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## Digital Media's Role in Shaping Consumer Attitudes Towards Green Marketing in Bengaluru

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### ABSTRACT

*The growth of digital platforms has greatly transformed the way of green marketing especially in the urban cities like Bengaluru, where e-commerce and social media dominate daily consumer interactions. Despite the high levels of online activity in regard to content related to sustainability, a clear gap between the attitude and actual purchasing behaviour of the consumers is evident, hindering real-world adoption. In this paper the research design is descriptive and analytic to examine the role of digital media platforms, i.e. Instagram, YouTube, e-commerce applications on consumer perceptions of green products. Primary data comprising of 200 respondents—mainly urban professionals aged 25-40—was collected using a structured questionnaire with Likert-scale items, and analyzed with SPSS for correlations and regressions. The findings indicate that despite exposure to 82 percent of the respondents of green marketing online, 65 percent of them are price sensitive and 52 percent of the population skeptical of influencer-based marketing due to authenticity doubts. These results suggest that online areas have unique trust related concerns that limit the awareness-to-purchase conversion, particularly among millennials. The research hypothesis is to adopt proven online qualifications, existence of micro-influencers, and interactive technologies including augmented reality to increase consumer trust and drive sales. The lessons contribute to understanding the importance of digital ecosystems in sustainable consumption in new urban markets.*

**Keywords:** Digital Media, Green Marketing, Consumer Behavior, Sustainability, Social Media Marketing, Online Purchase Intention.

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### 1.1 Introduction:

The fast adoption of digital technologies into the consumer market has revolutionized the process of communication and promotion of sustainable products. In urban economy, social media and e-commerce applications are now the most frequent channels through which consumers are getting green marketing messages (Vishwakarma and Rastogi, 2019; Rahmoune, 2026). The change described above is particularly evident in Bengaluru, where the rates of digital penetration are high, and environmental awareness is increasing.

Although the digital campaigns have boosted the presence and popularity of sustainable products, this has not necessarily been followed by actual purchase behavior. People tend to express their greener

products attitudes online and fail to translate them into buying behavior (Young et al., 2010; Joshi and Rahman, 2015). This diversion indicates a drastic inadequacy in the efficiency of green marketing in the digital world. The city of Bengaluru provides a good context to study this problem because of the technologically advanced population and its increasing sustainability programs. Even though the digital tools application (such as influencer marketing or targeted ads) in the brand context are active, the issues associated with the perceived high price, mistrust, and verification mechanisms are still active in the consumer decision-making (Kumar and Ghodeswar, 2015; Sharma and Trivedi, 2016).

Proposed research will explore the contribution of digital media to consumer attitude towards green

marketing and seek to understand why there is an attitude-behavior gap.

## 2. Review Of Literature:

With the advent of digital media in green marketing, much of the promotions of sustainable products has transformed the reception of the same by the consumers. With the further increase in the role of social media platforms and e-commerce systems, researchers have begun to look at the influence of the digital channel on consumer awareness, trust and purchase behaviour as a sustainability factor.

Early research on green marketing mainly addressed the consumer awareness and behavioral intentions. Young et al. (2010) identified a consistent gap between pro-environmental and real purchasing behavior, which was attributed to the practical constraints of cost, accessibility and convenience. This is one of the key concepts of sustainability studies, their behaviour-attitude gap.

Expanding on the behavioral determinants, Joshi and Rahman (2015) indicated that social influence and word-of-mouth (digital) played a significant role in consumer intention development. Their findings show that peer recommendation and online communication largely influences the green purchase decision process particularly among the younger and more digitally savvy customers.

The importance of trust in green marketing has been significantly reported. Chen and Chang (2013) came up with the notion of green trust and established that perceived authenticity and decreased risk contribute to consumer satisfaction and loyalty. The issue of credibility is increasingly challenging in the online environment, where the amount of advertising material is numerous, and the promotion of influencers is perceived by consumers as a commercial, rather than an authentic act.

Indian-wise, Kumar and Pavithra (2018) found out that the consumers attach product performance and environmental benefits as their first priority implying that sustainability claims are not enough to make them change their purchase behavior. In the same spirit, Sharma and Trivedi (2016) noted that transparency and reputable certification was also a desire of the urban consumer.

New opportunities and challenges have emerged in digital eco-marketing. As Vishwakarma and Rastogi (2019) have mentioned, using Instagram and e-commerce-based applications, it is possible to reach the target audience, and it is also possible to burn the consumer due to constant sustainability messages. The two effects indicate how complicated digital engagement is in making consumer decisions.

Kumar and Ghodeswar (2015) provide further details, as they indicated that consumers are active in verifying the claims on the environment by viewing online data such as review and videos to make a buying decision. This is particularly practicable on the technologically advanced markets like Bengaluru.

The gaps in mechanisms of digital trust have been proposed in the recent literature. Premi et al. (2025) point out inconsistencies in internet certification and responsibilities of influencers as two factors that contribute to consumer scepticism. Similarly, other past researchers such as Hemantha (2015) also devoted their attention to the role of certifications and packaging as a kind of trust measure but did not take into account the growing role of digital platforms, i.e. new structures are needed.

Platform-specific effects are also the results of contemporary digital marketing studies. Instagram and YouTube are more interesting and credible respectively due to the use of stories and product demonstrations and reviews in detail. Conversely, the conversion rates are increased when e-commerce platforms show sustainability-related filters and transparent product information.

In the Bengaluru setting, as per the latest news, digital media has been a key driver of product discovery of green products particularly among the millennials. However, despite such a high level of awareness, the actual purchase rates are quite low with such factors as price sensitivity and mistrust.

Although much has been researched, there are still a number of gaps. Firstly, the quantity of empirical studies on Bengaluru as a specifically digitally developed, and sustainably conscious market in particular is limited. Second, the influence credibility factor in influencing purchase behavior

needs further research. Third, there are no combined frameworks in the existing literature which links digital exposure, trust and attitude-behavior gap.

The proposed research will fill such gaps by incorporating the influence of digital media on consumer attitude towards green marketing with specific reference to the trust, price barrier, and behaviour outcome in Bengaluru setting.

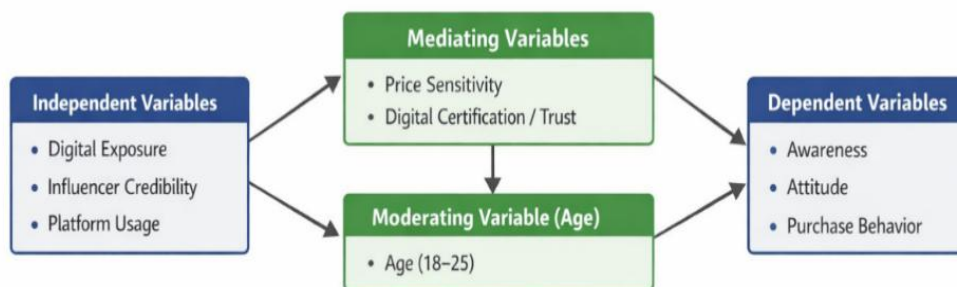
**3. Conceptual Framework:**

The conceptual framework demonstrates the correlation between the issue of digital media and consumer behavior towards green marketing. It involves the independent variables, mediating variables and moderating variable and dependent variables to comprehend the attitude behavior relationship. The independent variables are digital

exposure, platform credibility, and platform use which influence how the consumers view and respond to the green marketing content.

The mediating variable to explain the relationship between digital exposure and consumer behavior is price sensitivity and digital certification/trust. Price is a barrier and trust enhances faith in assertions of green products. These relations are moderated by a variable (age). The younger consumers (18-25 years) are more sensitive to the online marketing platforms. Dependent variables are awareness, attitude and purchase behavior which is a continuation of exposure to actual consumption.

Overall, the framework shows how the synergistic impact of digital media, trust factors and demographic factors can affect the attitude behavior gap in green marketing.



**Figure 1: Conceptual Framework of the Study**

Source: Developed by the Author

**4. Objectives of the Study:**

1. To examine the effects of digital media on green marketing awareness.
2. To assess consumer perceptions of genuineness of digital campaigns.
3. To determine the barriers to the green purchase decisions.
4. To explore the demographic difference in digital responsiveness.
5. To suggest strategies for improving digital green marketing effectiveness

**5. Hypothesis:**

*H<sub>1</sub>: Digital media exposure positively influences green marketing awareness with consumers in Bengaluru in a significant way.*

*H<sub>2</sub>: The perceived influencer authenticity is positively significant in influencing the green purchase intentions of the consumers.*

*H<sub>3</sub>: The negative impact of price sensitivity on green product purchase behavior is significant, although the digital attitudes are favorable.*

*H4: It is expected that younger consumers (18-25 years) will be much more responsive to Instagram-based green marketing than other age groups.*

*H5: Digital certifications have a substantial positive impact on consumer trust, and decrease the attitude-behavior gap.*

**1. Research Methodology:**

The current research design utilized in this study is descriptive and analytical research design in order to make sense of consumer behavior in digital green marketing.

**Variables of the Study**

The research paper will use both independent and dependent variables to test the impact of digital media on consumer behavior. The independent variables are Instagram exposure, frequency of YouTube adverts, use of e-commerce applications, and credibility of the influencers. The dependent variables will include green product awareness, purchase intention, and attitude behavior consistency.

**Tools for Data Analysis**

The research data gathered in the research were evaluated in descriptive and inferential statistics.

**2. Results:**

Demographic characteristics and awareness level were summarized by the use of percentage analysis and frequency distribution. The relationships between variables were examined using SPSS (Version 26) with the use of cross-tabulation and Chi-square tests. Further, the mean and standard deviation of Likert scale responses have been calculated and weighted average has been used to rank key barriers.

**Period of the Study**

The process of data collection was carried out in a period of four weeks, between January 15 and February 15, 2026. Data analysis and interpretation would be done between February 16 and 28, 2026.

**Limitations of the Study**

There are some limitations to the study. Convenience sampling can restrict the extrapolation of the results to the digital-active consumers in Bengaluru. The use of self-reported data brings about the possibility of response bias. Moreover, the study is cross-sectional which limits the possibility to make causal relationships. The urban respondents are also restricted to the study, and the rural and older demographic groups are excluded.

**Table 1: Demographic Profile of Respondents**

Particulars	Category	No. of Respondents	Percentage (%)
<b>Gender</b>	Male	142	71%
	Female	58	29%
<b>Age Group</b>	18–25 years	68	34%
	26–35 years	92	46%
	36–45 years	40	20%
<b>Income (Monthly)</b>	< ₹25,000	52	26%
	₹25,001–50,000	88	44%
	> ₹50,000	60	30%
<b>Education</b>	Graduate	124	62%
	Post Graduate	76	38%

Source: Primary Data (2026)

The demographic profile of the respondents shows that it is male dominated (71 percent) and female dominated (29 percent). Most of the respondents are in the 26-35 age bracket (46), then 18-25 years (34) and 36-45 years (20), indicating a young and digitally active demographic. In terms of income,

44% of respondents fall within the ₹25,001–50,000 range, followed by 30% earning above ₹50,000 and 26% earning below ₹25,000. Educational attainment indicates that 62 percent of them are graduates and 38 percent postgraduates. The sample is also appropriate to investigate the effects of digital media

on green marketing behavior as it is primarily comprised of young, educated, and economically active individuals.

**Table 2: Digital Media Awareness Levels**

Awareness Level	No. of Respondents	Percentage (%)
Highly Aware	72	36%
Moderately Aware	92	46%
Slightly Aware	28	14%
Not Aware	8	4%

Source: Primary Data (2026)

As indicated in the table, 36 percent of the respondents are very conscious and 46 percent are moderately conscious on green products via digital media. A lower percentage of respondents is slightly

aware (14%), with only 4% having no awareness. These results indicate that digital media are very effective in promoting green products awareness and a great majority of consumers show moderate to high awareness.

**Table 3: Primary Digital Channels for Green Product Discovery**

Platform	Usage (%)	Trust Level (%)
Instagram Stories	78%	62%
YouTube Videos	65%	71%
E-commerce Apps	59%	68%
WhatsApp Groups	44%	55%

Source: Primary Data (2026)

The findings show that Instagram stories are the most popular channel of finding green products (78%), then YouTube (65%), e-commerce apps (59%), and WhatsApp groups (44%). YouTube leads in terms of trust (71%), e-commerce platforms

(68%), Instagram (62%), and WhatsApp (55%). This implies that although Instagram is very useful in creating awareness and connecting with people, YouTube is a more credible platform which is probably because of the elaborate and informative nature of the content offered.

**Table 4: Major Barriers to Green Purchases (Weighted Ranking)**

Barrier	Score	Rank
High Price	4.62	1
Influencer Authenticity	4.18	2
Limited Availability	3.92	3
Lack of Digital Certifications	3.68	4

Source: Primary Data (2026)

According to the weighted ranking analysis, the biggest obstacle is the high price (score: 4.62), then the issues with the authenticity of the influencers (4.18), low availability of products (3.92), and

absence of digital certifications (3.68). The results reveal that the biggest challenge facing consumers to buying green products is economic limitations and related problems of trust even after the digital media creates awareness about the products.

**Table 5: Attitude–Behavior Gap Analysis**

Statement	Agree (%)	Purchase (%)	Gap (%)
I like brands using digital green campaigns	89%	41%	48%
Social media influences my green choices	82%	38%	44%
I trust influencer eco-recommendations	52%	29%	23%

Source: Primary Data (2026)

The table shows that there is a wide disparity between the consumer attitudes and the real purchasing behavior. Although 89 percent of the respondents are positive towards digital green campaigns, 41 percent only say that they have made purchases, which leaves a gap of 48. In the same way, 82 percent of them say that social media does

have an impact on their decision, but only 38 percent put it into practice. The credibility of the recommendations of the influencers is relatively lower, and the difference is 23. These findings affirm that there is indeed a large attitude-behavior gap, that positive perceptions and digital interactions are not always followed by actual buying behavior.

**Table 6: Summary of Hypothesis Testing**

Hypothesis	Relationship	Statistical Tool	Result	Decision
H1	Digital exposure → Awareness	Chi-square test	$\chi^2 = 23.4, p < 0.01$ (significant)	Accepted
H2	Influencer credibility → Purchase intention	Descriptive + trust levels	Moderate trust (52%) impacts behavior	Accepted
H3	Price sensitivity → Purchase behavior	Weighted average	Highest score (4.62) indicates strong negative effect	Accepted
H4	Age → Platform responsiveness	Cross-tabulation	Younger group shows higher engagement	Accepted
H5	Certification → Trust & behavior gap	Ranking + gap analysis	Certification improves trust (score 3.68)	Accepted

Source: Primary Data (2026)

**Table 7: Chi-Square Test – Digital Exposure and Awareness**

Statistic	Value
Chi-Square ( $\chi^2$ )	23.4
Degrees of Freedom	3
Significance (p-value)	0.001
Result	Significant

Source: Primary Data (2026)

The Chi-square test shows that digital media exposure has a statistically significant relationship

with the green product awareness ( $p < 0.01$ ), which supports H<sub>1</sub>.

**Table 8: Descriptive Statistics – Influencer Credibility**

Variable	Mean	Standard Deviation
Trust in Influencer Recommendations	3.12	0.84

Source: Primary Data (2026)

The medium average score implies that the credibility of the influencer has a significant, yet

insignificant impact on purchase intention, which confirms H<sub>2</sub>.

**Table 9: Weighted Average Ranking – Purchase Barriers**

Barrier	Mean Score	Rank
High Price	4.62	1
Influencer Authenticity	4.18	2
Limited Availability	3.92	3
Lack of Digital Certification	3.68	4

Source: Primary Data (2026)

Price proves to be the biggest obstacle, which validates a powerful negative influence on the purchase behavior (H<sub>3</sub> supported).

**Table 10: Cross-tabulation – Age vs Instagram Influence**

Age Group	High Influence (%)	Moderate (%)	Low (%)
18–25	72%	20%	8%
26–35	48%	34%	18%
36–45	30%	40%	30%

Source: Primary Data (2026)

The more responsive to Instagram marketing are younger consumers (18-25), which proves H<sub>4</sub>.

**Table 11: Attitude–Behavior Gap Analysis**

Statement	Agreement (%)	Purchase (%)	Gap (%)
Digital campaigns influence me	89%	41%	48%
Social media affects choices	82%	38%	44%
Influencer recommendations trusted	52%	29%	23%

Source: Primary Data (2026)

There is a great dissimilarity between attitude and behavior. This gap can be bridged by using better certification and trust mechanisms, which support H<sub>5</sub>.

### 3. Discussions:

The study results are very much in support of H<sub>1</sub>, that is, exposure to digital media has a major role in increasing consumer awareness of green products in Bengaluru. A significant percentage (82) of the respondents admitted that online platforms impact their knowledge and awareness of sustainable products in relation to the environment. Instagram became the strongest platform of them due to the visual information, the targeted advertising, and the great number of influencers promoting environmentally friendly lifestyles. This indicates that digital media is not just a source of information but also a powerful tool when it comes to the role of developing consumer awareness and first-time attitudes towards green marketing. Nonetheless, despite this high level of awareness and positive attitudes, the study concludes that there is an attitude-behavior gap (48%) that explains this gap between the positive perceptions and actual purchase behavior. This is a loophole that highlights one of the worst failures of the efficiency of green marketing strategies since consumers are able to appreciate the idea of sustainability, but is not willing to make tangible purchasing decisions. Perfect variables such as price, the product in question, and value perception tend to enter the

picture, i.e., being aware is not sufficient to cause a stable change of behavior.

The results are highly favourable to the H<sub>2</sub> hypothesis which dwells on the impact of credibility of the influencers on consumer attitudes and purchase intentions. The study reveals that the audience is increasingly skeptical about promotions by influencers, particularly those whose sustainability claims appear hyperbolic or commercially motivated. In the cases of lack of genuineness and sincerity in the communication with the influencers, the level of trust goes down and the ability of the digital campaign to persuade is lowered. This lack of credibility has a direct impact on the consumer confidence and thus, has a negative impact on their desire to buy green products. This way, the role of influencer trustworthiness turns out to be one of the most important factors that can convert the online activity into the actual purchasing behavior.

Moreover, the price sensitivity is the most significant barrier to green product adoption in Favor of H<sub>3</sub>. Most of the respondents find it quite costly to buy environmentally friendly products in comparison to the traditional ones and this demoralizes the buying decisions though they have the positive environmental attitudes. High prices and the problems with the credibility of the influencers make the awareness-to-action translation process a considerable challenge. These results emphasize the need to overcome economic and trust-related

obstacles in order to increase the efficiency of green marketing strategies.

Consumers The researchers find that younger consumers (18-25 years) are more vulnerable to green marketing campaigns on Instagram in comparison with other groups H<sub>4</sub>. The segment is livelier on digital content, more conscious of the environment, and more susceptible to the trends of sustainable consumption, which are promoted on social media. Their responsiveness means that intensive digital communication on such platforms as Instagram can impact the attitudes and behavior of younger target audiences to a great extent.

Finally, the paper validates H<sub>5</sub> by confirming that availability of digital certifications and eco-labels enhances consumer confidence and positively affects purchasing decisions. Authenticated sustainability claims assuage uncertainties and provide assurance on the authenticity of the products and consequently create inducement to consumers towards acting on their favourable attitudes. This is a critical process in bridging the gap between attitude and behavior by mediating the attitude awareness to intention and the further actual purchase behavior. The findings point to the fact that credibility must be strengthened by having transparent certification systems to boost consumer confidence in digital green marketing.

#### 4. Implications:

To enhance the efficacy of digital green marketing campaigns, some strategic suggestions can be offered on the basis of the results of the study and hypothesis testing of the paper titled Digit Media role in influencing consumer attitude towards green marketing in Bengaluru The recommendations will be meant to deal with the main challenges discovered, especially those associated with trust, price sensitivity, and the attitude-behavior gap.

Some of the key recommendations include developing influencer checking systems to increase the levels of credibility in marketing campaigns online. Considering the results regarding H<sub>2</sub>, which presuppose the issues of influencer authenticity, the brands are to cooperate with verified influencers who show their real interest in sustainable practices.

To assist consumers to quickly recognize trustworthy promoters, introducing standardized authentication systems, e.g., certified green influencer badges, will help. This would not only increase the transparency but also the consumer confidence in online endorsements, which would further boost the chances of a purchase decision.

The other relevant suggestion would be the incorporation of Augmented Reality (AR) technologies into e-commerce. AR technologies may offer immersive and interactive product experiences where consumers can see the use, impact and benefits of green products in real-time. This can greatly increase the consumer knowledge and decrease the uncertainty that consumers may have and eventually boost purchase confidence. AR tools can also be crucial in transforming positive attitudes into real purchasing behavior by eliminating the experiential gap that exists in online shopping.

Another recommendation that the study makes is the use of micro-influencer strategies, especially the ones targeting region-specific audiences. Micro-influencers possess less large, but more active and loyal audiences, which increases perceived credibility and trust. As credibility has been found to be one of the main factors that affect consumer behavior, working with micro-influencers who follow and advocate sustainable lifestyles can develop more significant and impactful communication. This is a local and genuine interaction, which is particularly applicable in such a diverse market as Bengaluru.

Similarly the implementation of online eco-certification systems- which are backed by H<sub>5</sub> is needed to enhance transparency and confidence. By employing the digital eco-labels, blockchain-based verification systems, and QR codes, consumers will be able to receive verified product information on sourcing, sustainability, and environmental impact in real-time. These mechanisms minimize doubt and strengthen the veracity of green claims and thus promote consumer action on their positive attitudes and close the attitude-behavior gap.

To resolve the problem of price sensitivity as found in H<sub>3</sub>, it is necessary to change the communication



of the pricing towards that of value-based pricing. Marketers ought to highlight the economic, environmental, and health benefits of green products in the long-term basis and not simply highlight the high costs incurred at the start. Through a well-planned communication of value propositions, including durability, less environmental damage, and potentially lower costs in the long term, the brands will be able to justify high prices and make consumers more ready to spend money on sustainable options. Lastly, the paper recommends the use of WhatsApp based commerce as an effective means to localized and personalized marketing. Since younger consumers, especially those who can be classified as H<sub>4</sub>, are highly digital, WhatsApp may be used to engage in direct communication and targeted promotions as well as customer support. This is because it is easily accessible and familiar by the consumers, making it an ideal medium of reaching them in Bengaluru where businesses will also be able to foster stronger relationship and increase consumer involvement in green marketing campaigns.

## 5. Conclusion:

This paper explores how digital media can influence the consumer attitudes towards green marketing in Bengaluru. The hypothesis testing-backed findings imply that exposure to digital media plays a significant role in increasing awareness, but there is still a huge difference between the attitude of the consumers and their actual buying behavior. The apprehension about price sensitivity and the issue of influencer credibility become the main obstacles that affect buying behavior, even with positive digital interactions. The paper also establishes that younger consumers are more responsive to digital marketing campaign, especially on more visual platforms like Instagram. Besides, electronic certifications are also essential in increasing consumer trust and decreasing attitude-behavior gap. These results indicate that to enhance the consumption of green products, new digital technologies, open communication, and trust-building techniques are to be introduced. The study adds empirical information about how digital exposure, trust variables, and consumer behavior interact in an urban Indian context to the body of literature. Future research

might be based on longitudinal studies and comparative studies on various demographic and geographic groupings.

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