



# The Influence Of Digital Sustainable Marketing On Consumer Purchase Intention: A Study In The Twin City Of Odisha

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**Abstract:** This study investigates the influence of digital sustainable marketing practices on consumer purchase intention for eco-friendly products in the twin cities of Odisha, India. Driven by increasing global emphasis on sustainability and India's growing digital landscape, the research addresses a gap in understanding these dynamics within this specific urban context. The study focuses on four key independent variables: green advertising, eco-labelling & certifications, social media sustainability campaigns, and consumer awareness & knowledge, examining their relationship with the dependent variable, consumer purchase intention. Utilizing a quantitative research approach, primary data were collected through a structured Likert-type scale questionnaire from 263 respondents in Cuttack and Bhubaneswar. The data was analysed using descriptive statistics and correlation analysis. Descriptive results indicate a generally positive perception of sustainable marketing practices and a high purchase intention among respondents, with low standard deviations suggesting consistent responses. Correlation analysis revealed significant positive relationships between all independent variables and consumer purchase intention ( $p < 0.01$ ), with consumer awareness and knowledge showing the strongest correlation ( $r = 0.750$ ). Eco-labelling and certifications ( $r = 0.725$ ), green advertising ( $r = 0.705$ ), and social media campaigns ( $r = 0.695$ ) also demonstrated strong positive associations. These findings underscore the effectiveness of digital sustainable marketing in driving eco-friendly purchasing behaviour. The study provides valuable insights for businesses and policymakers, emphasizing the need for educational initiatives, credible certifications, and transparent digital engagement to promote sustainable consumption in the Indian market. It contributes to the existing literature by offering a nuanced understanding of sustainable marketing in an emerging economy's digital sphere.

**Key Words:** Consumer Purchase Intention, Digital Marketing, Eco-Friendly Practices Indian Market, Sustainable Marketing

## I. INTRODUCTION

The imperative for global sustainability has dramatically reshaped the landscape of business and consumer behavior in recent decades. As the world grapples with pressing environmental challenges, including climate change, resource depletion, and pollution, there is a growing recognition that economic activities must be conducted in a manner that is ecologically responsible and socially equitable. This escalating consciousness has placed considerable pressure on corporations to integrate environmentally sustainable practices into their core operations and, crucially, into their marketing strategies. The shift towards sustainable business models is no longer merely an ethical consideration but a strategic necessity, offering the potential for competitive advantage, enhanced brand reputation, and alignment with evolving consumer values. This strategic evolution supports the broader global trajectory towards a more sustainable and accountable economic paradigm. Within this global context, marketing has emerged as a pivotal force in driving the adoption of sustainable consumption patterns. Traditionally focused on promoting consumption, marketing is now increasingly tasked with the dual responsibility of encouraging environmentally friendly choices while simultaneously meeting business

objectives. Sustainable marketing, or green marketing as it is often termed, encompasses a range of strategies aimed at creating, communicating, and delivering value to customers in a way that is environmentally and socially responsible. This involves not only the promotion of products with reduced environmental footprints but also the broader encouragement of ethical consumption and production habits. The literature on sustainable marketing highlights its growing significance and its impact on consumer purchase intentions. Studies have explored various facets of sustainable marketing, including the influence of green advertising, the role of eco-labelling and certifications, and the impact of consumer environmental knowledge and awareness.

The advent of the digital age has profoundly transformed the interaction between businesses and consumers, creating new avenues and complexities for sustainable marketing. With the proliferation of the internet and the pervasive use of smartphones, particularly in rapidly digitizing economies like India, consumer behavior has undergone a fundamental shift. Digital platforms offer unprecedented opportunities for companies to connect with consumers, disseminate information, and shape purchasing decisions. In this evolving landscape, digital sustainable marketing has gained prominence, enabling businesses to leverage online channels to inform consumers about the environmental and social implications of their consumption choices. Digital tools such as social media, online advertising, and corporate websites facilitate the promotion of sustainable behaviors, the highlighting of eco-friendly product attributes, and the raising of environmental awareness among a wide audience. The effectiveness of these digital strategies in influencing consumer purchase intentions for sustainable products is a critical area of inquiry in the current marketing landscape. India, with its large population and rapidly expanding digital footprint, presents a compelling context for examining the nexus between digital sustainable marketing and consumer purchase intention. The country's burgeoning middle class, coupled with increasing awareness of environmental issues, is fueling a rising demand for eco-friendly goods and services. Furthermore, governmental initiatives like Swachh Bharat Abhiyan and Digital India have created a more conducive environment for sustainable business practices and digital engagement. However, despite the growing importance of both sustainability and digitalization in India, there remains a discernible research gap concerning the specific impact of digital sustainable marketing practices on consumer purchase intention within particular urban centers.

While existing research has explored aspects of sustainable marketing and consumer behavior in India, a focused investigation into how digital platforms mediate this relationship in specific regional contexts is needed. The twin cities of Cuttack and Bhubaneswar in Odisha represent a dynamic urban setting within an emerging economy, characterized by increasing digital penetration and a growing awareness, albeit varied, of environmental concerns. A nuanced understanding of how different digital sustainable marketing approaches—namely green advertising, the communication of eco-labelling and certifications, the impact of social media sustainability campaigns, and the foundational role of consumer awareness and knowledge—collectively influence the propensity of consumers in these cities to purchase eco-friendly products is crucial. This study, therefore, aims to bridge this research gap by undertaking a focused investigation into the influence of digital sustainable marketing on consumer purchase intention for eco-friendly products within the twin cities of Cuttack and Bhubaneswar. The primary objectives are to examine the relationship between various digital sustainable marketing practices and consumer purchase intention, analyse the correlation between specific independent variables (green advertising, eco-labelling & certifications, social media sustainability campaigns, and consumer awareness & knowledge) and the dependent variable (consumer purchase intention), assess consumer perception of eco-friendly marketing in the digital space, provide managerial insights for businesses, and contribute to the existing body of knowledge on sustainable marketing and consumer behavior in the context of the Indian digital landscape. Employing a quantitative research approach, the study collected primary data from 263 respondents in the twin cities using a structured questionnaire, with the data subsequently analyzed using descriptive statistics and correlation analysis to achieve these objectives. The insights derived from this research are anticipated to offer valuable guidance for businesses and policymakers seeking to effectively promote sustainable consumption in this important and rapidly evolving market.

## II. LITERATURE REVIEW

The notion of sustainable marketing has become increasingly significant in the modern business world as environmental awareness has grown (Kelleci and Yıldız 2021). It entails marketing tactics that emphasized social and environmental responsibility in addition to financial success (Vilkaitė-Vaitonė and Skačauskienė 2020). This literature review will examine the body of work now available on sustainable marketing, looking at its effects on consumer purchase intentions, and provide an outline for the suggested research project (Venugopal 2020). The conventional marketing strategy has changed dramatically with the introduction of sustainable marketing, which has also changed consumer behavior (Kim et al. 2015). It entails creating, promoting, and pricing goods and services in a way that lessens their environmental impact. Contrary to popular

belief, sustainable marketing is not just about marketing environmentally friendly goods; it also entails encouraging moral consumption and production habits (Bai, Memon, and Mari 2020). One of the main factors influencing consumer purchase decisions is still advertising (Dam and Apeldoorn 1996). Green advertising, a subset of sustainable marketing, is the process of marketing goods or services considering their environmental advantages. Numerous studies have discovered a substantial correlation between green advertising and consumer purchase intention (Khan et al. 2023). For instance, a study by Chang et al. (2020) found that consumers who were exposed to green advertising had a greater intention to buy environmentally friendly products. Eco-labeling and certifications are essential components of sustainable marketing as they give customers important information about the environmental effects of goods (Alamsyah et al. 2021). These labels act as reliable proof of a product's dedication to sustainability, which has a big influence on consumer decisions (Santos 2014). According to research by D'Souza et al. (2015), consumers who trusted eco-labels were more likely to buy those products. The use of social media has grown to be an effective tool for sustainable marketing (Bhargava 2023). Businesses can interact with customers, inform them about the environment, and encourage sustainable behaviors by using social media platforms (Rex and Baumann 2006). Social media sustainability campaigns can greatly increase consumer purchase intention by raising awareness and encouraging good word-of-mouth. A crucial component influencing consumer purchase intention is consumer awareness and knowledge of sustainable practices (O'Rourke and Ringer 2015). It is more likely that customers who are knowledgeable about the environment would choose sustainable products (Munasinghe and Shantha 2021). According to research by Mostafa (2007), consumer purchase intention is positively correlated with environmental knowledge (Mostafa 2007). The body of research on sustainable marketing has also investigated the function of different demographic factors in influencing consumer purchase intention. According to studies, women, younger people, and those with higher levels of education are more likely to exhibit pro-environmental attitudes and purchase sustainably (Zhang and Dong 2020). The body of research on sustainable marketing has also investigated the function of different demographic factors in influencing consumer purchase intention. According to studies, women, younger people, and those with higher levels of education are more likely to exhibit pro-environmental attitudes and purchase sustainably (Hojnik, Ruzzier, and Manolova 2020).

### III. RESEARCH GAP

While existing research has explored the link between sustainable marketing and consumer buying intentions, a specific focus on the Indian market, particularly within the digital realm and concentrated on urban centers like Odisha's twin cities of Cuttack and Bhubaneswar, remains underexplored. The unique demographic profile of India, characterized by a large population, an expanding middle class, and heightened environmental consciousness, presents a distinct context. Furthermore, the transformative impact of digital platforms on consumer behavior in India necessitates an investigation into how sustainable marketing strategies perform in this evolving landscape. Specifically, there is a scarcity of research that delves into how green advertising, the use of eco-labelling and certifications, the effectiveness of social media sustainability campaigns, and the level of consumer awareness and knowledge collectively influence purchasing decisions for eco-friendly products within Cuttack and Bhubaneswar. This study aims to address this gap by examining these four key variables to offer a more nuanced understanding of the drivers behind environmentally conscious purchasing in the digital sphere of these specific Odisha urban centers.

### IV. OBJECTIVES OF THE STUDY

- To examine the relationship between various sustainable marketing practices on consumer purchase intention in twin cities (Cuttack & Bhubaneswar) of Odisha.
- To analyse the correlation between green advertising, eco-labeling & certifications, social media sustainability campaigns, and consumer awareness & knowledge with consumer purchase intention.
- To assess consumer perception of eco-friendly marketing practices in the digital space.
- To provide managerial insights for businesses looking to adopt sustainable marketing strategies.
- To contribute to the existing literature on sustainable marketing and consumer behaviour in the Indian digital landscape.

## V. METHODOLOGY

This study will use a quantitative research approach to investigate the relationship between consumer purchase intention and sustainable marketing in the Indian digital era. The research will focus on four key independent variables: green advertising, eco-labeling and certifications, social media sustainability campaigns, and consumer awareness and knowledge. The dependent variable is consumer purchase intention, which refers to the likelihood of consumers to buy eco-friendly products or services. The study will use a structured Likert-type scale questionnaire to collect primary data from 263 respondents in the twin cities (Cuttack & Bhubaneswar) of Odisha. The questionnaire will be designed to measure the respondents' perceptions and attitudes towards the four independent variables and their purchase intention. The data collected will be analyzed using descriptive statistics and correlation analysis to identify key trends and relationships. Descriptive statistics will be used to summarize the data and present it in a meaningful way. Correlation analysis will be used to examine the strength and direction of the relationships between the variables. The findings of the study will provide valuable insights for businesses and policymakers regarding consumer attitudes towards sustainable marketing and its effectiveness in driving eco-friendly purchasing behaviors in India. The study will also contribute to the existing literature on sustainable marketing and consumer behavior in the context of emerging economies.

### Hypotheses

**H1:** There is a significant positive relationship between consumer awareness & knowledge and consumer purchase intention for eco-friendly products in the twin cities (Cuttack & Bhubaneswar) of Odisha.

**H2:** Eco-labelling & certifications significantly influence consumer purchase intention for sustainable products in the twin cities (Cuttack & Bhubaneswar) of Odisha.

## VI. RESULTS

The results and analysis of the data collected through the questionnaires from the 263 respondents are presented in this section. Descriptive statistics, including mean and standard deviation, are used to summarize the demographic information and the responses to the questionnaire items. Correlation analysis is employed to examine the relationships between the independent variables (green advertising, eco-labelling & certifications, social media sustainability campaigns, and consumer awareness & knowledge) and the dependent variable (consumer purchase intention). The findings are presented in tables, with interpretations following each table to provide insights into the data.

**Table 1: Descriptive Statistics**

| Variable                              | Mean | Std. Deviation | Minimum | Maximum |
|---------------------------------------|------|----------------|---------|---------|
| Green Advertising                     | 4.12 | 0.78           | 2       | 5       |
| Eco-Labelling & Certifications        | 4.25 | 0.65           | 3       | 5       |
| Social Media Sustainability Campaigns | 4.08 | 0.72           | 2       | 5       |
| Consumer Awareness & Knowledge        | 4.3  | 0.69           | 3       | 5       |
| Consumer Purchase Intention           | 4.2  | 0.75           | 2       | 5       |

**Source: Author's Compilation**

The descriptive analysis conducted in this study provides a foundational understanding of the collected data, summarizing the key characteristics of the variables under investigation through measures such as the mean and standard deviation. These statistics offer initial insights into the central tendency and dispersion of responses from the 263 participants in the twin cities of Odisha, setting the stage for the subsequent correlation analysis. The descriptive statistics, presented in Table 1, reveal a generally positive inclination among respondents towards digital sustainable marketing practices and a high intention to purchase eco-friendly products. All independent variables and the dependent variable exhibit mean values above 4 on a 5-point Likert scale, where a higher value indicates stronger agreement or intention.

Consumer Awareness & Knowledge recorded the highest mean ( $M = 4.30$ ), suggesting that the surveyed population in Cuttack and Bhubaneswar generally perceives themselves as having a strong understanding of sustainability issues and related concepts. This high level of awareness provides a fertile ground for sustainable marketing efforts. Eco-Labelling & Certifications shows a mean of 4.25, indicating that respondents largely recognize and value the importance of eco-labels and certifications as indicators of a product's sustainability credentials. This suggests that consumers rely on these external validations when making purchasing decisions. Consumer Purchase Intention has a mean of 4.20, reflecting a generally high willingness among respondents to purchase eco-friendly products. This high mean for the dependent variable is a positive indicator for businesses engaging in sustainable marketing. Green Advertising has a mean of

4.12, suggesting that respondents generally have a positive perception of advertising that highlights the environmental benefits of products. This indicates that green advertising messages are generally well-received by the target audience. Social Media Sustainability Campaigns show a mean of 4.08, the lowest among the independent variables, yet still indicating a general agreement on their impact. This suggests that while social media campaigns are seen as influential, their perceived impact might be slightly less pronounced compared to direct consumer knowledge or the credibility offered by certifications. The standard deviation values for all variables are relatively low, ranging from 0.65 to 0.78.

A low standard deviation indicates that the responses are clustered closely around the mean, suggesting a high degree of consistency in the opinions and perceptions of the surveyed individuals regarding sustainable marketing and purchase intention. This low dispersion implies that the sample provides a relatively homogeneous view of the subject matter, increasing confidence in the representative nature of the mean values. The descriptive analysis paints a picture of a consumer base in the twin cities of Odisha that is notably aware of sustainability, values eco-certifications, and expresses a strong intention to purchase eco-friendly products. The consistent responses, as indicated by the low standard deviations, reinforce these observations. These descriptive findings lay a robust empirical foundation for the subsequent correlation analysis, supporting the initial hypothesis that sustainable marketing positively influences purchase intention.

**Table 2: Correlation Analysis**

| Variable                              | Green Advertising | Eco-Labeling & Certifications | Social Media Sustainability Campaigns | Consumer Awareness & Knowledge | Consumer Purchase Intention |
|---------------------------------------|-------------------|-------------------------------|---------------------------------------|--------------------------------|-----------------------------|
| Green Advertising                     | 1                 | 0.652**                       | 0.610**                               | 0.678**                        | 0.705**                     |
| Eco-Labeling & Certifications         | 0.652**           | 1                             | 0.645**                               | 0.690**                        | 0.725**                     |
| Social Media Sustainability Campaigns | 0.610**           | 0.645**                       | 1                                     | 0.660**                        | 0.695**                     |
| Consumer Awareness & Knowledge        | 0.678**           | 0.690**                       | 0.660**                               | 1                              | 0.750**                     |
| Consumer Purchase Intention           | 0.705**           | 0.725**                       | 0.695**                               | 0.750**                        | 1                           |

**Source: Author's Compilation**

**Note:  $p < 0.01$  (highly significant correlations)**

The correlation analysis conducted in this study provides valuable insights into the relationships between various digital sustainable marketing practices and consumer purchase intention for eco-friendly products in the twin cities of Odisha. Utilizing Pearson correlation coefficients, the analysis systematically quantifies the strength and direction of these associations, with a significance level of  $p < 0.01$  indicating a high degree of statistical confidence in the observed relationships. The findings reveal significant positive correlations between all examined independent variables—green advertising, eco-labelling & certifications, social media sustainability campaigns, and consumer awareness & knowledge—and the dependent variable, consumer purchase intention. This indicates that as the perceived presence or level of each of these sustainable marketing factors increases, so does the likelihood of consumers intending to purchase eco-friendly products. Specifically, consumer awareness and knowledge demonstrate the strongest positive correlation with purchase intention ( $r = 0.750$ ,  $p < 0.01$ ). This highlights the critical role of an informed consumer base in driving the adoption of sustainable products. When consumers are well-aware of environmental issues, the benefits of sustainable practices, and the attributes of eco-friendly products, they are significantly more inclined to make purchasing decisions that align with these values. This underscores the importance for businesses to invest in educating their target audience about sustainability. Eco-labelling and certifications also exhibit a substantial positive correlation with consumer purchase intention ( $r = 0.725$ ,  $p < 0.01$ ). This finding emphasizes the power of credible third-party verification in building consumer trust. In a market where consumers may be wary of unsubstantiated "green" claims, eco-labels and certifications serve as tangible proof of a product's commitment to sustainability, thereby positively influencing purchase decisions. Green advertising shows a strong positive correlation with purchase intention ( $r = 0.705$ ,  $p < 0.01$ ). This suggests that advertising that effectively communicates the environmental benefits of products and services resonates with consumers and encourages them to consider these options. The use of digital platforms for green advertising further amplifies this effect in the current landscape. Similarly, social media sustainability campaigns demonstrate a significant positive correlation with consumer purchase intention ( $r = 0.695$ ,  $p < 0.01$ ). Social media platforms provide a

direct channel for businesses to engage with consumers on sustainability topics, share information about their eco-friendly initiatives, and foster a sense of community around sustainable living. The strong correlation indicates that these digital campaigns are effective in influencing consumer behaviour and driving intentions to purchase sustainable products. Overall, the correlation analysis rigorously supports the premise that digital sustainable marketing practices are significantly associated with increased consumer purchase intention for eco-friendly products in the studied region. While all factors show strong positive relationships, the prominence of consumer awareness and knowledge, followed closely by eco-labeling and certifications, suggests that empowering consumers with information and providing credible validation are particularly impactful strategies. These findings have significant implications for businesses and policymakers aiming to promote sustainable consumption in the digital age.

## VII. FINDINGS, IMPLICATIONS, AND CONCLUSION

The findings support the H1 hypothesis, revealing a significant positive correlation between consumer awareness and knowledge and consumer purchase intention ( $r = 0.750$ ,  $p < 0.01$ ). This indicates that a higher level of consumer understanding regarding sustainability issues and eco-friendly products is strongly associated with a greater intention to purchase such products. Consumer awareness and knowledge were found to be the most influential factors among those studied in driving environmentally conscious purchasing decisions. H2 hypothesis is also supported by the findings, which demonstrate a substantial positive correlation between eco-labelling and certifications and consumer purchase intention ( $r = 0.725$ ,  $p < 0.01$ ). This highlights the critical role of credible third-party verifications in building consumer trust and influencing their purchasing decisions for sustainable products. Eco-labelling and certifications are considered equally important as consumer awareness and knowledge in impacting purchase intentions. Overall, the study underscores that digital sustainable marketing practices, particularly those that enhance consumer awareness and leverage credible eco-labelling and certifications, are significantly associated with increased consumer purchase intention for eco-friendly products in the twin cities of Odisha.

The implications of these findings are substantial for businesses and policymakers in Odisha's twin cities. Companies are advised to move beyond superficial green messaging and invest in genuine educational initiatives and verifiable eco-certifications to foster consumer trust and preference. Digital platforms, particularly social media, should be leveraged for transparent communication and meaningful engagement, emphasizing the authentic environmental benefits of products and practices. For policymakers, these insights suggest a need to support consumer education, promote transparency in sustainability claims through clear regulations, and potentially incentivize businesses adopting legitimate sustainable practices.

Ultimately, the study underscores that a strategic and authentic approach to digital sustainable marketing—one that prioritizes informing consumers, validating claims through credible certifications, and engaging transparently online—is pivotal for driving eco-conscious consumerism in Cuttack and Bhubaneswar. This not only helps businesses gain a competitive advantage but also aligns with broader sustainable development goals within India's burgeoning digital economy.

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