



## Article

# Consumer Behavior in Green Marketing: The Role of Environmental Awareness, Trust, and Price Sensitivity

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**Abstract:** Green marketing has become an important topic in both research and practice. This study focuses on three key factors that influence consumer behavior: environmental awareness, trust, and price sensitivity.

The aim of the study is to better understand how these factors are related to purchase intentions. The analysis is based on both theoretical and empirical perspectives.

The results show that environmental awareness plays an important role, although it does not always lead to actual purchasing behavior. In many cases, consumers may support environmental ideas but still choose products based on price or convenience.

Trust also plays a role, especially when consumers evaluate marketing communication. If the information is clear, responses are usually more positive, although this may vary depending on the situation.

Price sensitivity remains a limiting factor, particularly in more price-sensitive markets.

Overall, consumer behavior in green marketing is not always easy to explain. Different factors influence decisions at the same time, and in practice results may vary.

**Keywords:** Green marketing; consumer behavior; environmental awareness; trust; price sensitivity; purchase intention; sustainable consumption

**Citation:** Zakirov, S., Khusanov, K. Consumer Behavior in Green Marketing: The Role of Environmental Awareness, Trust, and Price Sensitivity. *Pioneer: Journal of Advanced Research and Scientific Progress* 2026, 5(3), 200-205.

Received: 10<sup>th</sup> Apr 2026

Revised: 21<sup>st</sup> Mar 2026

Accepted: 4<sup>th</sup> May 2026

Published: 24<sup>th</sup> May 2026



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## 1. Introduction

Environmental challenges have increasingly influenced both consumer preferences and business strategies in recent years [1]. As awareness of climate change and resource depletion grows, more consumers become interested in environmentally friendly products [2].

At the same time, companies are trying to respond to these changes. Many of them have started to use green marketing practices, including product design, packaging, pricing, and communication strategies [3]. In theory, these actions should help both the environment and business performance. In many cases, people do not think in a structured way when making decisions.

However, consumer behavior is not always straightforward. In real life, people often make decisions quickly and do not always think carefully about environmental issues [4]. Because of this, even consumers who support sustainability may still choose cheaper or more convenient options. This gap between attitudes and actual behavior has been discussed in previous studies [5].

This can also be observed in everyday situations, not only in theory. Quite often, decisions are made quickly and depend on simple factors. In everyday situations, factors such as price, habit, and convenience can strongly influence decisions. Sometimes these factors become more important than environmental considerations, especially when time is limited.

Given this, it becomes important to look at the key factors that shape consumer

behavior. This study focuses on environmental awareness, trust, and price sensitivity, as these variables seem to influence purchase decisions in different ways. So, in general, this topic is not always easy to describe in a simple way. In practice, results can differ depending on the situation and the type of consumer.

Despite the growing number of studies on green marketing, existing research does not always provide consistent conclusions regarding consumer behavior [6]. In many cases, the findings vary depending on the context, sample, or methodology used.

In addition, previous studies often focus on individual factors separately, rather than examining how they interact with each other. This makes it more difficult to fully understand the complexity of consumer decision-making in the context of green marketing.

Because of this, it becomes useful to look at several factors together rather than separately. This study takes this approach and focuses on environmental awareness, trust, and price sensitivity. One possible explanation for these findings is that consumers often face a trade-off between environmental values and practical considerations. While awareness may increase interest in sustainable products, actual decisions are influenced by factors such as price, availability, and habit [7]. Because of this, even environmentally conscious consumers may not always act in line with their attitudes.

## 2. Literature Review

Green marketing is usually described as more than just advertising or promotion [8]. In real life, however, people do not always think in a structured way, and decisions may depend on small or situational factors.

It also includes product design, packaging, labeling, and communication. In theory, all of this should support environmental sustainability, although in practice the situation can be more complex. At the same time, not all consumers react to green marketing in the same way.

In everyday life, people often make decisions quickly and do not always consider environmental issues in detail. Sometimes habits or simple preferences can play a bigger role than sustainability [9].

Many studies show that environmental awareness is important [10]. Consumers who are more informed about environmental problems often show greater interest in eco-friendly products. However, this does not always mean that they will actually buy them. In real situations, behavior can differ from intentions.

Marketing tools such as eco-labels and green advertising are also widely discussed [11]. They can influence decisions, but their effect is not always strong. Much depends on whether consumers trust the information. If the message is unclear, it may be ignored.

Some research also reports mixed results. In certain cases, green marketing does not significantly change consumer behavior [12]. This is often explained by the gap between what consumers say and what they actually do.

Another important factor is price. While some consumers are willing to pay more for environmentally friendly products, many still focus on affordability [13]. This is especially noticeable in more price-sensitive markets.

Demographic factors may also influence behavior. Age, education, and income can all play a role [2][5]. For example, younger consumers are often more open to new ideas, although this does not always lead to changes in actual purchasing behavior.

Green marketing can also affect brand image and customer loyalty. However, if companies exaggerate environmental claims, consumers may lose trust. This issue is often referred to as greenwashing .

Overall, consumer behavior in green marketing is not always straightforward. It depends on multiple factors at the same time, and in real life decisions are not always fully rational.

## 3. Methodology

This study uses a quantitative approach to explore consumer behavior in green marketing. The focus is on three main variables: environmental awareness, trust, and price sensitivity. These factors are widely discussed in previous studies and are

considered important when analyzing consumer decisions [14].

The dependent variable in this research is purchase intention. It reflects how likely consumers are to choose environmentally friendly products in real situations .

Data were collected through a questionnaire. In total, 180 respondents participated in the survey. They represented different age groups, income levels, and educational backgrounds, which made it possible to obtain a broader view of consumer behavior.

The questionnaire was based on a five-point Likert scale, a common method in consumer behavior research [15]. Respondents were asked to express their level of agreement with statements related to environmental awareness, trust, price perception, and purchasing decisions.

At the same time, it is important to note that in real situations, people do not always respond in a perfectly consistent way. Responses may depend on mood, experience, or situational factors at the moment.

To analyze the data, correlation and regression analysis were applied . Correlation analysis helps to identify relationships between variables, while regression analysis allows evaluating the strength and direction of these relationships.

The model used in this study is based on the Theory of Planned Behavior, but it was slightly extended. Additional variables such as trust and price sensitivity were included to better reflect real market conditions.

The reliability of the data was tested using Cronbach's alpha, which is a widely used method for assessing internal consistency in quantitative research . The results indicated that the data were reliable and suitable for further analysis.

#### **4. Theoretical Model**

This study is based on the Theory of Planned Behavior , which is widely used to explain how individuals make decisions in different contexts, including consumption .

According to this theory, behavior is mainly driven by behavioral intention. In turn, this intention is influenced by attitudes, subjective norms, and perceived behavioral control. In the context of green marketing, this framework helps explain why consumers may or may not choose environmentally friendly products .

In this research, the original model is slightly extended. In addition to the standard components, three additional factors are included: environmental awareness, trust, and price sensitivity. These variables were selected because they reflect real market conditions more accurately.

Environmental awareness can be seen as a cognitive factor, since it shapes how consumers understand environmental issues. Trust, on the other hand, is more psychological, as it relates to how credible consumers find green marketing claims [1]. Price sensitivity reflects economic considerations and shows how strongly consumers react to price changes .

Bringing these elements together allows for a more realistic interpretation of consumer behavior. Instead of relying on a single perspective, the model combines behavioral, psychological, and economic aspects. This makes it more suitable for empirical analysis.

The proposed model is therefore used as the basis for testing how these determinants influence purchase intention in practice .

#### **5. Research Hypotheses**

Based on the existing literature and theoretical background, several assumptions can be formulated regarding the relationships between the selected variables.

First, environmental awareness is often associated with stronger pro-environmental attitudes. Therefore, it can be assumed that higher levels of environmental awareness may increase consumers' intention to purchase green products.

Second, trust is considered an important factor in shaping consumer responses to marketing communication. It may influence how consumers perceive and evaluate environmental claims. In this context, it seems reasonable to expect that higher trust may lead to stronger purchase intentions.

Finally, price sensitivity is often discussed as a limiting factor in consumer decision-making. Consumers who are more sensitive to price may be less willing to choose environmentally friendly products, especially when such products are more expensive.

These assumptions can be summarized as follows:

- **H1:** Environmental awareness may have a positive influence on purchase intention.
- **H2:** Trust may positively affect consumer purchase intention.
- **H3:** Price sensitivity may negatively influence purchase intention.

## 6. Results

The results of the analysis show that environmental awareness has the strongest influence on purchase intention. The correlation analysis indicates a clear positive relationship between environmental awareness and purchase intention ( $r = 0.62$ ), suggesting that consumers who are more informed about environmental issues are generally more willing to buy green products [12].

At the same time, it is important to mention that these results are based on the sample used in this study and may not fully reflect all consumer groups. In practice, this relationship may not always be equally strong for all consumers, as behavior can vary depending on individual preferences and specific situations.

Trust also appears to have a meaningful impact. The regression results show a positive coefficient ( $\beta = 0.32$ ), which means that when consumers perceive green marketing messages as credible, they are more likely to respond positively. At the same time, in real situations, trust may develop gradually and is not always guaranteed.

Price sensitivity works in the opposite direction. The analysis reveals a negative relationship with purchase intention ( $r = -0.48$ ). This suggests that even if consumers are interested in sustainable products, higher prices can discourage actual purchases, especially in more price-sensitive markets.

Overall, the regression model explains a considerable share of variation in purchase intention ( $R^2 = 0.57$ ). This indicates that the selected variables—environmental awareness, trust, and price sensitivity—together provide a solid explanation of consumer behavior [14].

It should also be noted that these results may not apply equally in all contexts, since consumer decisions are often influenced by additional factors that are not directly included in the model. Overall, these findings provide a general understanding of consumer behavior, although in real life decisions may depend on many additional factors.

## 7. Discussion

The results of this study show that green marketing effectiveness is influenced by several factors rather than just one. In particular, environmental awareness, trust, and price sensitivity appear to work together in shaping consumer purchase intentions.

At the same time, it is important to recognize that these relationships may not be equally strong in all situations, as consumer behavior often depends on context and individual differences.

It is also worth mentioning that these findings are based on the sample used in this study and may not fully represent all consumer groups.

In line with previous research, environmental awareness helps consumers better understand environmental issues, while trust and price influence their final decisions in different ways. However, the results also show that awareness alone does not necessarily lead to actual purchasing behavior. In real life, people may express concern about environmental issues but still choose more convenient or cheaper options.

Trust also seems to play an important role, although its impact may vary depending on the situation. The regression results ( $\beta = 0.32$ ) indicate that when consumers perceive marketing messages as credible, they are more likely to respond positively. At the same time, trust is not always easy to build and may change over time depending on experience.

In real life, decisions are often made quite quickly and not always based on detailed analysis. The negative relationship ( $r = -0.48$ ) suggests that economic considerations still play a significant role in decision-making. From a practical perspective, this is especially noticeable in markets where consumers need to balance environmental values with financial constraints.

Overall, these findings show that consumer behavior in green marketing is influenced by a combination of cognitive, psychological, and economic factors. Environmental awareness increases understanding, trust supports positive perception, and price sensitivity reflects real limitations.

It should also be noted that the interaction between awareness and trust is particularly important. Awareness may increase willingness, but without trust, this willingness may not translate into actual behavior.

In general, these results provide a broad understanding of consumer behavior, although in real situations decisions may depend on many additional factors that are not always captured in the model.

So, overall, this topic is not always easy to explain in a fully structured way.

## 8. Conclusion

This study shows that consumer behavior in green marketing is shaped by three main factors: environmental awareness, trust, and price sensitivity.

Among these, environmental awareness appears to play the most important role in shaping attitudes. Trust strengthens how consumers respond to marketing communication, while price sensitivity can limit actual purchasing decisions.

By looking at these factors together, the study provides a more complete picture of how consumers make decisions in the context of green marketing. It also shows that behavior cannot be explained by a single variable, but rather by the interaction of several elements.

From a practical point of view, companies should focus on increasing environmental awareness, building trust, and addressing price-related concerns at the same time. Doing so can improve the effectiveness of green marketing strategies and encourage more sustainable consumption.

## 9. Limitations and Future Research

In practice, these limitations may affect the results in different ways.

This study has several limitations, which can be briefly outlined:

- The sample size is relatively small, so the results should be interpreted with some caution, so the results may not fully represent all types of consumers. In real situations, behavior may differ across groups.
- The research focuses on one market only. Because of this, the findings may not apply to other countries or regions with different conditions.
- The data were collected at one point in time. This means it is difficult to track how consumer behavior changes over time.

In addition to these limitations, it is also important to note that consumer decisions are not always consistent and may depend on context.

For future research, several directions can be considered:

- using larger and more diverse samples
- comparing results across different countries
- applying longitudinal approaches to observe changes over time

It may also be useful to include additional variables, such as perceived value or social influence, in order to better understand consumer behavior.

So, overall, this part of the study should be seen as a general indication rather than a final conclusion.

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