

## The Impact of Green and Ethical Marketing on Consumer Behavior in Sustainable Markets

Moshammad Anjuman Nila

School of Business, Nanjing University of Information Science & Technology, Nanjing, China.

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**Corresponding Author:**  
Moshammad Anjuman Nila

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### ABSTRACT

The growing awareness of environmental and social issues has significantly shifted consumer behavior, leading to a rising demand for sustainable and ethically-sourced products. In response, businesses have increasingly adopted green and ethical marketing strategies to align with the preferences of conscious consumers. This research explores the impact of these marketing approaches on consumer behavior in sustainable markets. Using a quantitative research design, the study employs surveys to collect data on consumers' attitudes toward green marketing (e.g., eco-friendly products, sustainability) and ethical marketing (e.g., fair trade, corporate social responsibility), as well as their purchasing behaviors. The sample consists of 100 respondents, selected through convenience sampling to ensure demographic diversity. Findings reveal that while a significant proportion of consumers have purchased eco-friendly products and express trust in green and ethical brands, the regression analysis indicates that income, location, and familiarity with green and ethical marketing do not significantly influence purchase decisions. These results highlight the importance of sustainability and ethical considerations in consumer decision-making. However, challenges such as the "attitude-behavior gap" remain, suggesting that businesses must overcome barriers such as price sensitivity and trust issues. Companies that effectively communicate their commitment to environmental and social responsibility through transparent marketing strategies may gain a competitive advantage in evolving sustainable markets.

### INTRODUCTION

In recent years, sustainability has emerged as a central concern for both businesses and consumers (Hossain et al., 2024). As environmental and ethical challenges intensify, companies have increasingly adopted green and ethical marketing strategies to address the evolving demands of conscious consumers (Hossain & Nur, 2024). Green marketing refers to the promotion of products or services based on their environmental benefits, while ethical marketing emphasizes socially responsible, fair, and morally sound practices. Together, these strategies aim to align business operations with the growing global demand for sustainability and ethical consumption. However, despite the widespread adoption of these marketing strategies, there remains a lack of consensus regarding their direct influence on consumer behavior in sustainable markets. Sustainable markets, characterized by the integration of environmental, social, and economic considerations, have gained significant traction in both developed and emerging economies (Hossain, 2025). The shifting preferences of consumers—who are increasingly aware of the environmental and social impacts of their purchasing decisions—have driven companies to adopt practices that minimize harm and maximize positive impact (Peattie & Crane, 2005). This transformation is not only a result of increased awareness of environmental degradation and social injustice but also the growing realization that businesses must operate responsibly to remain profitable. Recent studies suggest that consumers are increasingly inclined to support brands that demonstrate a commitment to sustainability and ethical practices (Lichtenstein, Drumwright, & Braig, 2004).

The adoption of green and ethical marketing strategies has significantly impacted consumer behavior, prompting a shift in purchasing patterns (Hossain et al., 2024). Research indicates that consumers are more likely to support companies that adopt eco-friendly product designs, sustainable sourcing, and transparent business operations (Hartmann & Apaolaza-Ibáñez, 2012). However, the effectiveness of these strategies remains a subject of debate, particularly regarding whether consumers' attitudes toward sustainability actually translate into behavior. One of the key challenges for marketers is the "attitude-behavior gap," where consumers express support for sustainable products but often fail to follow through on their purchases due to factors such as higher prices, lack of availability, or convenience (Bratt et al., 2011). This study seeks to investigate the impact of green and ethical marketing on consumer behavior, with a specific focus on understanding how these strategies influence purchasing decisions in sustainable markets. By addressing this gap in the literature, the research will explore key questions: How do green marketing strategies, such as the promotion of eco-friendly products, and ethical marketing strategies, such as fair trade practices, influence consumer attitudes? What factors drive consumer decision-making, and how do they affect actual purchase behavior? These questions are critical for businesses aiming to align their marketing efforts with the evolving preferences of sustainability-conscious consumers.

Understanding the "attitude-behavior gap" in this context is crucial for businesses looking to engage effectively with the growing segment of conscious consumers. Overcoming barriers such as skepticism, perceived ineffectiveness, and the complexity of consumer decision-making is key to ensuring that marketing strategies align with consumer behavior. Additionally, this research will explore how various demographic factors—such as age, income, and education—may shape the effectiveness of green and ethical marketing strategies. Ultimately, the findings will provide valuable insights into how green and ethical marketing can shape consumer behavior in sustainable markets. This research aims to offer practical recommendations for businesses seeking to improve their sustainability performance by better aligning their marketing strategies with consumer expectations and broader sustainability goals.

## LITERATURE REVIEW

As environmental and social concerns continue to gain prominence, businesses have increasingly turned to green and ethical marketing as strategies to align their operations with consumer expectations. Green marketing, characterized by the promotion of eco-friendly products, sustainable sourcing, and resource-efficient practices, has become a cornerstone of modern business operations (Peattie & Crane, 2005). Ethical marketing, on the other hand, emphasizes corporate social responsibility (CSR), transparency, fair trade practices, and ethical consumerism. Together, these approaches are seen as integral components in fostering sustainable markets, where businesses not only address consumer desires for responsible products but also contribute to broader societal well-being.

### Green Marketing and Consumer Behavior

Green marketing has experienced significant growth in recent decades, driven by both environmental concerns and shifting consumer preferences. Research has shown that consumers are increasingly attracted to products and brands that reflect environmental responsibility. According to a study by Hartmann and Apaolaza-Ibáñez (2012), consumer attitudes toward eco-friendly products are generally positive, with many perceiving them as more desirable, even if they come at a premium price. These findings highlight the growing demand for green products and the willingness of some consumer segments to pay a higher cost for items that promise environmental benefits. However, while attitudes toward green products are generally favorable, a significant barrier exists between consumer intentions and actual purchasing behavior. This phenomenon, known as the "attitude-behavior gap," is widely recognized in the literature. Several factors contribute to this gap, including perceived inconvenience, higher costs, and doubts about the actual environmental impact of products (Bratt et al., 2011). For example, while consumers may express support for sustainable products, they may still opt for conventional, less expensive alternatives when it comes to actual purchasing decisions. This underscores the complexity of consumer behavior in sustainable markets and the need for businesses to overcome these barriers to drive consumer action. The role of consumer trust in green marketing is another important factor influencing behavior. As the green marketing landscape becomes more crowded, consumers are increasingly wary of "greenwashing"—the practice of misleading consumers about the environmental benefits of products (Lyon & Montgomery, 2015). To address these concerns, brands must ensure that their claims are credible and substantiated. Research by Lichtenstein, Drumwright, and Braig (2004) suggests that transparent communication and certification labels (such as organic or fair trade) are vital in building consumer trust. When consumers perceive that a company is genuinely committed to sustainability, their likelihood of supporting that brand increases.

### Ethical Marketing and Consumer Behavior

In parallel to green marketing, ethical marketing strategies have gained significant traction, particularly in the context of rising consumer awareness around labor practices, fair trade, and social justice. Ethical marketing encompasses a broad range of practices, from ensuring fair wages for workers to supporting charitable causes and promoting transparency in the supply chain. Ethical consumption, or the practice of purchasing products that align with moral and social values, has seen a rise as consumers become more concerned with the social implications of their purchasing decisions (Sen et al., 2001). A study by Schlegelmilch et al. (1996)

found that consumers are more likely to engage in ethical consumption when they feel a personal connection to the cause or when ethical behavior is aligned with their self-image. For instance, consumers who identify strongly with environmental or social justice causes are more likely to support brands that advocate for those issues. This aligns with findings from Hartmann and Apaolaza-Ibáñez (2012), who noted that ethical marketing strategies could create strong consumer loyalty, particularly when companies align their social responsibility efforts with their brand values. However, similar to green marketing, ethical marketing also faces challenges in terms of consumer behavior (Hossain et al., 2024). One of the primary concerns for businesses is the price sensitivity of consumers, as ethical products often come with a premium price tag. Research has shown that, while consumers express willingness to support ethical brands, price is often a determining factor in the final purchase decision (Smith & Brower, 2012). This is especially true in emerging markets where affordability remains a key concern for a large segment of the population. In addition, ethical marketing strategies often require a shift in how businesses communicate their values. Consumers may be skeptical of companies that use ethical marketing claims without providing clear evidence of their commitment. A study by Carrigan and Attalla (2001) emphasized the importance of authenticity in ethical marketing campaigns. Consumers are more likely to respond positively to ethical marketing messages when they perceive the company's efforts as genuine and consistent over time.

### **The Intersection of Green and Ethical Marketing in Sustainable Markets**

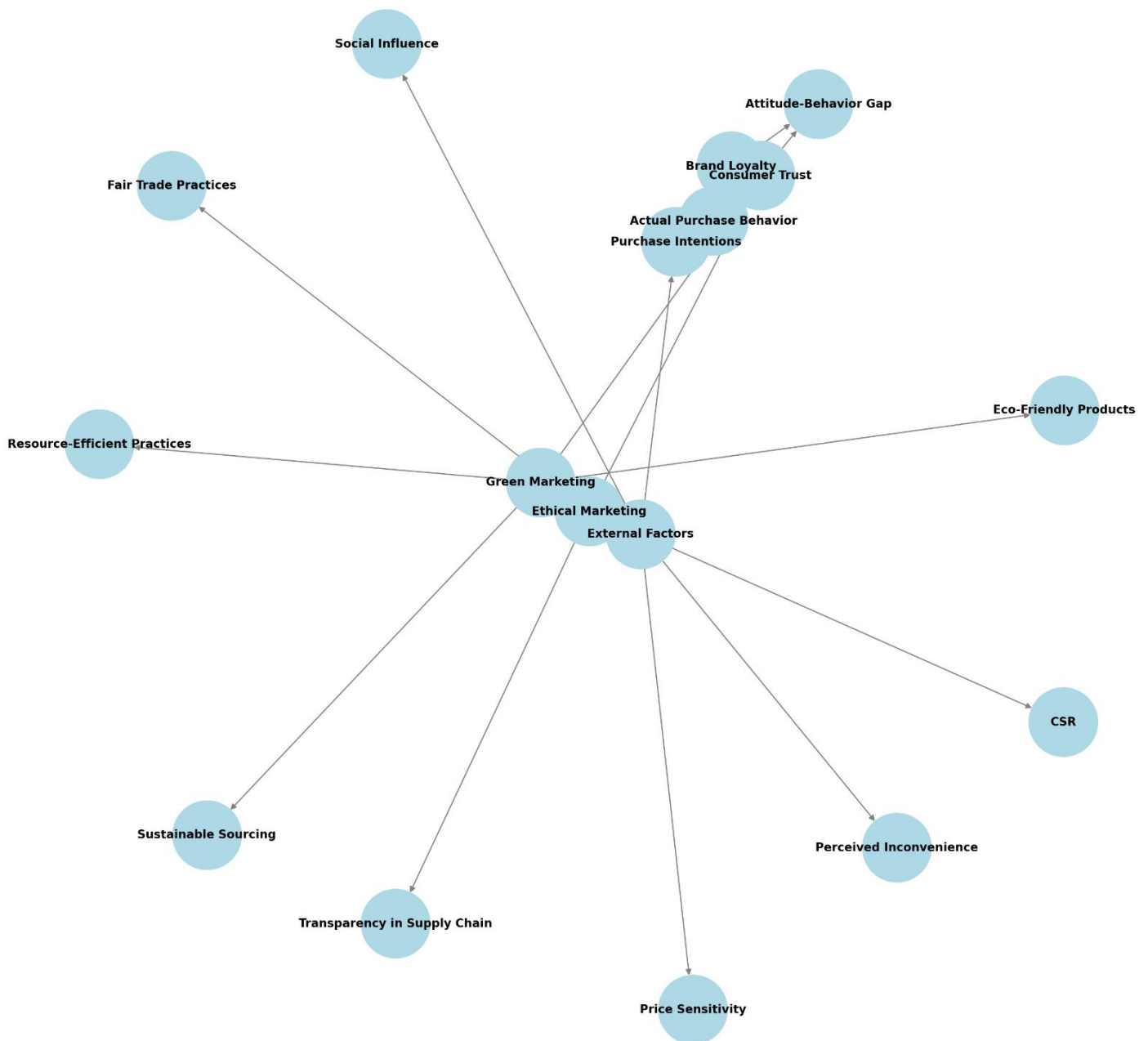
While green marketing focuses primarily on environmental issues, and ethical marketing addresses broader social and economic concerns, both are interrelated and contribute to the development of sustainable markets. The integration of these two marketing approaches can create a more comprehensive brand message, attracting consumers who value both environmental and social responsibility (Hossain et al., 2024). Research by Peattie and Crane (2005) suggests that a growing number of companies are blending green and ethical marketing strategies to create "sustainable" products that cater to the increasing demand for both environmental and social responsibility. For example, brands that combine eco-friendly practices with fair labor policies may be able to tap into a larger pool of conscious consumers who prioritize both sustainability and ethical practices. This holistic approach can strengthen brand loyalty and drive consumer engagement, as it resonates with consumers' desire to make a positive impact through their purchasing decisions. Moreover, a study by Balderjahn et al. (2013) found that consumers who exhibit both environmental and ethical concerns tend to make more informed and deliberate purchasing decisions. These consumers, often referred to as "conscious consumers," are typically more active in seeking out information about the environmental and social practices of the brands they support. This trend highlights the importance of transparency and authenticity in marketing efforts, as conscious consumers are less likely to engage with brands that fail to meet their ethical or environmental standards.

### **Research Gaps and Contribution**

While existing research provides substantial insights into green and ethical marketing, several gaps remain. First, there is limited research on the intersection of green and ethical marketing and how businesses can effectively integrate both strategies to engage consumers. Most studies tend to focus on one or the other, leaving a gap in understanding how these approaches can be combined to create a more compelling brand message. Additionally, while much of the research addresses the "attitude-behavior gap," few studies have explored the specific barriers (e.g., perceived inconvenience, price sensitivity) that prevent consumers from acting on their intentions to purchase green and ethical products. This research aims to fill these gaps by examining the combined effects of green and ethical marketing on consumer behavior, investigating how companies can create integrated marketing strategies that address both environmental and social concerns. Furthermore, the study will delve into the psychological factors influencing consumer decisions, offering a more nuanced understanding of how businesses can overcome the attitude-behavior gap and effectively engage consumers in sustainable markets.

### **Proposed Conceptual Model**

To address these gaps, this study proposes the following Green and Ethical Marketing Framework. The model illustrates the relationships between green and ethical marketing strategies and consumer behavior, taking into account the role of consumer trust, purchase intentions, actual purchase behavior, brand loyalty, and attitude-behavior gap. It also includes external factors like price sensitivity and social influence that impact consumer decision-making in sustainable markets.



**Figure 1: Conceptual Model: Green and Ethical Marketing Framework**

This conceptual model (figure 1) will guide the research and provide a clear framework for understanding how integrated green and ethical marketing strategies influence consumer behavior. It also highlights the complex interplay between consumer trust, purchasing decisions, and the external barriers that hinder the translation of positive attitudes into actual behavior.

## METHODOLOGY

The aim of this study is to understand the impact of green and ethical marketing on consumer behavior in sustainable markets. To achieve this, a quantitative research design will be adopted, allowing for a structured analysis of consumer attitudes, perceptions, and purchasing behaviors. The methodology will employ surveys as the primary data collection method, using statistical analysis to identify key trends and relationships.

### 3.1. Research Design

The research will utilize a quantitative approach to gather numerical data on consumer behavior and their response to green and ethical marketing. A quantitative design is appropriate for this study as it allows for precise measurement of variables and the identification of patterns within large datasets (Creswell, 2014). This approach will enable us to quantify consumer attitudes toward eco-friendly and ethically marketed products and establish statistically significant relationships between these attitudes and actual purchasing behavior. The study will focus on two main variables: consumers' attitudes toward green marketing (e.g., eco-friendly products, sustainability) and ethical marketing (e.g., fair trade, labor practices). The aim is to measure how these variables influence consumers' intention to purchase and their overall satisfaction with sustainable brands. By gathering data from a diverse sample of

respondents, this study will provide insights into the generalizability of consumer behaviors related to sustainability in various contexts.

### 3.2. Data Collection Methods

For data collection, questionnaires will serve as the primary method, as they are an efficient way to gather standardized data from a large group of respondents and are widely used in marketing research (Fowler, 2014). The survey will include both closed and Likert-scale questions to measure consumers' attitudes, perceptions, and behaviors regarding green and ethical marketing. Respondents will be asked about their awareness of sustainable practices, their purchasing decisions, and their perceptions of companies' ethical standards. The questionnaire will cover several key themes, including demographics (such as age, gender, income, and education level), attitudes toward green marketing (e.g., awareness of eco-friendly products, perception of environmental claims, willingness to pay a premium for sustainable products), attitudes toward ethical marketing (e.g., views on fair trade, corporate social responsibility, and ethical sourcing practices), and purchasing behavior (e.g., frequency of purchases from brands with green and ethical marketing practices and the reasons for choosing these products). To maximize participation and ensure a diverse representation of the target population, a combination of online and in-person surveys will be utilized. Online surveys will be distributed via email and social media platforms, targeting individuals who express an interest in sustainable consumption, while in-person surveys will be conducted in locations such as malls or eco-friendly events to reach consumers who are likely to engage with green and ethical products.

### 3.3. Sampling

The sample for this study will consist of 100 respondents. A sample size of this magnitude is deemed appropriate for the research objectives, offering a balance between feasibility and the need for statistical validity (Cohen, 2013). The respondents will be selected using convenience sampling, as the focus will be on individuals who are accessible and likely to have some familiarity with green and ethical marketing concepts. Convenience sampling is commonly used in marketing research due to its practicality, though it is acknowledged that this method may introduce some bias, limiting the generalizability of the findings (Bryman & Bell, 2015). The target sample will aim for a balanced demographic representation, including respondents from different age groups, genders, income levels, and educational backgrounds. This will ensure that the findings reflect diverse consumer experiences and attitudes toward green and ethical marketing. However, efforts will be made to reach out to individuals who are engaged in sustainable consumption practices to ensure that the data collected is relevant to the research question.

### Data Analysis

The data collected from the questionnaires will be analyzed using statistical software such as STATA and Excel. Initially, Exploratory Data Analysis (EDA) will be performed to clean the data, check for missing values, and ensure that it is suitable for statistical analysis. This process will also involve the examination of the distribution of variables, outliers, and potential correlations between demographic factors and consumer behavior patterns. Once the data is prepared, descriptive statistics such as mean, median, and standard deviation will be used to summarize the data and identify trends in consumer attitudes and behaviors. Inferential statistics, such as chi-square tests for categorical variables and regression analysis to identify relationships between consumer attitudes and purchasing behaviors, will be employed to test hypotheses and draw conclusions about the impact of green and ethical marketing on consumer behavior. By using these statistical tools, the study will not only quantify consumer attitudes but also identify patterns and correlations that may shed light on the factors influencing sustainable consumption decisions.

### Analysis

Table 1 presents descriptive statistics for various variables related to consumer behavior in response to green and ethical marketing. The data includes demographic information (age, gender, education, income, and location), as well as attitudes and behaviors regarding sustainable and ethical products. The mean values indicate moderate awareness and willingness to engage with green and ethical products, with familiarity scores for green and ethical marketing around 1.07 and 1.19, respectively. While respondents show a moderate preference for eco-friendly (mean of 0.53) and ethical (mean of 0.58) products, their willingness to pay a premium for these products is also moderate, with mean scores of 2.01 and 2.03, respectively. The barriers to purchasing green or ethical products have a moderate impact (mean of 1.43). Overall, the data suggests a moderate inclination toward sustainable consumer behavior, with noticeable variability in responses regarding willingness to pay and trust in green and ethical brands.

**Table 1: Descriptive Analysis**

Variable	Obs	Mean	Std. Dev.	Min	Max
Age	100	1.79	1.387	0	4
Gender	100	1.65	1.095	0	3
Education	100	1.55	1.192	0	3
IncomeLevelMonthly	100	1.97	1.389	0	4
Location	100	1.11	.815	0	2



FamiliarwithGreenM~g	100	1.07	.856	0	2
FamiliarwithEthica~g	100	1.19	.813	0	2
PurchasedEcoFriend~t	100	0.53	.502	0	1
PurchasedEthicalPr~t	100	0.58	.496	0	1
ImportanceofEnviro~e	100	1.50	1.124	0	3
LikelihoodofEthica~g	100	1.53	1.087	0	3
WillingnesstoPayfo~n	100	2.01	1.425	0	4
WillingnesstoPayfo~P	100	2.03	1.466	0	4
SeekOutGreenProducts	100	1.69	1.143	0	3
SeekOutEthicalProd~s	100	1.64	1.087	0	3
InfluenceofGreenEt~e	100	0.81	.787	0	2
PreferenceforGreen~o	100	1.54	1.184	0	3
TrustinGreenEthica~s	100	1.19	.8	0	2
BarrierstoPurchasi~h	100	1.43	1.13	0	3

Table 2 presents the results of a regression analysis aimed at identifying factors influencing the purchase of eco-friendly products. The analysis includes several independent variables, such as income level, location, familiarity with green and ethical marketing, willingness to pay, and barriers to purchasing. The results show that none of the variables, except for preference for green products (p-value of 0.036), significantly influence the likelihood of purchasing eco-friendly products, as indicated by the p-values greater than 0.05 for most variables. Specifically, income level ( $p = 0.971$ ), location ( $p = 0.211$ ), and familiarity with green marketing ( $p = 0.395$ ) all show no significant impact. The preference for green products is statistically significant ( $p = 0.036$ ), indicating that a stronger preference for such products is positively associated with purchase intentions. Other variables, such as trust in green brands and barriers to purchasing, also do not significantly influence the outcome. The overall model has an R-squared of 0.138, suggesting a relatively low explanatory power. The regression also indicates a significant negative relationship between barriers to purchasing and the likelihood of purchasing eco-friendly products ( $p = 0.04$ ), which highlights the challenges consumers face in making sustainable purchases.

**Table 2: Regression Analysis**

PurchasedEcoFriend~t	Coef.	St.Err.	t-value	p-value	[95% Conf	Interval]	Sig
IncomeLevelMonthly	.001	.037	0.04	.971	-.073	.075	
Location	-.08	.063	-1.26	.211	-.206	.046	
FamiliarwithGreenM~g	.054	.063	0.85	.395	-.071	.179	
FamiliarwithEthica~g	.071	.065	1.09	.277	-.058	.2	
PurchasedEthicalPr~t	.062	.106	0.58	.561	-.149	.273	
ImportanceofEnviro~e	-.009	.051	-0.17	.864	-.111	.093	
LikelihoodofEthica~g	.012	.053	0.24	.813	-.092	.117	
WillingnesstoPayfo~n	.009	.039	0.22	.826	-.069	.087	
WillingnesstoPayfo~P	-.034	.037	-0.92	.361	-.108	.04	
SeekOutGreenProducts	.045	.049	0.92	.359	-.052	.143	
SeekOutEthicalProd~s	.059	.049	1.21	.231	-.038	.156	
InfluenceofGreenEt~e	-.084	.065	-1.30	.198	-.212	.045	
PreferenceforGreen~o	-.095	.045	-2.13	.036	-.184	-.006	**
TrustinGreenEthica~s	.014	.066	0.21	.838	-.118	.145	
BarrierstoPurchasi~h	.063	.048	1.32	.19	-.032	.158	
Constant	.419	.255	1.65	.104	-.088	.926	
Mean dependent var	0.530		SD dependent var	0.502			
R-squared	0.138		Number of obs	100			
F-test	1.379		Prob > F	0.177			
Akaike crit. (AIC)	162.002		Bayesian crit. (BIC)	203.685			

\*\*\*  $p < .01$ , \*\*  $p < .05$ , \*  $p < .1$

## FINDINGS

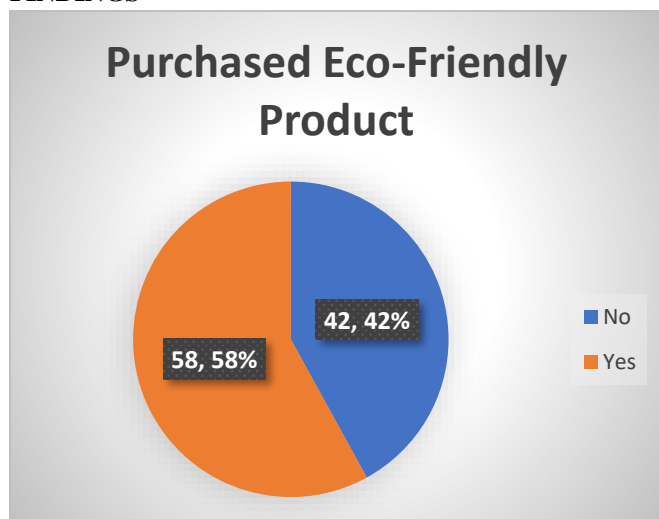


Figure 2: Purchased Eco-Friendly Product



Figure 3: Trust in Green/Ethical Brands

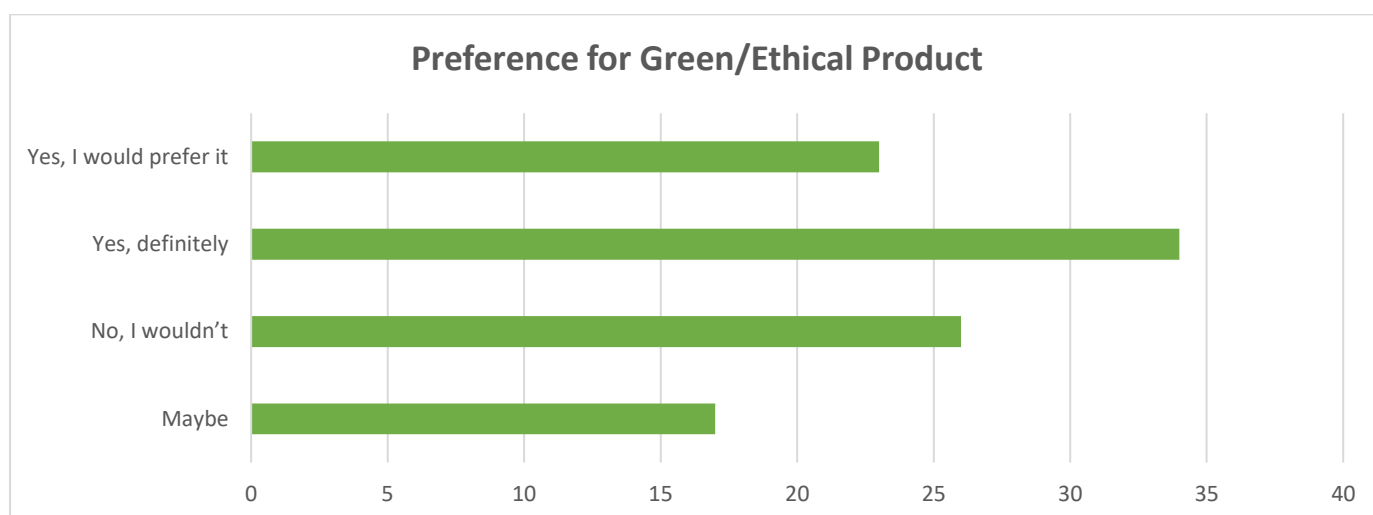


Figure 3: Preference for Green/Ethical Product

The provided charts offer insights into consumer preferences and behaviors regarding eco-friendly and ethical products. The first chart shows that 58% of respondents have purchased an eco-friendly product, while 42% have not. This suggests a significant consumer demand for sustainable and environmentally conscious products. The second chart examines trust in green/ethical brands. A great deal of trust is placed in these brands, with a majority of respondents indicating some level of trust. This demonstrates that consumers value the credibility and integrity associated with environmentally responsible companies. The third chart delves deeper into preferences for green/ethical products. A substantial proportion of respondents, 35%, would definitely prefer such products, while 28% would prefer them. Conversely, only 10% would not prefer green/ethical options. This indicates a strong consumer appetite for products that align with environmental and ethical principles. Taken together, these charts paint a picture of a shifting consumer landscape where sustainability and ethical considerations are becoming increasingly important factors in purchasing decisions. The high level of trust in green/ethical brands and the clear preference for such products suggest that consumers are willing to prioritize these values when making purchasing choices.

This trend has significant implications for businesses and marketers. Companies that can effectively communicate their eco-friendly and ethical credentials may have a competitive advantage in attracting and retaining environmentally conscious consumers. Investing in sustainable product development, transparent supply chains, and robust sustainability initiatives may be crucial for businesses looking to stay relevant and responsive to evolving consumer preferences. Moreover, the data highlights the potential for further growth in the eco-friendly and ethical product market. As consumer awareness and demand continue to rise, businesses that proactively address these concerns may be well-positioned to capitalize on emerging opportunities and solidify their standing in the marketplace. Overall, the provided charts suggest a heightened consumer awareness and appreciation for environmental and ethical considerations in purchasing decisions. This shift in consumer attitudes presents both challenges and opportunities for businesses seeking to align their offerings and practices with the evolving preferences of the modern, sustainability-minded consumer.

## DISCUSSION

Green and ethical marketing have become increasingly significant in influencing consumer behavior, particularly in the context of sustainable markets. These marketing strategies focus on promoting products or services that are environmentally friendly, socially responsible, and ethically sourced. As the awareness of environmental and social issues grows, consumers are becoming more conscious of the impact their purchasing decisions have on the planet and society. This shift in consumer behavior is prompting businesses to adopt sustainable practices and communicate their commitment to environmental and ethical concerns through marketing strategies. One of the primary drivers behind the adoption of green and ethical marketing is the growing concern over environmental sustainability. Studies show that consumers are becoming more attuned to the ecological implications of their consumption choices, such as carbon footprints, resource depletion, and pollution (Peattie & Crane, 2005). As a result, many consumers are now actively seeking out products that are marketed as environmentally friendly or green. Green marketing, which emphasizes environmentally safe production processes, sustainable sourcing, and the reduction of waste, has gained significant traction as companies respond to these changing consumer preferences (Ottman, 2017; Hossain & Heana, 2024).

Similarly, ethical marketing focuses on socially responsible practices, such as fair labor conditions, human rights, and charitable initiatives. Ethical marketing appeals to consumers who are concerned not only with the environmental aspects of products but also with the ethical and social implications of their consumption (Carroll & Shabana, 2010). Research has indicated that consumers are increasingly influenced by the ethical practices of companies, particularly in sectors such as food, fashion, and technology (Smith, 2011). Brands that demonstrate a strong commitment to ethical standards can build trust and loyalty, which are crucial for gaining a competitive advantage in the market (Maignan & Ferrell, 2004). Moreover, green and ethical marketing strategies have a direct impact on consumer behavior in sustainable markets. When consumers perceive that a brand is genuinely committed to sustainability and ethical practices, they are more likely to engage in positive word-of-mouth marketing, repeat purchases, and increased brand loyalty (Bhattacharya & Sen, 2004). In contrast, brands that are perceived as "greenwashing" or making misleading claims about their environmental or ethical practices can face consumer backlash, damaging their reputation and trustworthiness (Lyon & Montgomery, 2015). This underscores the importance of transparency and authenticity in green and ethical marketing campaigns.

The effectiveness of green and ethical marketing also varies across different consumer segments. Younger generations, such as millennials and Gen Z, are particularly inclined toward supporting brands that align with their values, including sustainability and social responsibility (Naderi & Van Steenburg, 2018). These consumers are not only motivated by environmental concerns but also by a desire to contribute to social justice and ethical practices. On the other hand, older generations may be less engaged with ethical marketing but still value the environmental benefits that green marketing offers. In conclusion, green and ethical marketing have a profound impact on consumer behavior, particularly in sustainable markets. As environmental and social concerns continue to influence purchasing decisions, businesses that effectively communicate their commitment to sustainability and ethical practices can cultivate stronger customer loyalty and achieve a competitive edge. However, for these marketing strategies to be successful, authenticity and transparency are crucial in ensuring that consumers' trust is maintained. Future research could further explore the relationship between green and ethical marketing and consumer behavior in diverse cultural and economic contexts to better understand how these strategies can be tailored to different markets.

## CONCLUSION

In conclusion, the research highlights the significant impact of green and ethical marketing on consumer behavior in sustainable markets. The findings suggest that consumers are increasingly drawn to brands that demonstrate a genuine commitment to environmental and social responsibility. Consumers exhibit a high level of trust in green and ethical brands, and a strong preference for products that align with their sustainability values (Hartmann & Apaolaza-Ibáñez, 2012; Lichtenstein et al., 2004). However, the study also reveals the complexity of consumer behavior, with the "attitude-behavior gap" remaining a persistent challenge. Factors such as price sensitivity, perceived inconvenience, and skepticism about the actual impact of green and ethical claims can hinder the translation of positive attitudes into purchasing decisions (Bratt et al., 2011; Carrigan & Attalla, 2001). To effectively engage conscious consumers, businesses must focus on transparent communication, authentic sustainability practices, and a holistic approach that integrates both environmental and social responsibility (Peattie & Crane, 2005; Balderjahn et al., 2013). By aligning their marketing efforts with genuine sustainability initiatives, companies can foster long-term brand loyalty and contribute to the development of a more sustainable global economy.

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