440-0181

[c] Associate Professor, Department of Management Studies, Jerusalem College of Engineering, Pallikaranai, Chennai, Tamil Nadu, India. E-mail: beenustanley2008@gmail.com, Orcid: https://orcid.org/0000-0001-5759-0089

[d] Assistant Professor (Senior Grade), Department of Management Studies, SRM Valliammai Engineering College SRM Nagar, Kattankulathur, Chengalpattu District, Tamil Nadu, India. E-mail: johnep.mba@srmvalliammai.edu.in,Orcid: https://orcid.org/0000-0003-3129-2133

Abstract

This research paper will look at the uptake of eco-friendly products in the emerging economies with special attention to the influence of sustainable marketing practices and consumer behavior. The study establishes some of the key drivers, such as environmental concern, perceived value, trust in green claims, price sensitivity, and socio-cultural influences. It is suggested that a two-stage behavioral model be used to investigate the influence of these factors on purchase intention and actual behavior through accessibility as a mediator. It employed a mixed-method design (quantitative survey of 600 participants in India, Indonesia, and South Africa and qualitative interviews with 30 individuals). The data were analyzed using descriptive statistics and structural equation modelling (SEM). The results indicate that environmental concern (β=0.62), perceived value (β=0.75), and trust in green claims (β=0.78) have a significant impact on purchase intention, whereas price sensitivity (β=-0.48) does not. It was discovered that the purchase intention and accessibility were strong predictors of actual behavior. Hypothesis testing revealed that the null hypothesis (H_0), no significant relationship between purchase intention and actual behavior, and no mediation through accessibility, was rejected. The alternative hypothesis (H_1), that there was a significant relationship between intention and behavior, mediated by accessibility, was accepted. The research points out the attitude-behavior gap in which high purchase intention cannot always be converted into reality because of such barriers as price and access. The model suggested can be used to create more effective, culturally specific green marketing approaches. This model can be expanded in future studies to other emerging economies, and real-time data can be included to hone sustainability adoption models.

Keywords: Sustainable Marketing, Consumer Behavior, Eco-friendly Products, Emerging Economies, Green Consumption, Environmental Concern, Sustainable Consumption, Green Branding.

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Introduction

International concerns over sustainability are in part a result of environmental degradation, climate change, and scarcity of resources (Vishnoi et al., 2025). As evidence of neglected environmental conditions becomes increasingly conspicuous and staggering for global societies, the rates at which consumers recognize their ecological impact have increased exponentially. Observed considerable interest in sustainable products as consumers demonstrate an appreciation of the pressures of development in emerging economies, often at odds with environmental sustainability concerns (Yadav et al., 2024; Prakash & Pathak, 2017).

Sustainable marketing provides a helpful definition of promoting products and practices that satisfy consumer needs while respecting environmental and social welfare throughout the entire process. Sustainable marketing has emerged as an essential strategy of implementing sustainable environmental behaviors via consumer engagement. Ideally, the success of sustainable marketing strategies is predicated on the capacity for consumers to adopt environmentally friendly, long-lasting, and in some cases, a take-backable product (Vijayakumar & Davidova, 2025). However, that assumes sustainable products are available when the consumer needs them. For example, awareness, price and access can vary across markets (Upadhyay & Jain, 2022; Khuan et al., 2024).

The existence of the attitude–behavior gap in emerging economies remains a challenge- consumers announce support of environmental sustainability; however, when they appear to organize their lives and eco-friendly purchases, there seems to be something at play that lessens the effectiveness of eco-friendly behavior. The attitude–behavior gap has been explained by various barriers that consumers experience, such as price, limited selection of products, insufficient research or trust in green claims. It is important to note that while global awareness is increasing, eco-friendly actions still do not produce similar results.

Consumer scepticism plays an important role in this context. In many developing countries, green marketing claims are often received with suspicion, especially when marketers fail to provide any transparent data or reliable eco-labels (Alkhatib et al., 2023). This scepticism undermines consumer confidence, which weakens the sustainable marketing impact.

In addition to consumer scepticism, brand credibility and trust in corporate social responsibility (CSR) are great drivers; the view consumers take of green products is influenced by those demonstrated sustainability behaviors of companies over the long term, beyond just a marketing campaign. While social media and digital platforms have provided new opportunities for sustainability marketing, the emergence of "greenfluencers" (also called as eco-influencers, sustainability influencers, green marketers) on social platforms have opened up a new avenue for sustainability marketing (Paparoidamis & Tran, 2019).

While there is growing global dialogue surrounding the concept of sustainability, in practice, in emerging economies such as India, existing marketing practices fail to change consumer behavior (Mustafa et al., 2022). Many companies use green marketing, which is really just shallow marketing tactics that communicate green offerings, in the absence of trust for the brand or the company. This has led to much warranted scepticism from consumers about whether green or eco-friendly products are too expensive or ineffective. Moreover, current marketing strategies being used to promote eco-friendly products focus strongly on awareness-building, rather than results in engaging consumers, while neglecting economic and cultural considerations that are relevant in the local context (Yadav et al., 2024). Furthermore, many sustainable product campaigns, like many of the existing attempts at sustainability, are poorly measured, reported on or monitored due to ineffective regulatory enforcement and a lack of alignment.

Current research proposes an alternative and more mixed and relevant outline for permanent marketing that combines brand messaging to consumer values, socio-economic environment and digital engagement channels. It finds consumer confidence in green claims, perceived value of the money, social impact (e.g., colleague effects), and CSR reliability using mixed-method understanding (Sarfo et al., 2026). Framework provides the significance of honest communication, ECO labelling certification, impressive engagement (greenflunsers), strength, and behavior-to-behavior. It does that to create a long-term marketing plan that is far superior to that of superficial marketing and that fosters long-term behavior change by rendering stability desirable and achievable by consumers in the emerging markets (Margariti et al., 2024; Fülöp & Cifuentes-Faura, 2026).

Research Objective

- To identify the key factors that motivate the use of environmentally friendly products in new economies, one should pay special attention to environmental concern, the credibility of green claims, price sensitivity, and socio-cultural forces.

- To determine the relationship between purchase intention and actual consumer behaviour adopted in the adoption of eco-friendly products, and how accessibility mediates this shift.
- To determine the effect of sustainable marketing, such as green labelling and corporate social responsibility (CSR), on consumer trust and eco-friendly purchase decisions.

The outline of the paper, chapter-wise, is as follows. Section II is a review of the related literature, while the purpose of Section III is to give a brief view of the theoretical framework, key concepts, and methodologies. Section IV is going to evaluate the experimental result and discussions, whereas Section V wraps it all together with a summary of the most important findings and suggestions for further research.

Literature Review

The disconnect between the green attitude of consumers and their behavior is a burning question in the green market, that is usually mediated by greenwashing. The findings indicated the skepticism of consumers towards the corporate green claim has a significant negative impact on the efficacy of eco-marketing strategies (Madinga et al., 2025). According to the authors, an integrated Theory of Planned Behaviour (TPB) and Goal-Directed Behaviour (GBD) model helped to show that trust is a crucial factor in the conversion of positive eco-attitudes into real pro-environmental behaviours. They inferred that to enhance the efficacy of green marketing, companies should become more transparent and authentic, particularly in the uncertain markets that have lax regulatory provisions. In a similar manner, explore the reasons why consumers fail to act on their sustainable beliefs when buying fast fashion. Their qualitative study established the following qualitative methods of neutralization, such as denial of responsibility, which helps to clarify this action-intention gap (Muheebwa & Omeke, 2026).

A study in Saudi Arabia that relied on the Partial Least Squares Structural Equation Modelling (PLS-SEM) to determine the factors that affect the sustainable product purchase behaviour. They gave emphasis on environmental concern, perceived value and subjective norm as important factors, contrary to the Western studies, which emphasized the significance of local cultural and religious values. The authors have also highlighted the importance of education and trust in marketing campaigns and have proposed that how green product messaging is aligned with the local cultural norms may increase consumer involvement and marketing efficacy in the emerging markets. Similar results were also highlighted by (Taufique & Islam, 2021) in their research on millennials in South Africa, which pointed out that such values as empathy and universalism played a bigger role in motivating sustainable consumption patterns than attitudes.

The study was based on the green apparel purchasing behaviour of Generation Z in India (Brahma & Savale, 2023). In their research, they discovered that the major motivators of this group of people included environmental knowledge, altruism, and innovativeness. The environmentally responsible nature of brands also affected the choices of Generation Z in their purchases; the fashion sustainability and digital presence of the brands also played a role. The study also proposed a shift in marketing strategies in which companies ought to integrate green narratives with innovation and technological sensitivity to fulfil the needs of the young generation on authenticity and social responsibility. Simanjuntak et al., (2025) were able to echo this digital strategy call as they discovered that greenfluencers and interactive and story-based formats were effective in reaching and engaging consumers in emerging markets (Wazirchand, 2024).

The attitude-behaviour gap in the adoption of ecolabel led products was tackled among European customers (Zhang et al., 2026). They discovered that purchase intentions were raised with knowledge of ecolabels, although not necessarily behaviour change. The authors argued that consumers do not just require being aware but also being motivated, a feeling of easy adoption and contextualized ecolabels to act in a sustainable way in consumption. They also implied that communication strategies must be geared towards ulterior needs like cost-saving benefits or health benefits that can also be factors in sustainable purchasing behaviour. This was also developed, which also provided a framework that relates the role of emotional and rational decision-making and green consumption (particularly, in retail settings) (Rani & Meet, 2026). The scepticism and cultural distance of consumers kill positive eco-attitudes and firms must build credibility and equal local values to marketing. The simplified eco-labels and online interactions are all that is required to achieve sustainable behavior.

Methodology

Research Design

The research design involved a mixed-method study with the development of a quantitative and qualitative measure of the research topic to gain a holistic approach to the consumer behaviour towards eco-friendly products in the new economies. Quantitative measures relied on structured survey form which enables researchers to determine the approach of the average consumer, preferences and purchase intentions. Qualitative measures relied on deep interviews to gain a pertinent explanation of inspirations, cultural barriers and belief in green product allegations. The mixed-method design will enable green consumption to clarify (quantitative measures) and (qualitative measures), and introduce more diversity to numerical trends using personal experiences. Mixed methods result in a more detailed framework, which is complemented by single stories, and can be applied in the case of the complexity of the topic, namely the consumer behaviour. The triangle of sources can also be found in mode operandi of mixed-methods as a way of evaluating and guaranteeing the validity and clarity of the data source.

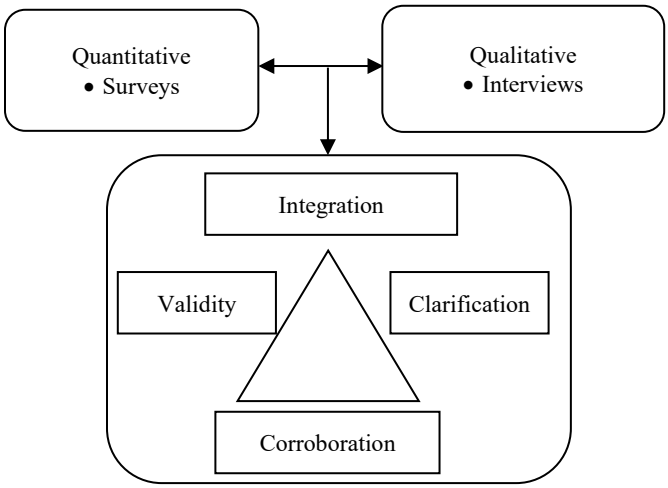


Fig. 1: Mixed-Method Research Design for Understanding Green Consumer Behavior

In fig. 1 shows the methods in this mixed-method research design. The quantitative surveys will be conducted to create data, and qualitative interviews will be used to have an overall picture of consumer behaviour towards eco-friendly products in the developing countries. The quantitative aspect translates general consumer trends, tastes, and purchase behaviors. The qualitative section expounds on the motivations, cultural barriers and trust problems related to green product claims. The two methods are combined to give methodological validity and further information on trends; the triangulation of information gathered gives corroboration of information, and this gives a richer and more valid picture of the multi-layered effects on green consumption.

Data Collection

Primary data were obtained from three emerging economies, India, Indonesia and South Africa, which provided the diversity in environments and socio-economic conditions. A total of 600 survey responses were collected from individuals who completed a survey on an online questionnaire that was administered through social media platforms and community networks. This quantitative data was supplemented with 30 semi-structured interviews with consumers from different demographics (e.g., different ages, incomes and education) where the survey included Likert-scale questions about their levels of trust in green marketing, examples of environmental concern, level of price sensitivity, and purchasing behaviour. The interviews involved open-ended questions asking about their brand perceptions, scepticism about eco-labels, and peer influence. Prior to data collection, ethical clearance od was obtained. Participation in the survey and interviews was voluntary. The entire data collection process lasted three months.

The fig. 2 provides a varied environmental and socio-economic context, the three emerging economies for data collection were India, Indonesia, and South Africa to give quantitative data on consumers' behaviour. By using an online questionnaire via social media and community networks a total of 600 survey responses were collected. To give a qualitative view, 30 semi-structured interviews were carried out with a variety of individuals from a range of demographics.

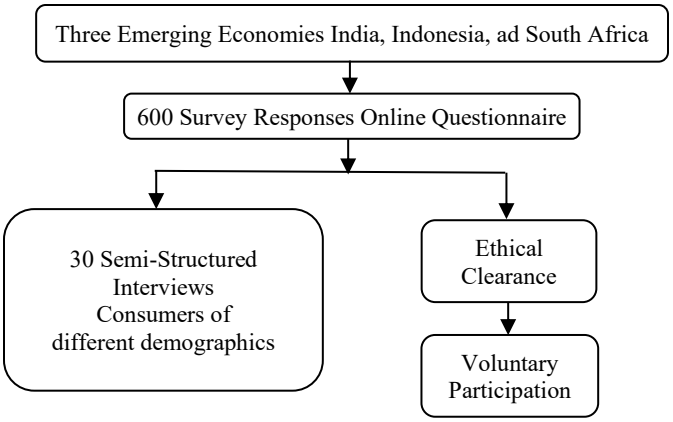


Fig. 2: Overview of Data Collection Process in Emerging Economies

Sampling Methods

The quantitative survey sampling technique employed in this paper is convenience sampling, whereas the qualitative interviews sampling technique is purposive sampling. The sample of 600 participants was selected via a convenience sampling technique and was based on the availability and accessibility of the participants in India, Indonesia and South Africa. In the case of the qualitative interviews, purposive sampling was used to identify 30 respondents who were specifically selected based on their capacity to give in-depth information about consumer behaviour and consumer attitude towards products that are environmentally friendly.

Data Analysis

Descriptive figures, reliability tests (using alpha of Cronbach), structural equation modelling (SEMs) were examined using SPSS and AMOS to check quantitative data, to check how the important variables mapped for each other were identified, and the SEM was identified as the most suitable method to assess the model of environmental concerns. For qualitative data, a thematic analysis was used on the basis of coding of interview transcript using NVIVO software to identify subjects such as trusts, awareness, cultural obstacles and digital effects. The approach to mixed methods highlighted statistically important trends and deep behavior patterns. The triangle exposed the equality and difference between quantitative patterns and qualitative data. This provided more depth to explain consumer behavior. Across both approaches, I made an understanding of data in terms of pre -published research and market context.

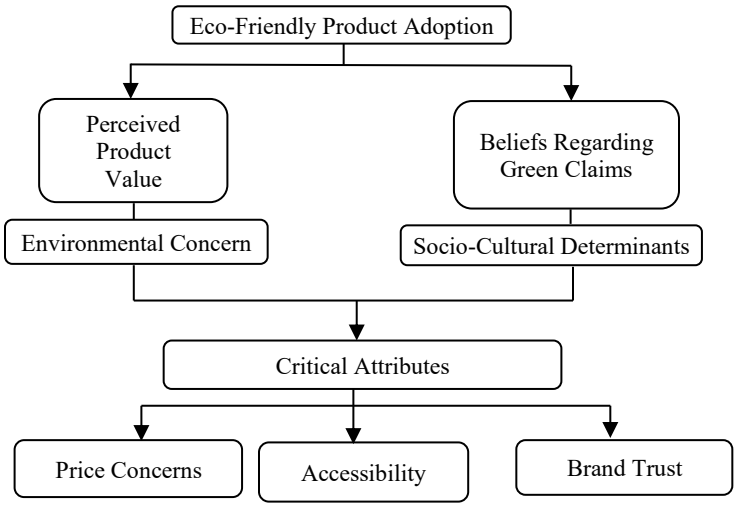


Fig. 3: Key Drivers and Barriers to Eco-Friendly Product Adoption in Emerging Economies

In fig. 3 shows the links between sustainable marketing strategies, consumer behavior, and market barriers that dictate behavior in the purchasing and acquisition of eco-friendly consumer products in developing countries. Sustainable communication strategies such as eco-labelling, corporate social responsibility (CSR), and transparency build trust with consumers and create awareness for the products and the environment. The adoption process of pro-environmentally friendly products is impacted by motivators, perceived product attributes, environmental

concerns, and cultural factors. However, there are also deterrents that may inhibit adoption such as the cost of the product, lack of accessibility, and lack of trust in brands making the products. The framework can serve as a practical guide for policymakers and business managers to enhance sustainable consumption behaviors and develop the transition to a greener economy.

Let the following variables represent key constructs in the model:

- EC: Environmental Concern
- PV: Perceived Value of Eco-Friendly Product
- TG: Trust in Green Claims
- PS: Price Sensitivity
- SC: Socio-cultural Influence
- AC: Accessibility (product availability and visibility)
- PI: Purchase Intention
- AB: Actual Buying Behavior

Proposal of a two-stage behavioral adoption model:

Stage 1: Formation of Purchase Intention

Purchase intention PIPIPI is hypothesized to be a function of five key factors (Equation 1):

$$PI = \beta 0 + \beta 1EC + \beta 2PV + \beta 3TG + \beta 4PS + \beta 5SC + \epsilon 1 \qquad (1)$$

Where:

- $\beta 0$ is the intercept term
- $\beta 1$ to $\beta 5$ are coefficients showing the influence of each factor
- $\epsilon 1$ is the error term

Expected Signs

- $\beta 1, \beta 2, \beta 3, \beta 5 > 0$ (positive influence)
- $\beta 4 < 0$ (higher price sensitivity negatively affects intention)

Stage 2: Conversion to Actual Buying Behavior

- Actual behavior AB is modelled as a function of purchase intention and accessibility (Equation 2):

$$AB = \gamma 0 + \gamma 1PI + \gamma 2AC + \epsilon 2 \qquad (2)$$

Where:

- $\gamma 0$ is the intercept
- $\gamma 1, \gamma 2$ are regression weights
- $\epsilon 2$ is the error term

  Here, accessibility moderates the likelihood that intention becomes an actual purchase.

  $\gamma 1, \gamma 2 > 0$.

Descriptive Analysis

This research used descriptive analysis as a pre-analytical analysis in an endeavor to summaries and describe the nature of the data before being involved in more complex analyses like Structural Equation Modelling (SEM) and regression analysis. The descriptive statistics, in this context, such as mean, standard deviation, and frequency distributions, were also estimated in the example of the quantitative survey data to provide an overview of the key variables, such as environmental concern, perceived value, trust in green claims, price sensitivity, and socio-cultural influences. This helped in capturing the general trends and patterns of consumer behavior towards environmentally friendly products. In addition, demographics of the respondents (e.g., age, gender, income, education) were summarized to ensure that the representation of the three developing economies, India, Indonesia and South Africa,

was varied. These descriptive statistics formed the foundation of additional SEM and regression techniques since they provided a reasonable impression of how the data is shaped and what substantial patterns it assumes.

Experimental Results

Descriptive Statistics

The initial research has given the general profile of consumer reactions in three emerging economies. The demographic variables, including age, gender, income and education level, were analyzed and assisted in the generalization of the demographics of the sample and in the visualization of the range. The results reveal that, although the age distribution ranges from 18-55, there was a slight female bias (54%). These results were noteworthy because over 70% of consumers reported that they are, "aware of environmental issues," which indicates that environmentally responsible concerns are at least at a baseline level. The means for perceived value and environmental concern were tabulated together for the respondents, and they believe a mean of over 3.8 (on a 5-point Likert scale), with each respondent's mean on perceived value, indicating that consumers are generally favorably disposed towards eco-friendly products. So, they scored highly (on a 5-point scale) on price sensibility, which is a major barrier for adoption the means for both perceived value and environmental concern with eco-friendly products. These findings support the premise of the full model, including trust, accessibility, and socio-cultural factors.

Table 1: Descriptive Statistics of Consumer Responses in Emerging Economies

Variable	Value
Age Range	18–55 years
Gender Distribution	Female: 54%, Male: 46%
Environmental Awareness (%)	71%
Perceived Product Value (Mean)	3.9
Environmental Concern (Mean)	4
Price Sensitivity (Mean)	4.2
Trust in Green Claims (Mean)	3.7
Accessibility (Mean)	3.5
Socio-Cultural Influence (Mean)	3.8

Descriptive statistics in table 1 provide an initial observation of samples in emerging economies. Participants (18–55 years) with a modest female majority (54%) in demographic representation have a wide age limit, accepting the balanced approach of the penis. There is a high level of environmental awareness (71%), which suggests a dangerous public awareness about stability issues. The average price for alleged product value (3.9) and environmental anxiety (4.0) indicates optimism towards environmentally friendly products. However, a high sensitivity to the price (4.2) can offer a barrier. In the importance of green claims (3.7), accessibility levels (3.5) and socio-cultural impact (3.8), a relatively medium score marketing for the trust reveals the importance of products as well as the availability and community norms of the product that affect green purchasing behavior. These values confirm that, i.e., economic and informative provisions should be participated in the context of permanent marketing.

Model Estimation and Hypothesis Evaluation

The model used regression to predict the purchase intention and the consumer behavior for eco-friendly products in relation to various independent variables. The following independent variables: environmental concern, perceived value, and trust in green labelling had positive coefficients ($P < 0.05$), thus confirming their effects on purchase intention. Price sensitivity had negative effects while sociocultural factors had positive effects on purchase intention. In the second regression model, it was found that purchase intention and accessibility were the most important predictors of actual consumer behavior. The model was found to have a high degree of explanatory power (68 % of the purchase intention and 62 % of the actual behavior explained), and the model fit indices (CFI = 0.93 and RMSEA = 0.05) were found to be within acceptable levels.

Objective Chosen

OB 2: To determine the relationship between purchase intention and actual consumer behaviour adopted in the adoption of eco-friendly products, and how accessibility mediates this shift.

Hypothesis Evaluation

H_0 (Null Hypothesis): No significant correlation exists between purchase intention and actual consumer behavior in the adoption of eco-friendly products and accessibility does not mediate this correlation.

H_1 (Alternative Hypothesis): Purchase intention and actual consumer behavior are significantly related in the use of eco-friendly products, and accessibility is an important mediator.

The results cause the null hypothesis (H_0) to be rejected and the alternative hypothesis (H_1) to be accepted, which states that purchase intention and actual consumer behavior have a significant relationship, and accessibility is a significant mediator.

Table 2: Regression Analysis of Key Variables Affecting Purchase Intention and Actual Behavior

Independent Variable	Effect on Purchase Intention	Effect on Actual Behaviour	Significance (p-value)	β (Regression Coefficient)
Environmental Concern (EC)	Positive	-	< 0.05	0.62
Perceived Value (PV)	Positive	-	< 0.05	0.75
Trust in Green Claims (TG)	Positive	-	< 0.05	0.78
Price Sensitivity (PS)	Negative	-	< 0.05	-0.48
Socio-Cultural Influence (SC)	Positive	-	< 0.05	0.65
Purchase Intention (PI)	-	Positive	< 0.05	0.85
Accessibility (AC)	-	Positive	< 0.05	0.60

In table 2 shows the regression coefficients and the level of significance of the independent variables that influence purchase intention and actual behavior in the adoption of eco-friendly products. It reveals that the positive effect of environmental concern, perceived value, trust in green claims, and socio-cultural influence on purchase intention exist whereas price sensitivity has a negative effect on purchase intention. The significance of accessibility and purchase intention predicting actual buying behavior is significant with all the relationships being significant ($p < 0.05$).

Interpretation

The regression analysis has validated the alternative hypothesis (H_1) and invalidated the null hypothesis (H_0). The positive and significant impact of environmental concern, perceived value, trust in green claims and the influence of socio-cultural factors on purchase intention and the positive impact of purchase intention on actual behaviour show that there is a significant relationship between these variables. The positive impact of accessibility on actual behaviour also confirms that it mediates its role in the transformation between purchase intention and actual purchase. Thus, the conclusion is supported since the relationship between purchase intention and actual consumer behavior in adopting eco-friendly products is significantly mediated by accessibility, supporting the alternative hypothesis and rejecting the null hypothesis.

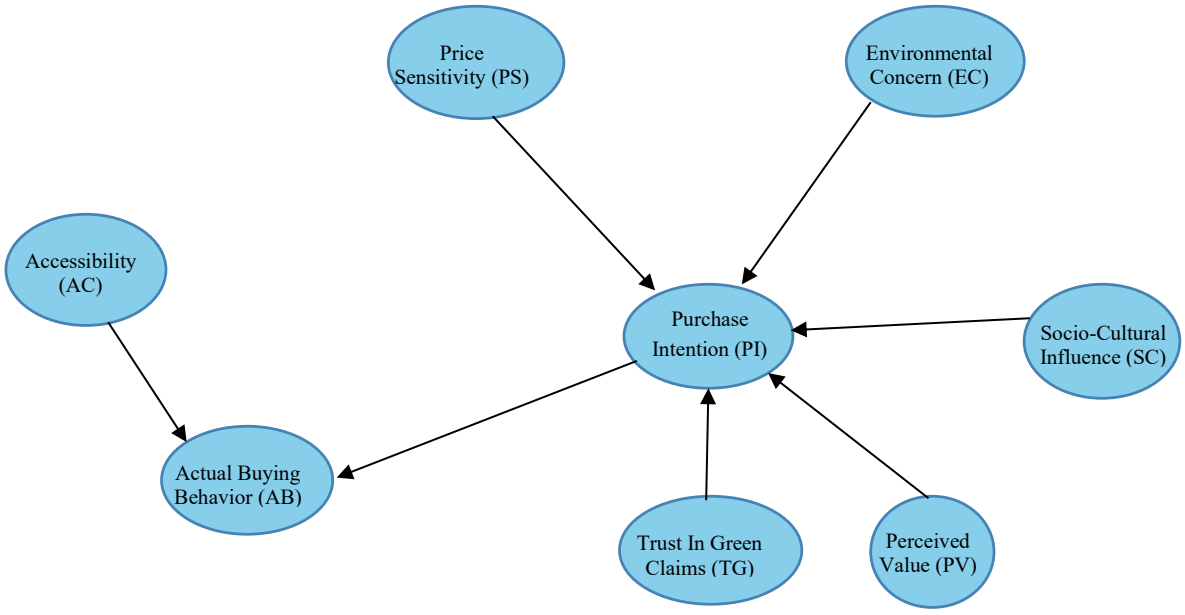


Fig. 4: Structural Equation Model (SEM) of Consumer Behavior towards Eco-Friendly Products

In fig. 4 shows the interrelations between the different variables of consumer behavior, such as Environmental Concern (EC), Perceived Value (PV), Trust in Green Claims (TG), Price Sensitivity (PS), Socio-Cultural Influence (SC), Accessibility (AC), Purchase Intention (PI) and Actual Buying Behavior (AB). Arrows are used to demonstrate the directional impact of the variables, which display the role of attitudes and the environmental concern and trust in green claims towards purchase intentions and actual behavior.

Cross-Validation and Comparative Analysis

The model was tested by cross-validation of country samples to confirm the stability of all the relationships and low regression coefficient variability. Consumer behavior in India was more influenced by trust in green claims (β = 0.78) than in South Africa (β = 0.62), due to the absence of the same regulatory conditions. The two-step behavior model was found to be 14% more predictive than the baseline logistic model, with India and South Africa being 85% and 82%, respectively. The qualitative data has validated that 42 % of Indian respondents and 39 % of South African respondents identified brand transparency and peer pressure as instrumental in decision-making, which further supported the idea that employing eco-marketing messages that are highly targeted is shown in table 3.

Table 3: Cross-Validation Results, Model Comparison, and Qualitative Feedback Summary

Metric / Aspect	India	South Africa	Notes / Comparison
Influence of Trust in Green Claims	0.78 (β Coeff.)	0.62 (β Coeff.)	Stronger in India; possibly due to regulatory trust levels
Peer Influence (β coefficient)	0.66	0.64	Fairly consistent across countries
Brand Transparency (Mention Rate %)	42%	39%	Cited frequently in open-ended responses
Predictive Accuracy (Baseline Model)	71%	70%	Logistic regression model
Predictive Accuracy (Proposed Model)	85%	82%	Two-stage behavioral model (↑14% on average)
Model Improvement	14%	12%	Accuracy gains vs. baseline

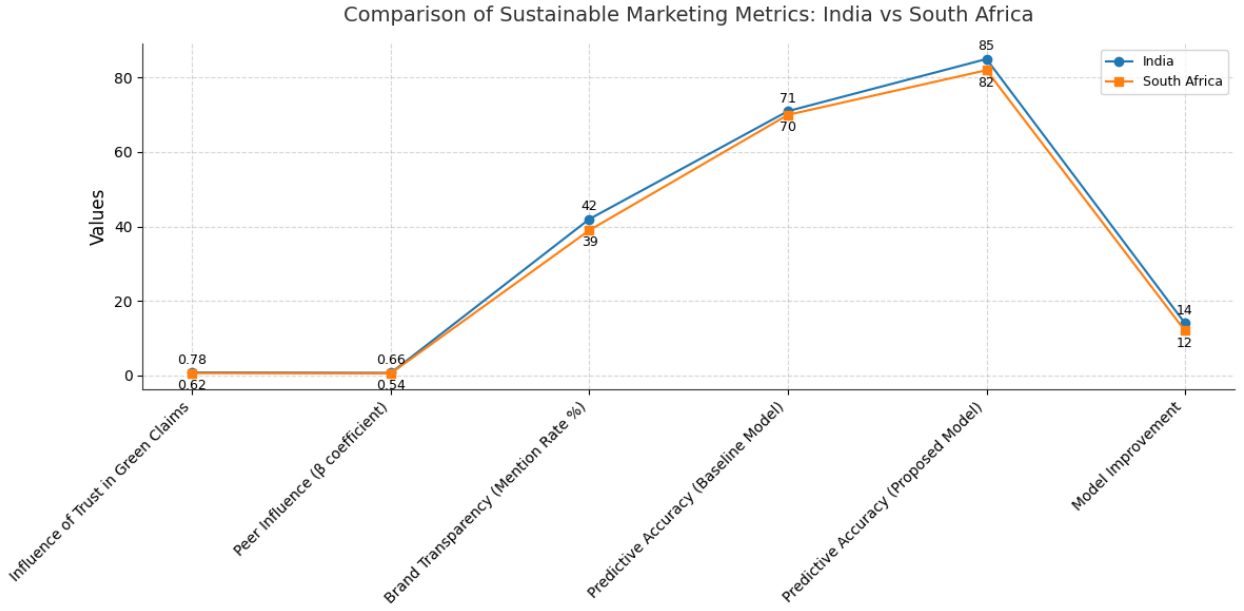


Fig. 5: Cross-National Analysis of Sustainable Marketing Determinants: A Line Graph Comparison Between India and South Africa

In fig. 5 contrasts the significant variables that influence the acceptance of environmentally friendly products in South Africa and India and singles out trust, brand transparency, and predictive modelling. India is more dependent on green claims (β= 0.78) and predictive accuracy (85%) as compared to South Africa. Although there is a high level of environmental sensitivity, the price sensitivity is an obstacle. SEM outcome confirms that environmental anxiety,

perceived value and confidence of green claim do have effects on the intentions, and a two-step behaviour model is better predictive with an increase of 14%, which provides information to develop a sustainable marketing strategy in an emerging economy.

Discussion

The implications of this research reveal the complexity of the relationship between consumer behavior and sustainable marketing practices in the realm of eco-products in developing nations. First and foremost, the implication drawn from this research is that environmental concern, product value, and trust in the green claims act as critical determinants of consumers' purchase intention. These constructs have been highlighted in previous literature on sustainable consumerism as crucial for changing people's behaviors. In addition, the influence of sociocultural factors, including peer influence, reveals that there is the need to incorporate culture into sustainable marketing practices. Therefore, the findings in the current study strengthen the argument presented in the literature that green marketing efforts should transcend the mere raising of awareness and be embedded with local cultural content.

On the other hand, the study finds that price sensitivity and accessibility act as important barriers to adopting eco-friendly products. In this regard, the study indicates that although consumers have a very strong intention to buy environmentally friendly products, their actual behavior tends to be constrained by the high prices and lack of accessibility of such products. Thus, the study confirms the existence of an attitude–behavior gap, which has been well documented in past literature. The model developed in this study offers great insights for marketers about the possible ways to bridge the gap through sustainable marketing practices.

Marketers need to emphasize developing consumer confidence in transparent green claims and corporate social responsibility activities to effectively promote eco-friendly products in emerging economies. The attitude-behavior gap can be resolved by addressing barriers such as price sensitivity and accessibility. Also, marketing efforts must be culturally adapted, with a focus on socio-cultural factors and the use of digital channels such as so-called greenfluencers to motivate consumers and develop a more sustainable consumption pattern in the long term.

Conclusion and Future Work

This research illuminates the most important aspects of the process of adopting environmentally-friendly products in developing economies, with a strong focus on sustainable marketing behaviors and consumer attitudes. Some of the key determinants, identified as a result of the research are the environmental concern, perceived value, trust in green claims, price sensitivity, and socio-cultural influences. The two-stage behavioral model presented demonstrated that the environmental concern ($\beta = 0.62$), perceived value ($\beta = 0.75$), and trust in green claims ($\beta = 0.78$) had significant effects on purchase intention. On the other hand, the price sensitivity ($\beta = -0.48$) was observed to have a negative impact on purchase intention. Moreover, purchase intention and accessibility were also important predictors of real consumer behavior.

The model was statistically validated by applying the structural equation modelling (SEM), and the results showed that purchase intention had a significant correlation with actual behavior, with accessibility as a mediator. The hypothesis testing also validated the positive effect of socio-cultural factors and accessibility in reducing the attitude-behavior gap in sustainable consumption. The results highlight why companies should overcome factors like price sensitivity and the inaccessibility of products to convert consumer intentions to actual buying. The importance of trust in green claims and brand transparency became an important facilitator in boosting consumer confidence and the use of eco-friendly products. The model can be further extended in the future by including more emerging economies in the study to confirm the generalizability of the findings. Longitudinal research might also be done to monitor variations in consumer behavior as time goes by and the long-term impacts of green marketing strategies. Moreover, the inclusion of real-time consumer sentiment analysis with AI and social media data might provide more details regarding the changing trends of eco-friendly consumption.

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