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# Green Marketing and Its Influences on Sustainable Consumption: Evidence from Seshasayee Paper & Board Limited, Tirunelveli

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## Abstract

*Green marketing is a marketing strategy that involves designing, producing and marketing products and services that have the least negative impact on the environment. The study explores Green marketing practices and its impact on sustainable consumption behavior in Seshasayee Paper & Board Limited, Tirunelveli. This was descriptive research design conducted with the sample of 120 respondents with simple percentage analysis, chi-square analysis, and Pearson correlation analysis. The results show that 32.5% of the respondents strongly agree that they have a sustainability awareness that affects their consumption in the long term. The results of the chi-square analysis indicates that there is significant relationship between green advertising and promotion and sustainable consumption behaviour. As for the correlations, the ones that are in the same direction are confirmed, with the correlation coefficient of the eco-friendly product attributes and sustainable consumption behaviour being equal to  $r = +0.131$ . Conclusively, it is found that for sustainable consumption, the implementation of green marketing requires an integrated strategy that is effective, involves good communication, and has clear pricing.*

**Keywords:** Green Marketing, Sustainable Consumption, Eco-Friendly Products, Green Pricing, Environmental Awareness, Seshasayee Paper & Board Limited.

## Introduction

Environmental sustainability is now a major focus point in the business world today, both for organizations and consumers. In recent years, businesses have had to take a new approach to marketing, as climate change, resource scarcity, and environmental destruction have made sustainability a top priority. Green marketing, which is the planning, development and promotion of a product or service that has little negative impact on the environment (Kotler & Keller, 2016; Peattie, 1995), has captured much scholarly and managerial focus as a way to balance economic growth with ecological stewardship.

Sustainable consumption is the use of goods and services that meets the needs of the present without reducing the ability of future generations to meet their own needs. It is about the efficient use of natural resources, reducing waste and implementing environmentally-friendly actions. Green marketing and sustainable consumption are important areas of research, especially in the manufacturing industry, where industrial processes have significant environmental impacts.

Seshasayee Paper & Board Limited, located at Tirunelveli, Tamil Nadu, is an outstanding paper manufacturing company in India. The paper industry is a resource intensive sector, which makes it an appropriate industry to discuss and analyze the impact of green marketing on employee and consumer perceptions of sustainable consumption. Thus, the present study aims to examine and explore the effect of green marketing on sustainable consumption behaviour of respondents in Seshasayee Paper & Board Limited, which includes the three important components of green marketing like green advertising, green attributes and green pricing strategies.

### **Objectives of the Study**

The main aim of the study is to analyze the impact of ‘Green Marketing on Sustainable Consumption Behaviour’ in the context of ‘Seshasayee Paper & Board Limited, Tirunelveli’. The following are specific objectives:

- To analyze the level of green advertising and promotion to sustainable consumer behaviour.
- To evaluate the link between sustainability aspects of products and sustainable consumption behaviour.
- To assess the consumers’ attitude towards green pricing strategies of Seshasayee Paper & Board Limited.

### **Literature Review**

There has been an increasing amount of research that has been done on the linkage between green marketing and sustainable consumer behaviour. Although green marketing has potential, it is often poorly implemented, viewed with scepticism and fails to incorporate environmental values genuinely into company strategy, according to Peattie and Crane (2005). In the field of sustainability, Chen (2010) showed that the consumer-brand relationships are important factors for the creation of green brand equity, as this is mediated through the green brand image, green satisfaction and green trust.

Joshi and Rahman (2015) did a thorough review of the factors influencing the green purchase behaviour and found that the most prominent factors influencing green consumption are environmental awareness, social norms and product features. Theory of Planned Behaviour (TPB) is also applied in green marketing research as Kumar and Ghodeswar (2015) found that the factors such as consumer attitude, subjective norms and perceived behavioural control have significant influence on green product purchase.

Ottman (1993) theorized that green marketing is a challenge as well as an opportunity for firms and urged for authenticity and consumer education. Pride and Ferrell (2018) emphasized the importance of a green marketing mix (product, price, place, and promotion) to develop value propositions that are sustainable. In addition to individual attitudes, Solomon (2017) maintained that social and cultural environments also influence consumer behaviour, increasingly focused on sustainability.

Within the Indian manufacturing sector, limited empirical studies have examined green marketing practices in paper companies. This study contributes to filling this gap by providing primary evidence from Seshasayee Paper & Board Limited, a major player in the Indian paper industry.

## **Research Methodology**

The type of research design used in this study is descriptive research. The Study population are the employees and associated people of Seshasayee Paper & Board Limited, Tirunelveli. The number of 120 respondents was obtained by the convenience sampling technique.

Primary data collection was carried out through the structured questionnaire which comprised closed ended questions with the five point likert scale (5 = Strongly Agree to 1 = Strongly Disagree). The questionnaire had four parts, with five items per part: Green Advertising and Promotion, Eco-Friendly Product Attributes, Green Pricing Strategies, Sustainable Consumption Behaviour. These statistical tools were used to analyse the data:

**Simple Percentage Analysis:** Descriptive demographic description and frequency distributions of responses.

**Chi-Square Analysis:** To test the association between green advertising and promotion and sustainable consumption behaviour.

The Pearson correlation analysis was used to determine the strength and direction of the correlation between the attributes of the eco-friendly product and sustainable consumption behaviour.

The following research hypotheses were developed:

**Alternative hypothesis:** There is a significant relationship between green advertising and promotion and sustainable consumption behaviour.

## **Data Analysis and Findings**

### **Educational and Family Background of Respondents**

Demographic analysis showed that 53.3% of the respondents were male and 46.7% were female. The respondents are mostly young, with 61.7% being in the age group of 21-30 years. When it comes to educational qualification, 40.0% of the respondents have a bachelor's degree, followed by higher secondary education. As far as income is concerned, 46.7% of the respondents had an annual income of Rs. 1,00,000 – Rs. 2,00,000.

### **The Timing of a Promotion. How to Determine the Length of a Promotion**

Generally, the respondents had a positive attitude towards green advertising and promotion practices. In particular, 45.2% strongly agreed that green advertising is effective in making people aware of the environmental impact of products and 30.8% strongly agreed that green promotional messages have an impact on purchasing decisions. In addition, 33.3% strongly agreed that green marketing campaigns generate trust in environmentally responsible brands and 28.3% strongly agreed that sustainability focused ads capture attention more effectively than traditional ads. A significant number of respondents (25.0%) were undecided if green promotions influence the choice of an environmentally friendly product, however, and indicated the need for more effective promotional messages.

### **Eco-Friendly Product Attributes**

Regarding the green features of the products, 26.7% of the respondents strongly agreed that the products were made of environmentally friendly materials, while 29.2% strongly agreed that the products are biodegradable or recyclable. Of particular interest is that 31.7% strongly disagreed that the quality of eco-friendly products is good as expected, which shows that there is a gap in the quality of the products that the organization needs to look at. On the other hand, 31.7% strongly agreed that environmental information on products is clear, reliable, and 30.8% strongly agreed that the eco-friendly attributes of products affect purchasing decisions.

## Green Pricing Strategies

The attitude towards green pricing was mostly favorable. The study revealed that 35.2 per cent of the respondents strongly agreed that the price of the green products is fair and 37.5 per cent strongly agreed that the company has reasonable prices for green products. In addition, an overwhelming 36.7% agreed strongly that green products are priced at a fair cost to their associated environmental benefits, and 35.2% strongly agreed that green pricing practices instil customer confidence. The results indicate that Seshasayee Paper & Board Limited has gained a level of trust with its pricing policy.

## Sustainable Consumption Behaviour

Regarding sustainable consumption behaviour, the highest percentage of respondents (45.8%) strongly agreed that environmental impact is taken into account when purchasing products, which is the highest level of agreement of all the survey questions. Also, 35.2% strongly agreed that customers are willing to support brands for sustainable products, 32.5% strongly agreed that sustainable products are chosen over conventional products and 32.5% strongly agreed that sustainability awareness affects long-term consumption patterns. These findings confirm that the respondents are strongly oriented towards sustainability.

## Chi-Square Analysis of Green Advertising and Sustainable Consumption was Performed

A Chi-square test was used to investigate the relationship between green advertising and promotion and sustainable consumption behaviour. Table 1 shows the results.

**Table 1 Chi-Square Test – Green Advertising and Sustainable Consumption Behaviour**

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	295.023	240	0.009*
Likelihood Ratio	259.929	240	0.180
Linear-by-Linear Association	9.661	1	0.002*

\*Significant at 5% level ( $p < 0.05$ ). Source: Primary Data

The Pearson Chi-Square value of 295.023 with 240 degrees of freedom and a p value of 0.009 is statistically significant at the 5% level and thus the null hypothesis is rejected. This indicates that there is a strong relationship between green advertising and promotion and green consumption behaviour among the respondents of Seshasayee Paper & Board Limited. The results are comparable with Joshi and Rahman (2015) who found that environmental awareness and green promotion were the key factors influencing green purchase behaviour.

## Correlation Analysis: Eco-Friendly Product Attributes and Sustainable Consumption

A correlation test Pearson was used to examine the correlation between eco-friendly product attributes and sustainable consumption behaviour. There is a positive but weak correlation between the two variables ( $r = 0.131$ ;  $p = 0.153$ ). Although not a conventional statistical significance, the positive directionality indicates that development of eco-attributes of the product is likely to strengthen the shift towards sustainable consumption pattern among consumers. The result supports Kumar and Ghodeswar (2015) who highlighted that product attributes are one of the major antecedents of green purchase decision.

## Discussion

The results of this research confirm the importance of green marketing as an enabler for sustainable consumption. The overwhelming positive feedback on the questions about “green” advertising

indicates that the people of Seshasayee Paper & Board Limited are open to “green” advertising. The chi-square result showed that there is significant relationship between green advertising and sustainable consumption behaviour, which is in line with the theoretical propositions of Ottman (1993) and Peattie and Crane (2005) about the persuasive effect of genuine green marketing.

As shown in 5.3, there is a notable gap in perceived quality of eco-friendly products, with 31.7% of consumers strongly disagreeing that they meet the expected quality. Consumers’ perceptions of value and quality have been widely recognized as a powerful determinant of consumer behavior, and as Solomon (2017) highlighted, green products perceived as lacking quality can have negative consequences for the wider sustainability agenda. Product innovation is therefore a central part of organizations’ investment in environmental responsibility so that it does not reduce product performance.

The positive perceptions about pricing reported in this study are a positive sign. Including such environmental benefits in the product price, and then communicating them to the customer, seems to give them greater confidence and make them more likely to buy the product sustainably. This aligns with the argument of Pride and Ferrell (2018) that the communications of value to the environment in green pricing programs need to be balanced with consumers’ expectations of what is affordable.

### **Suggestions**

- Based on the empirical finding, the following recommendations are given to Seshasayee Paper & Board Limited.
- Improve the effectiveness of green advertising initiatives to communicate the environmental advantages of products more clearly and persuasively, and use digital and social media to get the message out to larger audiences.
- Continue to improve the perceived quality gap in products that are environmentally responsible by implementing strict quality assurance processes and clearly communicating the performance standards of the products.
- Implement clear and honest pricing models, explaining the environmental costs and benefits of green products, thus fostering consumer trust and willingness to pay for green products.
- To promote continuous sustainability awareness actions, consumers are made aware of the benefits of sustainable consumption and the impact of their purchases in the long term.
- Prolong the visibility and benefits of products that are used many times over, taking advantage of the increasing consumer demand for solutions of the circular economy, in line with the marketing strategy.

### **Conclusion**

This study offers evidence that green marketing practices do have an impact on sustainable consumption behaviour of the employees of Seshasayee Paper & Board Limited, Tirunelveli. The results of chi-square analysis support a significant connection between green advertising and promotion, and sustainable consumption behaviour, and the correlation analysis substantiates a positive link between ecological product characteristics and sustainable consumption. The findings highlight the need to use an integrative strategy, which involves having effective communication, credible product features and clear pricing for the optimal effect of green marketing as a sustainability tool.

The study addresses the growing volume of literature in the area of green marketing in the manufacturing setting in India and provides practical insights for organisations aiming to connect their marketing activities with sustainability requirements. The findings could be extended with

longitudinal design and comparison across the various sectors of research in future studies to reflect the dynamic nature of green consumer behaviour.

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