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# Consumer Perceptions towards Green Marketing and Environmentally Sustainable Products in Muscat

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## Abstract

*The rise in environmental awareness among consumers has led to an increased demand for eco-friendly products globally. Consumers are now more conscious of the impact their consumption patterns have on the environment and are willing to pay a premium for green products that are less harmful to the human, animal, and natural environment. This study aims to investigate consumer perceptions and purchasing behavior towards green marketing and environmentally sustainable products in the city of Muscat, Oman. The research employs a quantitative approach, utilizing a survey questionnaire administered to a sample of 100 consumers visiting hypermarkets and supermarkets in Muscat. The findings provide insights into customers' environmental concerns, their awareness and attitudes towards green products, and the impact of green marketing strategies on their purchasing decisions. The regression analysis results indicates that the income level and an intention to purchase environmentally friendly items ( $R = 0.94$ ). Higher income levels are more likely to contemplate such purchases ( $p = 0.001 < 0.05$ ). Based on  $R$  square value 0.94, from it can be interpreted that the model is fit. Subsequently, significant difference between the "awareness" degree towards green marketing and the intention to purchase environmentally friendly items ( $p = 0.00757$ ). This shows that the amount of passion or propensity for green marketing impacts the decision to purchase environmentally friendly items. Some of the other factors such as eco-labeling, green packaging and branding, pricing, and environmental beliefs significantly influence consumer perceptions and willingness to purchase green products in Muscat.*

**Keywords:** Customer perceptions, Green marketing, Environmentally friendly products, Sustainable practices, Environmental awareness, Consumer behavior, regional marketing strategies.

## 1. Introduction

The growing insistence to address environmental challenges such as climate change, pollution, and resource depletion has driven global efforts to adopt more sustainable practices across industries. As

awareness of these issues increases, consumer behavior is shifting towards more environmentally conscious choices, paving the way for the rise of green marketing and the production of environmentally sustainable products. Green marketing involves strategies that promote goods and

services designed to minimize environmental impact, emphasizing their eco-friendly attributes, such as reduced carbon footprints, recyclable materials, or energy efficiency. These practices not only meet the growing demand for sustainability but also enhance brand reputation and foster long-term customer loyalty. In the context of Oman, and particularly in its capital city, Muscat, this transition is gaining momentum. Oman's Vision 2040

emphasizes sustainable development as a cornerstone of its national agenda, encouraging businesses and consumers alike to adopt environmentally responsible practices. As Muscat serves as the economic and cultural hub of the country, it provides a microcosm for understanding the broader dynamics of consumer attitudes and behaviors toward green marketing and sustainable products. The city's growing urbanization, rising middle class, and increasing access to information have all contributed to heightened environmental awareness among its residents. Despite these positive trends, the adoption of green products and sustainable practices in Muscat faces several challenges. Factors such as price sensitivity, limited availability of eco-friendly alternatives, and a lack of comprehensive awareness campaigns may hinder consumer engagement. Additionally, the cultural and social context of Oman, which is deeply rooted in tradition, presents unique dynamics that influence consumer perceptions and decision-making processes.

## 2. Gap Analysis

Despite the global emphasis on environmental sustainability and the growing popularity of green marketing, there remains a significant gap in understanding how these trends are

perceived and adopted in specific regional contexts, such as Muscat, Oman. While extensive research has been conducted on green marketing and consumer behavior in developed economies, studies in the Middle Eastern region, particularly in Oman, are relatively limited. This gap in knowledge is particularly pronounced given the unique socio-cultural, economic, and regulatory landscape of the region, which influences consumer perceptions and behavior in distinct ways. **Insufficient Understanding of Consumer Behavior:** Although some research highlights the importance of environmental consciousness among consumers, there is limited exploration of the psychological, cultural, and economic factors that influence consumer decisions in Muscat. For example, questions about the willingness to pay a premium for green products, the role of cultural values, and the impact of eco-labeling on trust remain unanswered. Understanding these nuances is crucial for developing effective green marketing strategies tailored to the Muscat market.

## 3. Statement of the Problem

The rapid degradation of the environment and the growing awareness of the ecological impact of human activities have created an urgent need for sustainable practices across industries. While green marketing and environmentally sustainable products are gaining traction globally, their adoption in specific regional contexts, such as Muscat, remains underexplored. Despite Oman's Vision 2040, which emphasizes sustainability as a key pillar for economic and social development, the integration of green marketing practices and the widespread acceptance of sustainable products face several challenges. In Muscat, consumer perceptions and behaviors toward green products are influenced by a

combination of cultural, economic, and social factors. While some consumers may recognize the environmental benefits of sustainable products, others might be deterred by higher prices, limited availability, or skepticism about the authenticity of eco-friendly claims. Furthermore, the lack of comprehensive awareness campaigns and education on the importance of sustainability could hinder the adoption of green products, leaving businesses unsure of how to effectively position themselves in the market. This study aims to close these gaps. Notwithstanding the growing focus on sustainability, little is known about how Muscat consumers view and react to eco-friendly advertisements and goods. The degree of customer awareness and the variables impacting purchase decisions are yet unknown, as is the efficacy of green marketing initiatives in this cultural and economic context. By examining consumer attitudes, awareness levels, and the effect of green marketing on purchasing behavior in Muscat, this study aims to close these gaps.

#### **4. Research Questions:**

- 1) How to identify several factors that would influence customers perception on green marketing?
- 2) To what extent are consumers aware of what green marketing entails?
- 3) How adaptable are consumers to green marketing products of lower quality?

#### **5. Objectives of the study:**

1. To study the awareness levels of customer knowledge towards green marketing.
2. To explore the preferences of customers for buying environmentally friendly products.

3. To analyze the customer purchasing power and behavior for environmentally friendly items.

### **Hypotheses statement**

#### **Null Hypotheses:**

- 1)  $H_0$ : There is no significant association consumer awareness of green marketing and their tendency to purchase eco-friendly goods.
- 2)  $H_0$ : The success of green marketing operations has no meaningful influence on consumer perceptions of environmentally friendly commodities.
- 3)  $H_0$ : The Income level of customers and Consumer buying preferences for environmentally friendly products are not correlated.
- 4)  $H_0$ : Consumers' education level does not influence the acceptance of eco-friendly items.

### **6. Review of Related Literature:**

Consumer behavior in reaction to green marketing underwent tremendous modification, indicating a significant move toward sustainability. An abundance of research has delved into this changing landscape, investigating various facets of green marketing's impact on consumer choices. These studies, which cover industries, countries, and demographics, look at things like perceptions, purchasing habits, and the success of green marketing methods. This review seeks to simplify and integrate this varied body of research to provide insights into the complicated relationship between green marketing strategies and modern customer behavior. Sustainability means making choices that are better for the earth and society while also making financial sense in the long run. The aim is shifting what we do now so future

people can thrive without harming anyone or anything.

Consumer behavior has shifted dramatically in response to green marketing, demonstrating a greater understanding and preference for sustainability. Consumers are now prioritizing products and companies that share environmental and social values, using their purchasing power to promote sustainable choices. This movement reflects a broader desire to make decisions that benefit current and future generations, so creating a more sustainable future.

#### **Related literature: Objective 1:**

Dr. Usharani and Dr. Gopinath (2021), in their study titled “A Study on Consumer Behavior in Green Marketing with Reference to Organic Food Products in Tiruchirappalli District”. This study examines consumer behavior towards marketing of organic goods and the extent to which green marketing influences buying behavior of organic products in Tiruchirappalli. 175 Primary data were collected with the support of structured questionnaire. The data was analyzed with the support of descriptive analysis, simple regression, and Chi-Square test. As the study found awareness of the green goods market, people have knowledge about the impact of non-organic products. Green marketing has a noticeable impact on the purchasing behavior of products. Specifically, a concentration of females and graduates gave more attention to organic products.

Hasna Sanidewi and Eristia Lidia Paramita (2018), in this article titled “the role of perceived green marketing and brand equity on green purchasing decision” This study focused on how customer green purchasing decision in Indonesia is affected by green marketing and brand equality. The data in

this research was primary data, it was collected through first-hand and intensive interviews, direct observation, and field documentation, and the number of respondents was 5. The study found that integrating green activities into the brand will increase brand equity, loyalty, perceived quality, awareness, brand association, and market behavior of the customers.

#### **Objective 2:**

Dr. Nidomran and M. Maneda (2020), in their study entitled “Green Marketing on Customer Behavior Towards Using Green Products”. This study of this era, the term green market, has created a great deal of force. This paper prefers to talk about how agribusiness in India has influenced this new supply, as it is well said that horticulture is the pillar of the Indian economy. The paper also analyzes the limitation of rural India and how overcoming these constraints can lead to improvement and contribute in their own ways to green marketing. The result is that individuals who have experience and knowledge of these environmental issues are more willing to pay a higher price for green products.

Zhang Wudong. (2020) The evaluated factors, these objectives, are commonly used as classification variables to compare and analyze consumers' green purchasing behavior or intention. Most research on consumers' green purchasing habits has used survey questionnaires, with “intention to purchase green products” and “willingness to pay” as the main explanatory factors. However, the validity of the survey results is questionable because consumers may exaggerate Their awareness of environmental protection is motivated by “vanity” or “peace of mind”, they overestimate their awareness of environmental protection and sense of duty, and mistakenly believe that they are too fearful about environmental protection. An

environment in which they are willing to put aside their own interests to buy sustainable products. The main aim of the study was to scrutinize consumer green purchasing behaviour, which considered consumer theory and influencing factors. Finally, the papers were selected as the primary focus of the research.

**Objective 3:** Dr.Suja Pradeep and Meenakshi Pradeep (2023), in their study titled “Sustainability Awareness, Climate Emergency and Consumer Behavior of Generation Z in the UAE”. This research examines the attitudes of Generation Z university students in the United Arab Emirates towards sustainable fashion using a local college in Abu Dhabi as the study population. The study uses Wehehe's theories of planned behavior and Stern's value-based norm theory to design the research. The research gap is solved by using primary qualitative and quantitative research methods. Survey data are analyzed using SPSS, With statistical analysis techniques such as correlation, cross-tabulation, frequency tables, and pivot tables. Thematic analysis is used to analyze qualitative interview data. This research found that the main reasons for choosing a brand were modesty, price, and fashion, rather than its appeal for sustainability.

Seema Bhardwaj, Kiran Nair, Muhammad Usman Tariq, Asad Ahmad, and Asmita Chitnis (2023), in their study titled “THE STATE OF RESEARCH IN GREEN MARKETING: A BIBLIOMETRIC REVIEW FROM 2005 TO 2022”. This study focused on merging the findings of green marketing via a bibliometric study including articles from 2011 to 2022 and presenting the results in a profound manner. The researchers in this study have chosen to use bibliometric statistical methods to further extend their understanding of green

marketing by evaluating patterns, techniques, and findings covering both the qualitative and the quantitative aspects. For this research 2432 published articles were collected through SCOPUS. This study has provided outstanding insight into green brands. The findings visualize consumer motivators and opportunities for marketers, and further expand the knowledge of marketers in terms of interactions with socially conscious customers.

Liao, Wu, and Pham (2020) Using the framework of signaling theory, investigate the dynamics of green marketing. The study explores consumer behavior by looking at how views toward green products and ensuing purchase intents are influenced by green customer value, encompasses perceived value as well as environmental image. Their study emphasizes how green marketing approaches such as environmental advertising and green word-of-mouth (GWOM), moderate these associations. The study also presents the idea that three psychological benefits of being green—warm glow, self-expressive benefit, and natural experience—may operate as moderators in influencing consumer behavior. Although their results show that green customer value has a positive impact on attitudes toward green products, the authors recommend more research using a wider range of samples and concentrating on green products, such as energy consumption or green hotels and restaurants, to further improve our understanding of consumer behavior in the context of sustainability.

Dr. Suja Pradeep and Meenakshy Pradeep (2023), in their study titled “Awareness of Sustainability, Climate emergency, and Generation Z's consumer behaviour in UAE.”. This research investigates the attitudes and behaviors of Generation Z university students in the UAE towards sustainable fashion using a local college in

Abu Dhabi as the study population. The study uses components of Ajzen's Theory of Planned Behavior and Stern's Value Based Norm Theory to design the research. The research gap is addressed using both qualitative and quantitative primary research methods. The survey data are analysed using SPSS, with statistical analysis techniques such as correlation, cross-tabulation, frequency tables, and pivot tables. Thematic analysis is used to analyse the qualitative interview data. The study found that the primary reasons for choosing the brand are modesty, price, and fashion, rather than its sustainability appeal.

D'Souza et al (2015) in their study titled "An evaluation of the role of green marketing and a firm's internal practices for environmental sustainability". This studied to investigated how a company's primary internal green functional areas and green marketing strategy interact. The method of collecting data was both qualitative and quantitative analysis. the qualitative data were collected using surveys. While the respondent to the telephone interviews was around 15. The data is analyzed using statistical method such as multiple regressions, factor analysis and parallel analysis. In conclusion this study is demonstrated how research and development efforts, and the choice of green suppliers are influenced by a company's green marketing strategy.

## **7. Research Methodology**

This research aims to develop a better understanding of green marketing and sustainability, how humans employ and apply this type of marketing, and the effects of how to use it. Green marketing has many ways to deliver it by using tools and

techniques to protect the environment from pollution as a sustainability product. However, nowadays, a lot of companies have already started using this kind of marketing as it's new to the marketing era and are starting to attach it to the customer's mind, see their perspective on how this product will benefit their needs and wants, and return the profit as the company plans to collect.

## **Type of Research**

This research aims to collect data about green marketing and its application these days and see how the customer perspective about sustainability product by reviewing some question to collect data. This research method is qualitative research collected from some observation and focus group of questioners that is delivered to them to see how they Imagine the green marketing and sustainability product importance in the market nowadays and how is this will return the benefit for all parties as consumers wants and needs and company outcomes and finally the society.

## **Research Design**

The purpose of this study is to analyze consumer views and behaviors surrounding green marketing and sustainability in Muscat using a quantitative research approach. It employs examination and surveys in a focused group setting to learn how consumers interpret and respond to environmentally friendly items.

Respondents are chosen based on a range of characteristics, including their geographic location within Muscat, demographics (age, gender, income, education, occupation), prior purchases of eco-friendly products, and their attitudes toward sustainability

Primary (questionnaires sent to Muscat consumers) and secondary (published reports) sources are used for data collection. Questionnaires are designed to obtain information about consumer views and preferences on green marketing techniques and sustainable products.

### Sampling Techniques:

To ensure coverage across different segments of the Muscat population and achieve a corresponding population of various demographic groups within Muscat, convenience sampling has been incorporated in this study.

### Sampling Size:

The study's sample size is 100 people, drawn from a wide range of demographics, geographic areas, and consumer behavior profiles.

### Sampling Elements:

Individuals aged 18 and up in Muscat have various levels of exposure to and

involvement with eco-friendly products and green marketing initiatives. This variety is due to variances in understanding, access to environmentally friendly solutions, cultural factors, and marketing efficacy. Economic and social class, education levels, and personal values all contribute to Muscat residents' varying levels of participation in sustainability projects.

### Sampling Location:

To acquire various variety of viewpoints and behaviors toward green marketing and sustainable products, the sampling will include several neighborhoods and places within Muscat, ensuring representation from urban, suburban, and rural zones.

### Research Instrument

Data required for the study is to be collected from primary and secondary sources. Secondary data can be collected from various published and unpublished related reports and articles, also available research on the topic.

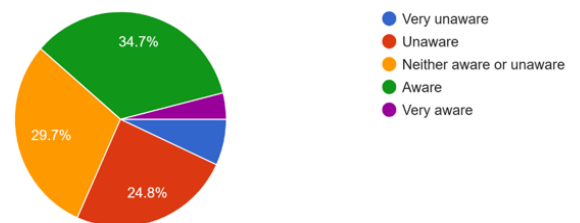
## 8. Data analysis

### Customer awareness

**Table #1**

		Frequency	Percent
Valid	Very unaware	7	6.9
	Unaware	25	24.8
	Neither aware or unaware	30	29.7
	Aware	35	34.7
	Very aware	4	4.0
	Total	101	100.0

**Graph 1**



Analysis: As it shown people awareness level toward notion of green marketing are different whose very unaware as 6.9%. while, unaware are 24.8% and “neither

aware or unaware” around 29.7% and people whose aware about green marketing notion 34.7% and whose very aware around 4%.

**H<sub>0</sub>: There is no significant association consumer awareness of green marketing and their tendency to purchase eco-friendly goods.**

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
3. Education Level:	101	206	2.039604	0.418416		
14. Which element has the greatest influence on your decision to purchase sustainably produced items	101	219	2.168317	1.341386		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	Fcrit
Between Groups	0.836634	1	0.836634	0.950827	<b>0.330687</b>	3.888375
Within Groups	175.9802	200	0.879901			
Total	176.8168	201				

The ANOVA findings show that there is no significant difference in the impact of education level on the decision to buy sustainably produced products, with a p-value of 0.3306870.05. This implies that **Customer purchasing power.**

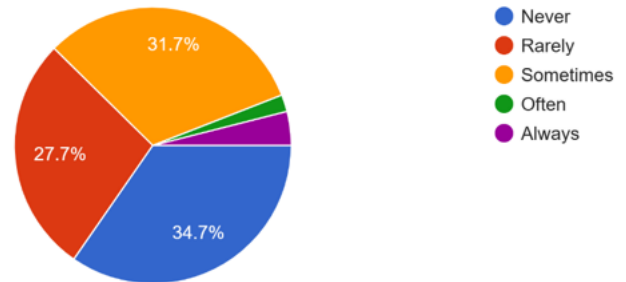
education level has no major influence on the diversity in reactions to the relevant factors in purchasing sustainably produced products.

**Table #2**

		Frequency	Percent
Valid	Never	35	34.7
	Rarely	28	27.7
	Sometimes	32	31.7
	Often	2	2.0
	Always	4	4.0
	Total	101	100.0

Analysis: The biggest number, 34.7%, never saves money for environmentally friendly items. Sometimes, 31.7% of consumers set

**Graph #2**



aside cash for such purchases, while seldom, 27.7%. Always, at 4%, exceeds frequently, which is at 2%.

**H<sub>0</sub>: The success of green marketing operations has no meaningful influence on consumer perceptions of environmentally friendly commodities.**

Correlation Analysis		
	Income Level:	How often do you consider purchasing ecologically friendly products?
Income Level	1	
How do you consider purchasing ecologically friendly products?	<b>0.970525963</b>	357 1



The association between income level and consideration of purchasing environmentally friendly items is quite significant, with a value of 0.971. This reveals a strong positive

link between these two factors, implying that as money rises, so does the possibility of purchasing environmentally friendly items.

Regression Statistics								
Multiple R	0.970525963							
RSquare	0.941920644							
Adjusted RSquare	0.941333984							
Standard Error	0.201007563							
Observations	101							
ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	64.87128713	64.87129	1605.564356	5.43041E-63			
Residual	99		4 0.040404					
Total	100	68.87128713						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1	0.061882985	16.15953	<b>0.0032000000</b>	0.877210732	1.122789268	0.877210732	1.122789268
3. Income Level:	1	0.024956642	40.06949	5.43041E-63	0.950480609	1.049519391	0.950480609	1.049519391

The regression study reveals a substantial association between income level and the intention to purchase environmentally friendly items ( $R = 0.94$ ). Higher income

levels are more likely to contemplate such purchases ( $p0.001 < 0.05$ ). Based on R square value 0.94. from it can be interpreted that the model is fit.

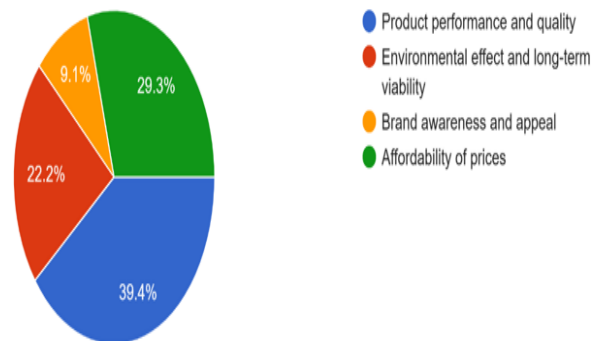
### Customer preference

**Table #3**

		Frequency	Percent
Valid	Product performance and quality	39	38.6
	Environmental effect and long-term viability	22	21.8
	Brand awareness and appeal	9	8.9
	Affordability of prices	31	30.7
	Total	101	100.0

11- Analysis: 38.6% of respondents said that product performance and quality are the most important criteria in their

**Graph #3**



choice to buy environmentally friendly items.

**$H_0$ : The Income level of customers and Consumer buying preferences for environmentally friendly products are not Varied.**

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
8. Rate your awareness level towards the notion of "green marketing"?	101	307	3.039604	1.038416		
19. How 4 do you consider purchasing ecologically friendly products?	101	269	2.663366	0.925545		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	Fcrit
Between Groups	7.148515	1	7.148515	7.279693	<b>0.00757</b>	3.888375
Within Groups	196.396	200	0.98198			
Total	203.5446	201				

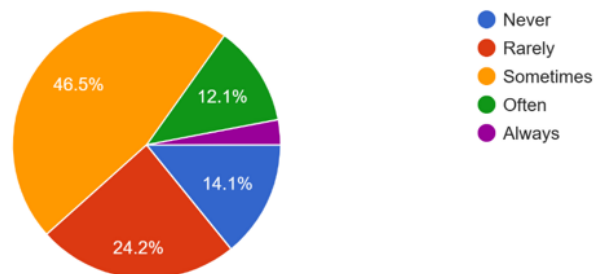
The ANOVA findings show a significant difference between the "awareness" degree towards green marketing and the intention to purchase environmentally friendly items ( $p$

$= 0.00757$ ). This shows that the amount of passion or propensity for green marketing impacts the decision to purchase environmentally friendly items.

**Table #4**

		Frequency	Percent
Valid	Never	14	13.9
	Rarely	24	23.8
	Sometimes	48	47.5
	Often	12	11.9
	Always	3	3.0
	Total	101	100.0

**Graph #4**



12- Analysis: The majority, 47.5%, consider purchasing environmentally friendly items on occasion, while 23.8% seldom do so.

**H<sub>0</sub>: Consumers' education level does not influence the acceptance of eco-friendly items.**

Anova: Single Factor						
SUMMARY						
	Count	Sum	Average	Variance		
12. Which of the following factors are you most 4 to identify with green marketing?	101	278	2.752475	1.688119		
21. How essential are packaging and recycling features in your decision to buy environmentally friendly products?	101	318	3.148515	0.827723		
ANOVA						
	SS	df	MS	F	P-value	Fcrit
Between Groups	7.920792	1	7.920792	6.296734	0.012889565	3.888375
Within Groups	251.5842	200	1.257921			
Total	259.505	201				

The ANOVA findings show a significant difference between the aspects that people are most likely to associate with green marketing and the perceived relevance of packaging and recycling features when choosing environmentally friendly items ( $p = 0.01288$ ). This implies that there is a link between people's identification with green marketing characteristics and their consideration of packaging and recycling features when buying environmentally friendly items.

## 9. Findings & Discussion

The survey was created to find out about what effects our customer perception on green marketing and sustainability. Using different variables like (customer awareness, customer purchasing power, and customer preferences) to see how they play a role in changing or manipulating their way of thinking and affecting their perception.

### Customer awareness

Rate awareness level towards the notion of “green marketing”: the highest percentage illustrate that most people are “aware” toward green marketing around 34.7% and next highest group are present for around 29.7% are they “neither aware nor unaware.” While some people are rating as “unaware” of green marketing notion for

24.8% in comparison to the people that are “very unaware” are to small group that shows for around 6.5%. the smallest size of people that are very less level of awareness toward the notion of green marketing this group are present as “very aware” for around 4%. The most accurate definition of the term “green marketing”: after the survey has conducted there are groups are rating different terms of green marketing that are more accurate with them. There is different option for rating, starting with the highest rating that was 69.3% as “marketing actions to promote environmental conservation”. While the second highest percentage shows for around 9.9% who choose “neither aware nor unaware”. The other remaining groups that are more accurate the definition of green marketing with “green-colored product marketing” and “none of the above” are equal percentage that around 7.9%. The latest group are the smallest group that rating “providing discounted products at environmental event” definition accurate more for them as 5%. How often do you evaluate a product’s eco-friendliness before purchasing it: people are evaluating the eco-friendliness product before they purchasing it are presenting different percentage. the highest percentage is 44.6% are “sometimes” evaluating the eco-friendliness product before purchasing it in comparison to the “never” evaluating this type of

product before the purchasing process are 24.8%. while the difference between “never” and “often” is only for around 7% while “never” is around 17.8% and “often” are around 9.9%. the group of people that are “always” evaluate the eco-friendliness product before they purchasing it is presenting the smallest size as 3% only.

There are many factors that could affect the buyer’s decisions to buy environmentally friendly product between (affordability, environmental impact, brand recognition, convenience). The most factors that could affect the buyer decision toward environmentally friendly product is “affordability” as 32.7%. The second most factors that affects the people’s decision as their rating in the survey is 30.7%. “convenience” is around 24.8% that shows how much are comfortable while taking the decision to buy environmentally friendly products with other factors. 11.9% is “brand recognition” factor that is the smallest size of group of people.

Which of the following factors are you most likely to identify with green marketing?

The survey question conducted a question that there are factors most people are likely to identify with a green marketing as the option of “all the above” represent 46.5% across all the factors that are most likely to identify with green marketing.

### **Customer purchasing power.**

How frequently do you set aside money to buy ecologically friendly products? people that are putting aside the money to buy ecologically friendly products with highest rate of percentage is 34.7% with “never.” “sometimes” people are set aside the money to buy ecologically friendly products for around 31.7% is their rating. while “rarely” do people set aside the money to buy ecologically friendly products as it shown 27.7%. “always” are more than

“often” by 2% always is 4% and “often” is 2%. Which element has the greatest influence on your decision to purchase sustainable produced items? There is some element the influence the buyer decision to purchase sustainable item the highest proportion is 41.6% as “price competitiveness in comparison to non-green alternative.” people are getting more influenced toward their decision on buying sustainable items for around 22.8% as the element of “brand reputation and popularity” as the second highest percentage. While the other 2 element of influence in buying these sustainable items “environmental benefits and sustainability” and “availability in stores or online platforms” are two equals for 17.8%. People that are willing to pay a premium for environmentally conscious products with highest rate of percentage is 42.6% with “neutral.” Another people are very unlikely willing to pay a premium 13.9% and 15.8% unlikely to pay. while “likely” do people set to pay a premium for environmentally conscious products 23.8%. Finally, 4.0% are highly likely to pay. Most of the people that are ready to pay for an ecologically friendly item over its non-environmentally friendly counterpart with highest rate of percentage is 50.5% up to 10%. While another people are ready to pay for an ecologically friendly item over its non-environmentally friendly counterpart 30.7% and 13.9% from 11% up to 50% respectively. Finally, 5.0% more than 50%. Most of the people that believe that environmentally friendly products are more expensive than traditional products with highest rate of percentage is 39.6% are agree. While another people are neither agree nor disagree with 29.7% that environmentally friendly products are generally more expensive than traditional products. Another people believe that strongly disagree and disagree that environmentally friendly products are more

expensive than traditional products equally by 7.9%.

The survey question conducted a question that their factors most affect your decision to buy environmentally friendly products represent 38.6% across all the factors that are most likely to product performance and quality.

Majority of the people that are you consider purchasing ecological friendly products with highest rate of percentage is 47.5% are sometimes. While another people are rarely 23.8% that consider purchasing ecological friendly products. The people that are eco-label or certification do you most trust when shopping for environmentally friendly products with highest rate of percentage is 41.6% are other. While another people are fair trade certified 20.8% that Which eco-label or certification do you most trust when shopping for environmentally friendly products

The people that essential are packaging and recycling features in your decision to buy environmentally friendly products with highest rate of percentage is 51.5% are neutral. While another people are especially important 5.0% that essential are packaging and recycling features in your decision to buy environmentally friendly products. The people that extra features might entice you to purchase environmentally conscious products with the highest rate of percentage is 44.6% are exclusive discounts or offers. While another people said detailed information on the environmental impact of the product 13.9%.

## 10. Conclusion and Recommendations

Since there is a growing awareness among consumers in Muscat regarding environmental issues and the importance of

sustainability. Many consumers are concerned about the impact of their purchases on the environment. Positive Attitudes: Overall, consumers in Muscat have positive attitudes towards green marketing and environmentally sustainable products. They recognize the importance of supporting companies that prioritize sustainability and are willing to pay a premium for such products. Influence of Marketing: Effective green marketing strategies have a significant influence on consumer perceptions and purchasing behavior. Consumers are more likely to buy environmentally sustainable products if they are marketed effectively, highlighting their environmental benefits and positive impact. Trust and Credibility: Trust and credibility are crucial factors influencing consumer perceptions towards green marketing. Consumers are more likely to trust companies that demonstrate genuine commitment to sustainability through transparent practices and certifications. Education and Awareness Campaigns: There is a need for further education and awareness campaigns to inform consumers about the benefits of environmentally sustainable products and to dispel misconceptions. Government initiatives, corporate responsibility programs, and advocacy groups can play a crucial role in raising awareness and promoting sustainable consumption practices. Subsequently the price, product performance and quality, convenience, and brand recognition have an impact on selecting environmentally friendly items, this shows the significance of resolving pricing concerns, emphasizing product advantages, and using brand reputation in marketing efforts.

## 11. Future scope of research:

Longitudinal studies: Track changes in customer attitudes, actions, and knowledge

of green marketing over time. By analyzing trends and patterns over time, researchers can get insights into the efficacy of sustainability projects and uncover variables impacting alterations in consumer views. **Cross-Cultural Analysis:** Investigate cross-cultural variations in customer perceptions and attitudes regarding green marketing strategies. Examine how cultural values, attitudes, and socioeconomic factors impact consumer behaviors and decision-making processes regarding sustainable products and environmental conservation activities. **Technology and Innovation:** Investigate the role of technology and innovation in promoting sustainable consumption and green marketing techniques. Investigate how innovative technologies such as blockchain, artificial intelligence, and virtual reality may improve supply chain transparency, traceability, and accountability while also promoting eco-friendly products.

### **Recommendations:**

Based on the findings, many suggestions may be made to increase the efficacy of green marketing:

- **Education and Awareness campaigns:** Launch comprehensive educational campaigns to raise awareness about environmental issues and the benefits of sustainable products. These campaigns can be conducted through various channels such as social media, traditional media, workshops, and community events.
- **Pricing Strategies:** Consider giving exclusive discounts or incentives to make environmentally friendly items cheaper and more accessible to consumers with varying income levels.

- **Product Information and Transparency:** Provide extensive information on the environmental effect of items so that consumers may make educated purchase decisions. Improve openness in product labeling and certifications to increase customer confidence and credibility.
- **Innovative Marketing strategies:** Develop creative and engaging marketing strategies that highlight the environmental benefits of products without greenwashing. Utilize storytelling, user-generated content, and interactive experiences to connect with consumers on a deeper level.
- **Affordability and Accessibility:** Work towards making environmentally sustainable products more affordable and accessible to consumers. This can be achieved through subsidies, incentives, and partnerships with retailers to increase availability in stores across Muscat.
- **Partnerships and collaboration:** Foster partnerships between government agencies, businesses, non-profit organizations, and educational institutions to collectively promote sustainable practices and develop innovative solutions to environmental challenges.
- **Consumer engagement and Participation:** Involve consumers in the decision-making process by soliciting feedback, conducting surveys, and implementing consumer-driven initiatives. This will empower consumers and make them feel like active participants in the sustainability movement.

- **Policy Support:** Advocate for supportive policies and regulations that promote sustainability, such as tax incentives for green businesses, stricter environmental standards, and incentives for renewable energy adoption.

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