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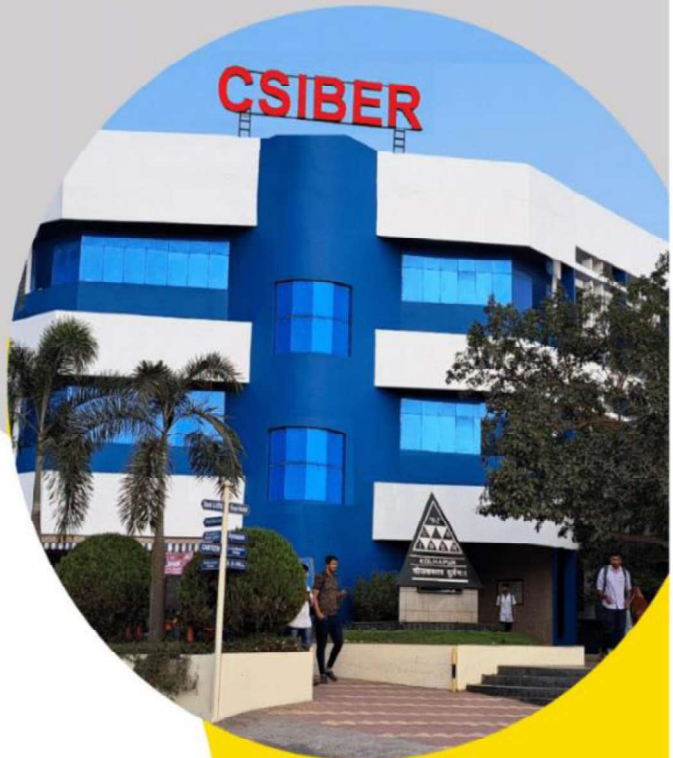
## CSIBER International Journal - CIJ

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# CSIBER International Journal (CIJ)

## CONTENTS

Title	Page No
<b>Selection Criteria Analysis of Skin Care Cosmetic Products By Consumers In Tiruchirappalli</b> <b>Ms. B. Harini</b> Ph.D. Scholar, PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirapalli- 19, Tamil Nadu, India <b>Dr. N. Rajamannar</b> Associate Professor and Research Supervisor, PG and Research Department of Commerce, Urumu Dhanalakshmi College, Tiruchirapalli- 19, Tamil Nadu, India	<b>01-10</b>
<b>Structure Equation modeling for Fake Positive Detection of Advertisement Claims using Machine Learning Tools</b> <b>Sandeep Bhattacharjee</b> Assistant Professor, Amity University, Kolkata, Rajarhat, Newtown, Kolkata, West Bengal 700135	<b>11-19</b>
<b>Quality of Work Life and Its Association with the Job Performance; A Correlation Study Among Nurses</b> <b>Prasad P.</b> Asst. Professor, SNGS College, Pattambi, Tiruchirapalli, Tamilnadu, India <b>Dr. G. Pasupathi</b> Asst. Professor, Deptt. of Commerce, Jamal Mohamed College, Tiruchirapalli, Tamilnadu, India	<b>20-24</b>
<b>Digital Payment Habits and Socio-Demographic Factors: Evidence from a Primary Survey</b> <b>Nirmal Chandra Pattnayak</b> Research Scholar, Department of Business Administration, Utkal University, Bhubaneswar, India <b>Dr. Rashmita Sahoo</b> Asst. Professor, Department of Business Administration, Utkal University, Bhubaneswar, India	<b>25-33</b>
<b>Next-Gen Programming Pedagogy through a Personalized, Data-Driven Framework for Adaptive Learning and Evaluation</b> <b>Dr. P.G.Naik</b> Professor, School of Computer Science and Applications, CSIBER, Kolhapur, MS, India <b>Dr. R.S.Kamath</b> Asso. Professor, School of Computer Science and Applications, CSIBER, Kolhapur, MS, India <b>Dr. S.S.Jamsandekar</b> Asst. Professor, School of Computer Science and Applications, CSIBER, Kolhapur, MS, India	<b>34-48</b>
<b>The Impact of Social Media on Ethical Marketing</b> <b>Dr. Pallavi Kumari</b> Associate Professor, ICFAI University, Ranchi, Jharkhand, India <b>Mr. Anjan Niyogi</b> Research Scholar, ICFAI University, Ranchi, Jharkhand, India	<b>49-58</b>
<b>Exploring Consumer Preferences for Sustainable Products in Mauritius: A Conceptual Study</b> <b>Leenshya Gunnoo</b> University of Technology, Mauritius	<b>59-68</b>
<b>An Analysis of Online Reviews: How Positive and Negative Reviews Influence Purchase Intentions</b> <b>Ms. Vijayashri Machindra Gurme</b> Research Scholar, Sydenham Institute of Management Studies and Research and Entrepreneurship Education, University of Mumbai, India <b>Dr. M. A. Khan</b> Research Scholar, Sydenham Institute of Management Studies and Research and Entrepreneurship Education, University of Mumbai, India	<b>69-77</b>

<b>Title</b>	<b>Page No</b>
<b>Transforming Digital Payment through E-Wallets towards Vikshit Bharat 2047: A Student's Perspective</b> <i>Ruchi Gupta</i> Assistant Professor, ICFAI University, Raipur (C.G) India <i>Bhagabat Barik</i> Professor and Deputy Director, Institute of Management and Research, MGM University, Chhatrapati Shambhajnagar, Maharashtra, India	<b>78-86</b>
<b>The Role of Omnichannel Integration: Enhancing Bancassurance Product Awareness through Digital Channels and Physical Branches</b> <b>Sandipam Palit</b> Research Scholar, ICFAI University, Jharkhand, India <b>Dr. M Rajkumar</b> Associate Professor, ICFAI University, Jharkhand, India	<b>87-92</b>
<b>Review Article on Educational Theory, Policy and Practice</b> <i>Viraj Fulena</i> Lecturer in Law, University of Technology, Mauritius	<b>93-98</b>
<b>Illuminating the Untapped Insights: A Systematic Literature Review of Employee Cynicism in the Workplace</b> <i>Sneha P</i> Research Scholar, Research and PG Department of Commerce, MES Keveeyam College Valanchery, Malappuram (D.T), Kerala, India <b>Dr. PC Santhosh Babu</b> Asst. professor & Head, Research and PG Department of Commerce, MES Keveeyam College Valanchery, Malappuram (D.T), Kerala, India	<b>99-111</b>

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## Exploring Consumer Preferences for Sustainable Products in Mauritius: A Conceptual Study.

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### Abstract

This study explores the factors influencing consumer preferences for eco-friendly products in Mauritius, focusing on the impact of green marketing strategies. In recent years, environmental awareness has risen significantly among consumers, with a growing preference for sustainable, eco-friendly products. This conceptual study examines how awareness, government policies, economic considerations, and corporate social responsibility (CSR) initiatives affect purchasing behaviour. The research highlights the role of green branding, education, and effective communication in fostering consumer trust and driving environmentally responsible consumption patterns. Mauritius, a small island nation with a strong reliance on tourism and agriculture, faces unique environmental challenges such as waste management and resource conservation. With increasing pollution and a rising focus on sustainability, understanding consumer attitudes toward green products is essential for businesses looking to implement successful green marketing strategies. This study synthesizes existing literature and theoretical frameworks to propose key factors that shape consumer decisions in the Mauritian context, including knowledge of environmental issues, government regulation, and the influence of socio-economic factors. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, the study aims to provide a deeper understanding of consumer behavior in Mauritius. Preliminary findings suggest that consumers are more likely to choose eco-friendly products if they are aware of their environmental benefits, supported by transparent communication and eco-labeling. Government actions, such as promoting renewable energy and reducing plastic waste, further contribute to this shift in consumer behaviour. Ultimately, this research provides valuable insights for businesses and policymakers to design effective green marketing campaigns that align with consumer values and drive sustainable purchasing habits, contributing to Mauritius's broader sustainability goals.

**Keywords:** Eco-friendly products, Green marketing, Consumer behaviour, Sustainability, Mauritius

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### Introduction

Over the last few decades, rising consumer demand has driven global economic growth. This, in turn, creates environmental degradation through overconsumption and exploitation of natural resources. Environmental deterioration can lead to global warming, depletion of the stratospheric ozone layer, pollution of seas and rivers, noise and light pollution, acid rain, and desertification. (Ramlogan, 1997). Hence, there has been a significant shift in consumer preferences towards environmentally friendly products and services. This has driven a growing awareness of the environmental impact of consumption patterns and a corresponding desire to make more sustainable choices (White, Habib & Hardisty, 2019). To adapt to the changing market needs, and stay competitive and relevant, companies must opt for sustainable product development and marketing strategies. (Dangelico & Vocalelli, 2017).

Green marketing, which consists of promoting products based on their environmental benefits, has developed as an essential approach for organisations attempting to attract eco-conscious customers and differentiate themselves in the marketplace (Kautish & Sharma, 2019). The term "green marketing" refers to all marketing initiatives used by businesses to benefit the environment. The goal of green marketing is to substitute existing needs and wants with alternatives that have less of an adverse effect on the environment. According to Chen and Chang (2013), green marketing is "the holistic management process responsible for identifying, anticipating, and satisfying the requirements of customers and society in a profitable and sustainable way"

In Mauritius, a small developing country with a vulnerable ecosystem, adopting green marketing strategies is particularly significant. The country's economy strives on its tourism, agricultural, and industrial sectors, which all have notable environmental consequences if not handled effectively. (Government of Mauritius, 2020). ENL Group, Omnicane, and Toyota Mauritius Ltd, the biggest conglomerates of the island are increasingly implementing green marketing tactics in order to not only enhance their environmental performance but also attract and keep customers who appreciate. These groups have various subsidiaries which not only involved but also depend on environmental aspects for their operations, making it a must for them to prioritize green marketing strategies. Apart from the corporate, adopting a green lifestyle is increasingly becoming a duty for many Mauritians, inciting them to re-consider their consumption habits such as their buying behaviours. However, in Mauritius, the extent to which these green marketing initiatives implemented by companies influence consumer purchasing behavior today remains underexplored.

Even though global studies have shown that customers are ready to pay a high price for the green product, the extent to which this is true in Mauritius remains questionable (Nguyen, Lobo, & Nguyen, 2018). Despite increasing efforts by businesses to promote environmentally friendly products and practices, the adoption of green products among Mauritian consumers has been inconsistent. This raises the question of whether current green marketing strategies effectively impact consumer buying decisions or if other factors play a more significant role. Companies still question the effective mechanism to implement green marketing strategies into their business strategy to make sure it will be effective in gaining customer loyalty and sales. Understanding the relationship between green marketing strategies and consumer buying behaviour is crucial for businesses aiming to increase market share in the eco-friendly segment, as well as for policymakers promoting sustainable consumption in Mauritius.

This study aims to conceptually explore the crucial determinants that affect consumer preferences for eco friendly products in Mauritius. It also aims to conceptually identify the principal green marketing strategies employed by businesses in Mauritius and evaluate their effectiveness in shaping consumer purchasing decisions for eco friendly products.

Although green marketing is usually regarded as a component of corporate social responsibility (CSR), it plays crucial role in influencing the consumer purchasing behaviour. Hence, understanding the elements that impact consumer purchasing behaviour is serious (Joshi & Rahman, 2019). This insight may considerably improve the efficacy of green marketing techniques in achieving customer purchases. To properly examine the potential and impact of green marketing on consumer behaviour, an extensive study of the relatively new topic is required in a small island developing state context.

The dynamics in emerging nations, where socioeconomic conditions and consumer behaviours vary, are relatively little explored since the majority of green marketing research has been conducted in industrialized nations, primarily the United States. Hence, in developing countries such as Mauritius, there is a lack of research on the need and efficiency of green marketing strategies. This study fills the gap by looking at those specific elements in Mauritius.

Like many other smaller islands, Mauritius faces serious environmental problems such as climate change and resource depletion. (Republic of Mauritius, Ministry of Environment, Sustainable Development, and Disaster and Beach Management, 2016). Hence, this study has greater social effects in terms of environmental sustainability. It was observed by Phillip Kotler that a notable percentage of consumers go for businesses that have a strict environmental focus. Green purchasing habits can be encouraged through the adoption and implementation of green marketing tactics by businesses which totally correlates with the country's global sustainability goal and environmental preservation efforts.

## **Literature Review**

### **Green Marketing**

Green marketing also known as sustainable marketing depicts the approaches adopted by business to promote environmentally friendly goods and services. Sustainability, environmental friendliness, corporate social responsibility (CSR), and effective communication about a company's ethical responsibilities are the cornerstones of the conceptual framework of green marketing. This concept allows business to satisfy customer needs, attain organisational aims and integrate marketing campaigns with ethical and ecological concerns according to Peattie and Charter. (2018).

### **Sustainability and Eco-friendliness in Green Marketing**

The essence of green marketing is the concept of sustainability. The idea highlights how firms must meet current needs while preserving future generations' ability to meet their own. In marketing, sustainability refers to reducing the environmental impact of a product at each stage of its lifecycle, including raw material acquisition, production, distribution, usage, and disposal. A company can incorporate sustainability by ensuring that its supplies originate from morally sound sources, that its production processes are efficient and environmentally friendly, and that waste is minimized through material recycling and reuse (Dangelico & Pujari, 2010). Although sustainability and eco-friendliness go hand in hand, eco-friendliness is specifically focused on reducing negative environmental effects. Environmentally conscious businesses usually use renewable resources, reduce their usage of hazardous chemicals, and promote energy efficiency. Choosing environmentally conscious production practices, using sustainable raw materials, and energy-efficient technologies are all examples of practical eco-friendly integration. Furthermore, a company's commitment to minimizing its

environmental impact can be seen in its use of recyclable or biodegradable packaging (Kotler & Armstrong, 2016).

### **Influence of Green Marketing Strategies on customer purchase decisions**

Green marketing strategies are a collection of tactics that companies can employ to advertise their environmentally friendly goods and services. These tactics seek to show a dedication to environmental responsibility, attract eco-aware customers, and increase awareness of sustainability. These are generally divided into four categories: place (distribution), pricing, promotion, and product. The growing demand for sustainable products reflects a shift in consumer behaviour towards more responsible consumption (Chen & Chang, 2013).

### **Theoretical Frameworks**

A strong theoretical foundation is necessary to comprehend how green marketing affects consumer purchasing decisions.

#### **The Theory of Planned Behaviour (TPB)**

Icek Ajzen (1991) has developed the theory of Planned behavior (TPB) which provides a solid foundation for comprehending how social norms, attitudes, and perceived control over behaviour impact consumer behavior. According to TPB, attitudes, subjective norms, and perceived behavior are the main factors that predict behavior. Collectively, these elements define intentions which in turn influence actual behaviour.

Attitudes refer to the consumers' favourable or unfavorable opinions about environmentally friendly products in the context of green marketing. For example, research indicates that individuals are more likely to buy green items if they believe they would improve their health or the environment (Yadav & Pathak, 2017).

Subjective norms are the perceived social perceptions to conduct or refrain from a specific behavior. Social acceptance and the growing trend for sustainability are mostly emphasized by green marketing campaigns. According to Han et al. (2010), a person's decision to purchase eco-friendly products can be greatly impacted by his or her family, friends, and peers.

Perceived Behavioral Control Ng & Law (2021) state that the decision to purchase sustainably is influenced by how simple or complex the activity is to carry out. The availability of eco friendly items and the perceived efficacy of the activities taken by Mauritius customers are significant determinants of eco-friendly purchase decisions.

#### **Elaboration Likelihood Model (ELM)**

Petty and Cacioppo (1986) put together the Elaboration Likelihood Model (ELM), which provides a framework to assess how consumers view persuasive information such as green marketing messages. In Mauritius, where green consumerism is still developing, the ELM explains how various sorts of marketing messages can cause attitude changes and impact customer purchasing behavior.

There are two routes that the ELM proposes:

*Central Route:* The central channel of persuasion is used by consumers when they are strongly motivated and capable of absorbing information. A thorough analysis of the arguments is needed in the information. In Mauritius, the efficacy of green marketing statements can be questioned by educated or informed consumers. For example: the environmental certifications or life cycle evaluations supplied by the organizations that provide eco-friendly products may be assessed. (Beebeejaun, 2020). Green marketing efforts that highlight specific, fact-based arguments are more likely to influence people who digest messages centrally.

*Peripheral Route:* Conversely, individuals who lack motivation or are not able to comprehend complex information tend to rely on the peripheral route. This means focusing on outside factors which includes the packaging of the products, brand image or celebrity endorsements. Peripheral cues can have a massive impact in Mauritius since some customers might not be as knowledgeable about green goods or may not be familiar with. When a well-known Mauritian celebrity advertises a green product, for instance, people may be persuaded to buy it even if they are unaware of all of its benefits for the environment.

### **Consumer Buying Behavior and Green Marketing**

Consumer behaviour particularly consists of the methods and procedure people employ to decide on what to buy. In the context of green marketing, choosing products that are both environmentally friendly and ethically developed is a common characteristic. Recent research highlights that consumers in the modern day are more concerned with the sustainability of the products they buy and favor companies that exhibit a dedication to environmental responsibility (Gonçalves et al., 2020; White et al., 2019).

Using behavioural theories, researchers have also found a behaviour-attitude relationship for consumers, i.e., based on their feelings regarding specific products, consumers make purchases. Ottman (2011), however, argues that there is not much of a link between environmentally conscious conduct and consumer sentiments. Albayrak

et al. (2011) conducted their research in the Turkish context to understand how environmental information affects consumer purchasing behaviour. They found that green consumers are a lot like confused shoppers. This is because they can't agree on a concrete definition of what constitutes "green," which makes it difficult to form an opinion about green product.

Green purchasing has made consumers and organizations equally responsible for the environment. In this regard, Boztepe (2012) discovered that the perceived pressure of societal expectations influences Turkish consumers to buy eco-friendly products. However this social pressure is distinct, and it varies with the demographics. Supporting this is the finding of Lee et al. (2012) that, within the Korean setting, income level, gender, age, and education level all influenced the purchase behavior of consumers. Several research (including Lee et al., 2012; Purohit, 2012; Boztepe, 2012, and Spanos, 2008) have indicated that companies' use of green marketing techniques either directly or indirectly influences customers' decisions to buy a variety of consumer goods.

### **Green Marketing in Mauritius**

#### **Overview of Green Marketing Practices in Mauritius**

In Mauritius, "green marketing" refers to a variety of strategies used to advertise goods and services that are friendly to the environment. Green marketing strategies are being adopted by Mauritius more and more, with a particular emphasis on the food and agriculture industries. Leading the charge is the Regeneration Mauritius initiative, which seeks to establish the nation as a pioneer in sustainable food systems. It encourages innovation and regenerative farming methods, improving local food security and positioning Mauritius as a center for sustainable solutions. In order to create a sustainable food ecosystem, this initiative aims to improve agricultural practices, integrate cutting-edge technologies, and support local entrepreneurship.

The promotion of locally and organically produced food is a key component of green marketing in Mauritius. The UNDP is actively working to increase the resilience of Mauritius's food system by supporting climate-smart farming methods like hydroponics and the production of biofertilizers from seaweed, which lessens the country's reliance on chemical fertilizers. Due to government support and consumer demand, organic farming methods have gained popularity in the agricultural sector. Organic farmers market their products as being free of synthetic pesticides and fertilizers to consumers who are concerned about the environment and their health. Organic sections are becoming more common in supermarkets and neighbourhood markets, displaying locally grown produce with eco-labels emphasizing their sustainable origins.

The Mauritius Tourism Authority, in collaboration with the Ministry of Tourism, has taken steps to achieve "Green Destination" status by 2030. The Sustainable Island Mauritius (SUS ISLAND) project aims to help tour operators green their value chains using the Mauritius Pro Handprint Innovation Framework (MauPHI). This framework promotes innovation to lessen negative environmental effects while boosting good contributions, and it measures and communicates positive sustainability outcomes. The project helps small and medium-sized businesses (MSMEs) achieve the requirements of the eco-label and makes it easier for the tourism industry to implement eco-friendly practices, with an emphasis on minimizing the environmental impact and maximizing the benefits of sustainability.

#### **Product Strategies**

The creation, production and disposal of goods with less possible negative environmental effects is the main goal of green product strategies. These tactics include making sure that products are recyclable or biodegradable, increasing energy efficiency, and utilizing eco friendly materials. The corresponding procedures usually minimize or eliminate the use of waste, pollutants, and environmentally dangerous substances. Customers who care about the environment may reject a product if they see any environmentally harmful qualities resulting from its manufacture or removal, or if they don't agree with the actions of any parties involved in its production. Hence, the product should meet all the green characteristics which can delight the customer to a larger extent.

#### **Price Strategies**

Green marketing pricing strategies are essential because they strike a balance between the cost and perceived value of green products. Companies normally set a "green" price that reflects their ecological benefits while remaining competitive. The PhD researcher Ines Kaivonen (2021) from the University of Tampere states that a responsible product's price should cover all the costs that compass a level of fairness. Aspects such as materials utilized, shipping charges, labour wages, rent, and other costs associated with resourcing and design need to be included in the final price of a product. Many customers are willing to pay more for products that align with their set of values, even if the product holds a higher price tag.

According to research, consumers are generally willing to pay more for environmentally friendly products, but this willingness varies depending on demographic factors like income, education, and environmental awareness

(Das, Saumendra & Deep, Nayan 2024). Pricey eco friendly goods are most likely to be consumed by wealthy consumers who care about and prioritize deeply about the environment (Joshi & Rahman, 2019). On the other hand, to justify a higher initial cost, a product's long-term benefits such as durability or efficacy need to be strongly clarified for highly price-sensitive consumers. (Kotler et al., 2020).

### **Place Strategies**

A key component of place strategies in green marketing is product distribution that promotes environmental sustainability. This can involve choosing environmentally friendly shipping methods, streamlining supply chains to cut down on carbon emissions, and making sure that goods are offered in places that support green principles, like sustainable shops or organic markets. According to Kotler and Keller (2016), consumer engagement can be significantly enhanced by making green products available in locations that chime with the target population's values. Consumers are increasingly seeking sustainable goods in convenient locations in Mauritius, such as supermarkets that put in value green offerings or platforms promoting eco-friendly purchases. (Pilgrimienė, Žaneta & Banyte 2021). Targeted consumers' buying behaviour can be easily influenced if green distribution channels are optimized.

### **Promotion Strategies**

A consumer's perception of a brand's commitment to sustainability is shaped through the promotion strategies adopted. According to Peattie and Crane (2005), effective green promotion strategies demand clear, transparent and credible information about a product's environmental benefits not just superficial claims. Skepticism among customers can be caused and undermine a brand's reputation if the statements turn out to be false. For example: Veranda Resorts in Mauritius has achieved its Green Key Certification which clearly depicts how the organization makes use of eco-labels and sustainable certifications as part of its green promotions' strategies. Eco-conscious tourists are more attracted if they align their marketing with environmental sustainability. Energy conservation practices, waste management systems, and community support initiatives form part of their promotion efforts. Hence, these enhance the brand's image as the resort is positioned as a responsible, green alternative making them look appealing to green-conscious consumers in Mauritius.

### **Factors influencing Mauritian customers' choice of green products**

Eco-friendly marketing campaigns' success and effectiveness in Mauritius rely more on the consumers' attitudes towards green products. Hence, businesses must comprehend these attitudes and work towards effectively promoting sustainable goods and services. Studies reveal that consumers in Mauritius are becoming more green-conscious and are showcasing a growing inclination towards eco-friendly products. (Zafar & Khan, 2017).

- **Awareness and Knowledge:** Awareness is the most important aspect that influences the choice of a product. Increased pollution, climate change, and biodiversity loss in Mauritius have led people to be more environmentally conscious. Non-governmental groups and government-sponsored campaigns have promoted the value of sustainability. This is also strengthened by the easier access to mass information provided by social media and educational programs.
- **Government Influence and Regulation:** The involvement of the government in enhancing green consumer behaviour in Mauritius cannot be disregarded. The government has implemented policies like the prohibition on plastic bags and the encouragement of renewable energy sources. As part of a larger plan to lessen the effects of climate change, Mauritius has promoted solar energy and energy-efficient equipment. (Government of Mauritius (2019). Sovacool & Dworkin (2015) state that the general goals of these campaigns have been to raise public awareness and educate the populace about the long-term advantages of renewable energy. Most supermarkets around the islands use paper bags instead of plastic bags and there are bins everywhere so that waste can be recycled and reused, which proves that the Government's actions act as a catalyst, increasing consumers to green options.
- **Economic Considerations:** Mauritius's economic environment also has a big influence on how people view eco-friendly items. Along with the middle class, the willingness to invest in sustainable options is rising. However, price is still a hurdle as consumers often weigh the higher price of the products against their apparent benefits. (Hsu et al., 2017). Juwaheer et al. (2012) stated that successful green marketing strategies can mitigate pricing worries by pointing out the long-term cost savings and environmental advantages of green purchases.



### **Enhancing green marketing strategies to align with customer demands and preferences**

Consumer Preferences for Sustainability Preferences for sustainable products are strongly influenced by consumer awareness of environmental problems. Promoting a deeper knowledge of sustainability issues among consumers can be achieved through educational activities. Peattie and Crane (2005) stress how important it is to explain to customers how to foster a culture of sustainability. Key insights include:

**Environmental Education:** Higher demand for sustainable goods is correlated with greater awareness raised by educational programs and media coverage. Studies show that environmentally conscious consumers are more likely to choose eco-friendly products (Hartmann & Apaolaza-Ibáñez, 2012). According to Smith et al. (2022) there is evidence from recent studies that the sustainability motivations of Generation Z and millennial mostly drive the demand for sustainable goods.

### **Effective Communication Strategies**

Communication is crucial in green marketing. Firms should prioritize clear and transparent messaging that emphasises the environmental advantages of their products. Thøgersen (2010) suggests that effective communication can build consumer trust and strengthen brand loyalty. Recommended strategies include:

**Storytelling:** Sharing authentic stories about sustainability initiatives can resonate with consumers and create a connection (Behzadi 2023). Brands like Patagonia have successfully leveraged storytelling to convey their commitment to environmental causes.

**Certifications and Labels:** Utilizing recognized eco-labels can enhance brand credibility and influence consumer decision-making (Arsyistawa, 2022). Research indicates that consumers are more likely to trust products with established eco-certifications, thereby improving their purchase likelihood.

**Consumer Segmentation and Future Trends** Understanding that consumer preferences for sustainability vary across demographic segments is crucial for effective marketing. Younger consumers, such as millennials and Gen Z, often place a higher value on sustainability compared to older generations (Smith et al., 2022). Brands should analyze their target market to tailor their sustainability messaging and product offerings accordingly.

Additionally, emerging trends, such as the growing interest in circular economy practices, indicate that consumers are increasingly seeking products that not only minimize environmental impact but also promote resource reuse and recycling (Jones et al., 2023). Adapting to these trends can position brands favorably in the evolving marketplace.

### **Effect of green branding on consumer behaviour**

Green branding gives products a distinctive character that sets them apart according to how environmentally friendly they are. To address the influence of green branding on consumer behavior, it's essential to consider the role of Corporate Social Responsibility (CSR) as part of a company's green marketing strategy.

### **Corporate Social Responsibility (CSR) in Green Marketing**

Corporate Social Responsibility is a crucial element of green marketing. CSR refers to a business' strong dedication to moral conduct, community engagement, and social effect. The CSR initiative generally entails collaborating with non-profit organizations, environmental projects, and philanthropy. Brand reputation can be improved by participating in CSR activities as consumers will view the company as morally and socially concerned, fostering consumer goodwill. (Schwartz, 1977).

Businesses that integrate CSR into their green marketing strategies are more likely to win over customers' trust and loyalty, according to a study by Wekesa, Johnson. (2024). This is due to the fact that CSR actions are seen as evidence of the dedication to sustainability and social responsibility. Companies like Patagonia, for instance, have centered their entire brand on sustainability and corporate social responsibility (CSR), which has struck a deep chord with customers who care about the environment.

Furthermore, CSR provides organizations with guidelines to work towards developing and putting in practice green marketing strategies. By aligning their marketing campaigns with their CSR goals, companies may ensure that their green marketing tactics are consistent with their broader business principles. (Tare, Harshal & Deshmukh, Pooja. 2023). Ethical reporting benefits their brands and thus their sales of green items. The study emphasizes the importance of stakeholder trust as the foundation for long-term corporate viability. According to the study's findings, customers are more likely to support organizations that demonstrate their commitment to environmental protection and sustainability through CSR, including transparent and extensive reporting.

Accordingly, the propositions put forward are:

P1: Awareness and Knowledge influencing Mauritian customers' choice of green products;

P2: Government Influence and Regulation influencing Mauritian customers' choice of green products;

P3: Economic Considerations influencing Mauritian customers' choice of green products.

### **Proposed Methodology**

#### **Methodology**

This research proposes a mixed-methods design to investigate the influence of green strategies on consumer purchasing behaviour in Mauritius. The mixed-methods approach integrates both quantitative and qualitative techniques to provide a comprehensive understanding of the research problem.

#### **Research Philosophy**

The study will adopt a pragmatic research philosophy, which allows the use of both quantitative and qualitative methods to address the research questions effectively (Saunders et al., 2019). Pragmatism facilitates flexibility, combining positivist (quantitative) and interpretivist (qualitative) approaches to yield practical insights into green consumerism (Tashakkori & Teddlie, 2019).

#### **Research Design**

A combination of surveys and interviews will be employed to collect data. Quantitative surveys will gather structured data on consumer preferences, awareness, and attitudes toward green strategies, aligning with the positivist approach (Creswell & Clark, 2018). Qualitative semi-structured interviews will provide in-depth insights into individual experiences and perceptions of green strategies, consistent with interpretivist principles (Morgan, 2014).

#### **Sampling Strategy**

The study will use stratified random sampling to ensure a representative sample of the population. Participants will be categorized based on age, gender, income level, and environmental awareness to capture diverse perspectives. This approach aims to minimize sampling bias and ensure balanced insights (Flick, 2018). The target sample size will be determined using Cochran's formula to balance statistical precision and practical constraints, aiming for a sample that represents the required consumer base in Mauritius.

#### **Data Collection**

- **Quantitative Data:** Structured surveys will be developed using Google Forms and disseminated online through email and social media platforms such as Facebook, Instagram, and WhatsApp. The surveys will include closed-ended questions with Likert scales to measure variables such as consumer awareness, willingness to pay for eco-friendly products, and factors influencing purchase behaviour.
- **Qualitative Data:** Semi-structured interviews will be conducted with a subset of survey respondents to explore their experiences and perceptions of green strategies. This method will allow open-ended responses, providing richer insights into consumer behaviour.

#### **Pilot Testing**

A pilot test of the survey will be conducted with approximately 15-20 respondents to evaluate the clarity, reliability, and relevance of the questionnaire. Feedback from the pilot test will be used to refine the survey instrument, ensuring it effectively captures the required data.

#### **Proposed Data Analysis**

The collected data will be analyzed using statistical and thematic techniques:

- **Descriptive Statistics:** To summarize respondent demographics and general trends.
- **Regression Analysis:** To assess the relationship between green strategies (independent variables) and consumer purchase intention (dependent variable).
- **Cross-Tabulation Analysis:** To explore interactions between variables related to green strategies and consumer behavior.
- **Thematic Analysis:** Qualitative data from interviews will be analyzed to identify recurring themes and insights into consumer perceptions.

#### **Ethical Considerations**

Ethical guidelines will be strictly followed to ensure participant rights and confidentiality. Informed consent will be obtained from all participants, with clear communication about the purpose of the study, data usage, and their right to withdraw at any time. Data will be anonymized and securely stored to prevent breaches of confidentiality.

This proposed methodology aims to provide a robust framework for investigating the impact of green strategies on consumer purchasing behaviour in Mauritius, offering valuable insights for businesses and policymakers.

### **Recommendations**

Green marketing initiatives need to take a more open, evidence-based strategy that emphasises the benefits to both the environment and the individual in order to close the intention-behaviour gap. According to Peattie & Crane (2005), businesses should think about introducing eco certification marks that are verified by respectable third-party organisations in order to increase consumer trust and guarantee the veracity of their green promises.

Businesses should integrate sustainability as a core element of their brand identity because there is a somewhat positive correlation between green branding and consumer purchasing behaviour. This means integrating eco-friendly practices into the supply chain, communicating the brand's commitment to environmental preservation, and being open and honest about sustainability activities. To avoid greenwashing and attract customers, businesses should be urged to support their environmental claims with certifications and reliable data. Consumers who sincerely believe in and support brands that preserve environmental standards are more inclined to do so.

Successful awareness campaigns are essential for reaching different socioeconomic groups. Government and industry can work together to create focused advertising efforts that tackle certain obstacles like lack of infrastructure and affordability. All facets of the population may adopt renewable energy and other green items at higher rates as a result of such campaigns.

To get over the obstacles of higher prices, organizations should emphasize on cutting expenses or provide reasonable prices for the environmentally friendly products. Businesses can implement tiered pricing models, offering discounts or promotions or establishing loyalty programs could help reduce worries about pricing. To offset a high initial cost, companies should also highlight the long-term financial benefits of green products, such as their longevity and lower energy use.

### **Study Limitations**

The impact of green strategies on consumer purchase decisions has been conceptually investigated in the current research. Initially, it has focused on a limited range of aspects related to green strategies. These factors restrict the scope of the current investigation

Another factor is the paucity of literature on green strategies, which is not surprising given that the idea is still relatively new in developing countries. The study also relied on a sample size of only 150 participants. While this small sample produced useful information, it limited the ability to generalize findings. A larger sample size would have yielded more comprehensive insights, and future research should strive to achieve this to ensure results are representative of the total population.

Additionally, this study has not been empirically tested, and its findings remain conceptual. The absence of empirical validation limits the reliability of the conclusions and calls for future research to test the proposed relationships and hypotheses in real-world settings.

### **Suggestions for Future Research**

Subsequent research endeavours ought to focus on evaluating the enduring impact of eco friendly marketing strategies on the purchasing habits of Mauritius residents. This could be helpful in figuring out whether a behaviour change has lasted since it was initially adopted. Moreover, more investigation is required to assess the effectiveness of specific policy measures intended to promote sustainability in homes and businesses. Thorough research on the psychological and social barriers that prevent households from adopting sustainable behaviours would be helpful to environmental marketers and legislators. Further research may be done on the possible contribution of cutting-edge technologies, such artificial intelligence (AI) and advances in renewable energy, to Mauritius's sustainability.

Further research with a bigger sample size and equitable participation from all regions can be done to gain a better understanding of how the nation's population responded. Furthermore, we may combine quantitative research with in-depth qualitative surveys to gain a deeper understanding of consumers' motivations and views towards green marketing. Interviews and focus groups can yield illuminating details regarding the fundamental factors influencing customer choices. Furthermore, it can incorporate additional variables when analysing such efforts in order to analyse consumer responses to all aspects of green marketing. A new framework might be developed by taking into consideration the important information provided by the current research. Cross-cultural comparisons can be facilitated by conducting comparable studies in other developing countries.

### **Conclusion**

Although green marketing tactics help preserve the environment and allow businesses to maintain their social and financial standing by using less raw materials and waste, they continue to be one of the most important problems facing business platforms. Businesses today work in a fast-paced, dynamic environment. As a result,

in order to be relevant during this change, businesses must continuously enhance their performance by developing goods and services that meet the changing needs of their target market. The current study was carried out to fill a gap in the body of knowledge regarding how various green marketing strategies affect customer purchasing decisions from a conceptual perspective.

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