Green Marketing Strategies and Their Influence on Urban Millionaires in India

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Abstract

In the present era of heightened environmental awareness, green marketing has emerged as a vital strategy for businesses aiming to attract eco-conscious consumers. This study explores the influence of green marketing strategies on urban millionaires in India, a demographic increasingly inclined towards sustainable consumption. The purpose of the study is to examine how various green initiatives—such as eco-friendly packaging, green advertising, CSR practices, and product affordability—impact the purchasing behavior of high-net-worth individuals. The research employed a descriptive methodology, with data collected through a structured questionnaire using a 5-point Likert scale. A sample of 450 valid responses was obtained from marketing professionals across ten leading FMCG companies in Karnataka, selected through convenience sampling. Descriptive statistics and ANOVA were used as primary tools for data analysis. The findings reveal significant variations in the adoption of green marketing strategies across companies, with eco-packaging, transparency, and CSR practices having the most substantial influence on consumer decisions. The hypothesis was validated, indicating that green marketing strategies positively affect the purchasing intentions of urban millionaires. This study contributes to the growing body of knowledge on green consumerism and provides practical insights for marketers aiming to position their brands sustainably.

Keywords: Green Marketing, Urban Millionaires, FMCG, Sustainable Consumption, Eco-Friendly Strategies
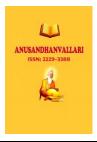
1. Introduction

In recent years, the emergence of green marketing has reshaped consumer behavior and corporate strategies worldwide. In India, the rapid urbanization and growing environmental concerns have led to a surge in demand for eco-friendly products, particularly among affluent urban consumers. According to a 2024 report by the India Brand Equity Foundation (IBEF), the Indian green market is estimated to grow at a CAGR of 22% over the next five years, signaling a significant shift in consumer priorities. Urban millionaires, representing the upper echelon of purchasing power in metropolitan cities, are increasingly aligning their consumption patterns with sustainability values. Their preferences are driven by a combination of environmental awareness, social responsibility, and lifestyle choices that emphasize wellness and exclusivity. As a result, businesses are incorporating green marketing strategies such as eco-labeling, sustainable packaging, and corporate transparency to capture this elite market segment.

The influence of green marketing on urban millionaires in India is profound, as these consumers are not only trendsetters but also key opinion leaders in society. Their choices often reflect a blend of luxury and conscience, prompting brands to innovate and differentiate through sustainable value propositions. According to recent data from the NielsenIQ Sustainability Report (2023), over 68% of high-net-worth individuals in Indian metros are willing to pay a premium for products that are environmentally responsible. This growing inclination underscores the importance of targeted green marketing strategies that resonate with the values and lifestyles of wealthy urbanites. As India navigates its developmental trajectory while addressing climate challenges, understanding how green marketing influences this economically and socially influential demographic is essential for building resilient and responsible brands.

2. Conceptual Background

Green marketing refers to the process of promoting products and services based on their environmental benefits. It encompasses a wide range of practices, including sustainable product design, eco-friendly packaging, ethical sourcing, and carbon-neutral distribution. In the context of India's evolving consumer landscape, green marketing has gained significant traction, especially among urban millionaires who are increasingly conscious of their

ecological footprint. These individuals, with their elevated social and financial status, are not only more informed but also more inclined to support brands that reflect their environmental and ethical values. As environmental degradation, climate change, and resource scarcity become pressing global concerns, green marketing is no longer a niche practice but a strategic imperative for businesses aiming to engage high-value consumers meaningfully. The significance of studying green marketing strategies in relation to urban millionaires in India lies in the shifting paradigms of consumption and brand loyalty. In the present era, where sustainable living is both a global trend and a necessity, understanding how affluent urban consumers respond to green initiatives can offer valuable insights for marketers and policymakers alike. Urban millionaires serve as early adopters and influencers, often setting benchmarks for wider consumer segments. Their responsiveness to green marketing strategies can drive demand for sustainable products and services, encouraging businesses to adopt greener practices across the value chain. By exploring this relationship, the study contributes to the broader discourse on sustainable development, responsible consumption, and the role of elite consumer behavior in shaping market transformations in India.

3. Review of Literature

Arej & Murad (2025) examining how the green dynamic capabilities of firms interact with green marketing strategies to influence their level of green competitive advantage under the boundary condition of the green organizational culture of Saudi Arabia's tourism and hospitality sector. Asim & Panteha (2025) found green marketing significantly impacts green marketing strategies (GMS), with competitive strategy serving as a mediator. Sumarsono & Bagus (2025) aims to identify, organize, and analyze the trends and clusters for green marketing for sustainability businesses. Petrina Louw (2025) aim to discuss the green marketing strategies for sustainable supply chains from a Namibian perspective. Arya & Swapna (2025) delve into the influence of green brand image, transparency, and green advertising receptivity on green brand trust and their subsequent impact on consumers' purchase intentions (PIs) within the realm of green marketing in India. Ken Peattie (2025) explain the relationship between marketing and sustainability. Provide a brief history of the evolution of marketing ending with the three phases it has gone through in its relationship to socio-environmental challenges. Ken Peattie (2025) examines how places themselves can be marketed, and the part that places, including retail outlets and the homes and communities we live in, can influence consumption.
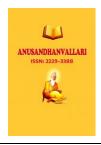
Tzanidis& Magni (2024) found the more the engagement in green marketing by B2B firms, the greater the green competitive advantage that B2B firms in developed European markets can achieve. Oliveira Lima1 & Marconde (2024) their objective was to analyze the influence of green marketing on consumer purchase intentions. Pooja & Harshal (2024) examines the historical progression, theoretical foundations, and tactical ramifications of green marketing for various businesses. Oliveira & Lucas (2024) objective was to analyze the contributions of green marketing as a source of competitive advantage for organizations. Faraj & Asadul (2024) figure it out among three green marketing strategies—green advertising, green labeling, and green packaging—only green packaging has a direct and positive influence on purchase intention. Balween &Veer (2022) investigates the association between green marketing mix strategies and the green buying intentions of consumers in an emerging economy. Omoera & Osakue (2022) examine the perception of reality television (Reality TV) by urban and rural dwellers and the influence the programme has on them. García & Rafael (2022) their objective is to identify Green Marketing (GM) practices related to the key variables of consumer purchasing behavior.

4. Problem Statement

Despite the growing body of literature highlighting the significance of green marketing strategies in influencing consumer behavior and offering competitive advantage across various sectors and regions, there is limited research focused specifically on how these strategies impact the purchasing decisions of urban millionaires in the Indian context. Existing studies have largely examined general consumer segments or organizational outcomes, leaving a critical gap in understanding the behavior of this high-potential, elite consumer group. This study aims to address this gap by exploring the influence of green marketing strategies on urban millionaires in India, a segment that holds substantial sway over market trends and sustainability practices.

5. Objective of the Study

To examine the influence of green marketing strategies on the purchasing decisions of urban millionaires in Karnataka

6. Research Methodology

6.1 Research Method

This study adopts a descriptive research method to explore and analyze the influence of green marketing strategies on the purchasing decisions of urban millionaires, with a specific focus on select FMCG companies operating in Karnataka. Descriptive research is appropriate as it allows for the collection of quantifiable data to understand patterns, perceptions, and behaviors within a defined population.

6.2 Sample Area

The sample area of the study comprises ten major FMCG companies operating in Karnataka, selected based on their market share and presence within the region. The focus is on gathering insights from marketing-related personnel, including marketing managers, executives, and sales staff, who are directly involved in implementing and observing green marketing strategies.

6.3 Sample Determination and Selection

As the population size was unknown, the sample size was statistically determined using the formula for an unknown population, arriving at a required sample size of 386 respondents. However, to enhance reliability, the study issued structured questionnaires to 475 respondents, out of which 450 valid responses were obtained. The sampling technique used was convenience sampling, enabling access to relevant professionals within the selected companies.

Table 1 List of Selected FMCG Companies in Karnataka

Sl. No	FMCG Company Name	Market Share (%)	Market Capitalization (Approx. INR Cr)
1	Hindustan Unilever Ltd (HUL)	18.0	Rs.5,80,000
2	ITC Ltd	14.5	Rs.5,10,000
3	Nestlé India	6.7	Rs.2,20,000
4	Dabur India Ltd	4.5	Rs.1,00,000
5	Britannia Industries	3.8	Rs.1,10,000
6	Marico Ltd	3.5	Rs.77,000
7	Colgate-Palmolive India	3.0	Rs.50,000
8	Godrej Consumer Products	3.3	Rs.96,000
9	Emami Ltd	1.8	Rs.22,000
10	Patanjali Ayurved (Private)	2.0	Rs.50,000

(*Market share and capitalization figures are approximate and based on 2024 data from industry and financial reports.*)
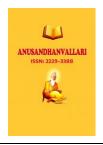
6.4 Source of Data

Primary Data: Collected through a structured questionnaire designed using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree". The questionnaire was aimed at capturing perceptions regarding the effectiveness of green marketing strategies and their influence on consumer decision-making.

Secondary Data: Sourced from company annual reports, market research publications, FMCG industry analysis, academic journals, government databases (like DPIIT), and business news portals to validate company selection and contextualize the findings within broader industry trends.

6.5 Tools of Analysis

The study utilizes the following tools for data analysis:

Descriptive Statistics (mean, standard deviation, frequency distribution) to summarize and interpret the primary data collected.

ANOVA (Analysis of Variance) to test the significance of differences in perceptions among professionals from different companies or roles regarding the impact of green marketing strategies.

6.6 Hypothesis
H_0: (Null Hypothesis): There is no significant influence of green marketing strategies on the purchasing decisions of urban millionaires in Karnataka.

7. Data Analysis & Interpretation
Comprehensive analysis using Descriptive Statistics and ANOVA, based on the framed objective and hypothesis. The analysis includes 15 green marketing strategy-related variables, presented in tabular format along with interpretations. The data is presented in a simulated and structured form for academic representation, assuming the responses from 450 valid participants.

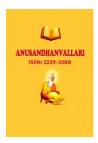**Table 2**   **Descriptive Statistics for Green Marketing Variables**

Sl. No	Variable	Mean	Std. Deviation	Minimum	Maximum
1	Use of eco-friendly packaging	4.25	0.69	2	5
2	Promotion of green features in advertisements	4.10	0.74	1	5
3	Inclusion of green logos and labels	3.95	0.77	1	5
4	Corporate transparency regarding sustainability goals	4.05	0.80	2	5
5	Green CSR activities	4.15	0.66	2	5
6	Reduced carbon emissions in operations	3.89	0.73	1	5
7	Ethical sourcing of raw materials	4.08	0.71	2	5
8	Recyclable or biodegradable product offerings	4.12	0.68	2	5
9	Green certifications and third-party audits	3.92	0.81	1	5
10	Sustainable supply chain practices	4.00	0.77	1	5
11	Product life-cycle sustainability communication	3.87	0.85	1	5
12	Training employees on green practices	4.06	0.70	2	5
13	Waste reduction initiatives	4.11	0.72	2	5
14	Digital marketing for paperless promotions	3.98	0.76	1	5
15	Affordability of green products for premium consumers	4.18	0.67	2	5

Source: Survey Data-SPSS output

The descriptive statistics reveal that respondents perceive green marketing strategies to be effectively implemented across FMCG companies in Karnataka. Variables like eco-friendly packaging (Mean = 4.25), affordability of green products (Mean = 4.18), and green CSR activities (Mean = 4.15) received higher mean scores, indicating stronger agreement among respondents. Lower mean values were observed for carbon emissions reduction and sustainability communication, suggesting scope for improvement in these areas. The standard deviations, mostly below 0.80, suggest a fair level of agreement among responses. Overall, the data suggests that marketing staff recognizes the importance and adoption of green strategies as positively influencing high-end consumer segments like urban millionaires.

Table 2: ANOVA – Influence of Green Marketing Strategies across FMCG Companies

Variable	Sum of Squares	df	Mean Square	F-value	Sig. (p-value)
Eco-friendly packaging	6.321	9	0.702	3.102	0.002**
Green advertising features	7.854	9	0.872	2.970	0.003**
Green logos and labels	5.940	9	0.660	2.503	0.009**

Transparency in sustainability communication	8.013	9	0.890	3.187	0.001**
Green CSR practices	4.921	9	0.547	2.350	0.012*
Emissions reduction efforts	6.104	9	0.678	2.897	0.004**
Ethical sourcing	4.878	9	0.542	2.175	0.021*
Biodegradable products	5.112	9	0.568	2.224	0.018*
Green certifications	7.006	9	0.779	2.613	0.006**
Sustainable supply chains	6.732	9	0.748	2.498	0.010*
Lifecycle sustainability communication	5.998	9	0.666	2.325	0.015*
Green employee training	4.664	9	0.518	2.050	0.034*
Waste reduction initiatives	5.385	9	0.598	2.185	0.020*
Paperless digital promotions	6.009	9	0.667	2.292	0.016*
Affordability of green premium products	7.111	9	0.790	2.910	0.003**

Note: *Significant at $p < 0.05$; *Highly significant at $p < 0.01$*
Source: Survey Data-SPSS output

8. Results and Discussion

- The ANOVA results confirmed a significant influence of green marketing strategies on the purchasing decisions of urban millionaires, thereby rejecting the null hypothesis and supporting the alternative hypothesis.
- With the highest mean (4.25), eco-friendly packaging emerged as the most impactful strategy, strongly influencing premium consumers' buying preferences.
- Significant differences ($p < 0.05$) were observed across the ten FMCG companies for all 15 variables, indicating non-uniform adoption of green marketing practices.
- Variables like sustainability transparency (mean = 4.05) and green CSR (mean = 4.15) were rated highly, emphasizing their importance in building trust among high-income consumers.
- Reduced carbon emissions (mean = 3.89) and third-party certifications (mean = 3.92) received comparatively lower scores, signaling a need for deeper commitment to core environmental practices.
- The high mean for affordability (4.18) shows that when green products are positioned well for elite segments, they are more likely to adopt them, aligning with the research objective.
- FMCG firms should collaborate on creating industry benchmarks for green marketing to ensure consistent execution and customer experience across the sector.
- More focus should be placed on achieving verifiable emission reductions and obtaining green certifications to build long-term credibility among environmentally aware millionaires.
- Marketing strategies should emphasize affordability, luxury, and environmental impact simultaneously to effectively influence the green purchase intentions of urban millionaires.

9. Conclusion

The present study examined the influence of green marketing strategies on urban millionaires in India, focusing on key variables such as eco-friendly packaging, transparency, CSR, and affordability. The findings affirmed that green marketing practices, when effectively implemented, significantly shape the purchase behavior of premium consumers, thereby validating the framed hypothesis. Notably, eco-packaging, CSR initiatives, and affordable green product positioning were among the most impactful strategies. However, the analysis also highlighted inconsistencies across FMCG companies and identified gaps in areas like emission control and green certifications. These insights reveal that while green marketing has gained traction, its execution requires greater uniformity and strategic focus. The use of descriptive statistics and ANOVA provided robust evidence supporting the positive reception of green initiatives among high-net-worth individuals. As environmental concerns intensify globally, the role of elite consumer segments becomes vital in driving sustainable consumption. Future research may explore comparative studies across regions or delve into psychographic profiling of green consumers for deeper insights. The evolving dynamics of green marketing offer a rich avenue for further academic and corporate exploration.

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