

# An Assessment of Green Marketing Tools and Strategies for Increasing the Consumption Pattern of Khadi Textile Products Among Millennials in Kerala

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## An Assessment of Green Marketing Tools and Strategies for Increasing the Consumption Pattern of Khadi Textile Products Among Millennials in Kerala

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### ABSTRACT

**Purpose:** *The challenge for policymakers in Kerala today is to effectively and efficiently manage the twin themes of economic development while minimizing environmental damage. During this context, the predominance of green products and green marketing methods and strategies (eco packaging, green branding, green advertising, green labelling, and environmental belief) gains important. Green marketing is a phenomenon that has gained prominence in the current market. Green or ecological marketing is technically a method of producing and advertising goods and services based on their positive effects on the long-term environment and societal advantages. The commodities created are thought to be environmentally friendly and safe for consumption, hence they are referred to as Green Products. The new green movements must reach the public, which will take a significant amount of time and effort. Yoga and natural food intake are examples of healthy living practices that Kerala consumers are exposed to. In those areas, consumers are already aware and would be willing to accept green products such as handlooms and Khadi not just in Kerala but both nationally and globally. These are "Green Products" because they are environmentally sustainable. This study aims to explore the relationship between various features of green marketing techniques and how they affect the consumption rate of Khadi textile products in the districts of mid Kerala.*

**Design/Methodology/Approach:** *The population of the study is made up of "Khadi textile consumers" from three districts in Mid-Kerala: Palakkad, Thrissur, and Ernakulam. The descriptive and analytical research designs were used in this study. A standardized questionnaire was used to obtain demographic and primary data from 150 respondents using a multi-stage cluster sampling procedure. The pilot survey and Cronbach's Alpha were utilized to validate the study's validity and reliability, as well as the measurement variables. Correlation analysis, multiple regression analysis, the Multicollinearity test, one sample T-test, and structural equation modelling were used to assess the data. The study aims to evaluate the interplay between various components of green marketing techniques and tactics, as well as how they influence the consumption behaviour of Khadi textile customers in Kerala, with a focus on the Mid - Kerala region.*

**Findings/Result:** *According to the findings of the analysis, various aspects of green marketing tools and strategies have a positive influence on the consumption behaviour pattern of Khadi textile consumers, and all determinants of green marketing tools and strategies are statistically independent.*

**Originality/Value:** *The researcher applied INPUT – OUTPUT model to the data from 2022 to 2023.*

**Paper Type:** *Descriptive and Analytical Research.*

**Keywords:** Green products, Green marketing tools and strategies, Environment-friendly, Ecological marketing, Input-output model, Validity, Reliability, Khadi Textile Products

## 1. INTRODUCTION :

Green marketing [1] refers to the promotion of ecologically friendly [2] products and services. It includes product/service alteration, improvements to the manufacturing/packaging process, and promotion. Green marketing is carefully incorporating social and environmental considerations into the relationship between the firm and the client. Green marketing, as opposed to traditional marketing, which uses outgoing marketing (television advertising, print advertising, direct mail, and telemarketing) and focuses on push methods, employs inbound marketing, which focuses on pull strategies. This procedure necessitates a holistic strategy because businesses must naturally integrate all activities in accordance with environmental considerations. In today's economic context, where reliance on foreign capital and know-how is expanding all over, the Khadi sector offers a sustainable form of economic activity that is not dependent on foreign capital and know-how. The link between marketing practises and customer consumption patterns is important in improving the business performance of Khadi textile industry. As a result, it is critical that Khadi bhavans in Kerala strive to establish and sustain consumer satisfaction and loyalty. In order to compete in a competitive market, the Khadi textile sector is focusing on the client. It is commonly known that acquiring a new customer costs four to five times more than retaining an existing one. Furthermore, an unhappy customer causes business damage because they are more likely to defect to competitors and are more easily persuaded to defect others. As a result, it is not surprising that marketing practise is a hot topic in today's commercial world. The formation of an appealing link between Khadi textile businesses' marketing practises and consumers is the key to ensuring a better level of consumer loyalty. Because Khadi textile products are classified as green products, it is important to comprehend the implications of green marketing practises in the Khadi textile sector, given the growing importance of green marketing practises around the world. Individuals' green purchase intentions were shown to be incremental as their degree of education increased. Green marketing tactics such as environmental belief, green packaging, green branding, green advertisement, and green labelling have been studied to determine their impact on consumer purchase intentions. This research study focuses on green marketing strategies and how they influence favourable purchasing intentions towards Khadi textile products, as well as their varied applications in producing major improvements in the consumption pattern of Khadi textile customers [3].

In this context, the researcher attempts to examine the relationship between various components of green marketing tactics and their impact on consumption behaviour of Khadi textile consumers [4] in the districts of Mid-Kerala. The researcher chooses the research title "An Assessment of Green Marketing Tools for Increasing the Consumption Pattern of Khadi Textile Products Among Millennials in Kerala" for the study because only limited research studies was found with relate to this area. Various studies based on challenges and opportunities of Khadi textile business, green marketing strategies and its applications in various sectors, etc has been conducted, but only limited studies were conducted which has been focused on green marketing tools and strategies and how it is influencing on the consumption pattern Khadi textile consumers with special reference to Millennials in three mid-Kerala districts. This study focuses on Khadi textile customers in three districts in Kerala's Mid-Kerala region: Palakkad, Thrissur, and Ernakulam. The descriptive and analytical research designs were used in this study. A standardized questionnaire was issued to 150 respondents running online/virtual business in three Mid-Kerala districts to collect demographic and primary data. The pilot survey and Cronbach's Alpha were utilized to validate the study's validity and reliability, as well as the measurement variables. Descriptive analysis, Correlation analysis, multiple regression analysis, the Multicollinearity test, ANOVA test, T test, and structural equation modelling were used to assess the data.

The researcher used the INPUT - OUTPUT model [5] on data from 2022 to 2023. The study's goal is to evaluate the impact of green marketing techniques and tactics on the consumption patterns of Khadi cloth consumers in three districts in Kerala's central region. Because green marketing tools and strategies are a recent emerging trend with many applications in various areas, this study attempts to attempt its influence with special reference to "Khadi textile consumer's" consumption behaviour patterns in Mid-Kerala by conducting a primary survey using a multi-stage cluster sampling method.

The rest of this work is divided into five sections. Section 2 addresses the literature review; Section 3 explains research methodology; Section 4 gives "empirical results and analysis"; and Section 5 closes the study.

**2. RELATED WORKS :**

**2.1. Green Marketing Tools and Strategies:**

The technique of employing eco-friendly paper and inks for print marketing materials is known as green marketing strategy. Electronic marketing is replacing printed goods entirely. Adopting garbage disposal practises that are environmentally responsible. Product packaging made from eco-friendly or recycled materials. Companies can practise green marketing by manufacturing their products with environmentally friendly components. This can include employing recycled materials or other eco-friendly materials, such as product packaging that is biodegradable.

**Table 1:** Review of Green marketing tools and strategies

S. No.	Green marketing tools and strategies	Focus	Reference
1	Green Marketing Strategies: Theoretical Approach	Concerns regarding the theoretical approach of green marketing tactics and consumers' behavioural intention to purchase green products.	Akram Mohamad Alhamad, et al. (2019). [6]
2	Green Marketing Strategies: An examination of stakeholders and opportunities they present	The interconnected nature of marketing, management (both strategy and human resources), and operations as controllable aspects inside an organisation from which strategies can be adopted to affect a firm's stakeholders is addressed. The interconnected nature of marketing, management (both strategy and human resources), and operations as controllable activities within an organisation from which strategies can be adopted to affect a firm's stakeholders	Joseph Cronin J, et al. (2011). [7]
3	Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context	The relationship between green marketing mix techniques and green purchasing intents of consumers (millennials) in an emerging economy towards green personal care items, as well as the impact of green marketing methods on this.	Balween Kaur, et al. (2022). [8]

**2.2. Green Marketing Tools And Strategies for increasing the consumption pattern:**

Green marketing tactics are business strategies used to promote and sell environmentally friendly products and services. These initiatives seek to enhance consumer knowledge about the environmental impact of their shopping decisions and to encourage sustainable consumption practices.

**Table 2:** Review of Green marketing tools and strategies for increasing the consumption pattern

S. No.	Green marketing tools and strategies for increasing the consumption pattern	Focus	Reference
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1	The impact of green marketing strategies on consumer purchasing patterns in Mauritius	The prospect of incorporating greener consumption patterns into modern lifestyles at an era when green products are becoming more widely available.	Juwaheer Thanika Devi, et al. (2012). [9]
2	Green Marketing and its impact on consumer behavior	Green Marketing's Influence on Consumer Behaviour.	Syeda Shazia Bukhari, (2011). [10]
3	Green Marketing Tools towards Consumer Purchase Intention in Kathmandu	The impact of green marketing tools on product selection and how green initiatives influence consumer buy intention, as well as the relationship between age, income, education, and employment and consumer purchase intention in combination with green marketing tools.	Shulov Shrestha, (2022). [11]

### 2.3. Green Marketing Tools and Strategies for increasing the consumption pattern of Khadi Textile Products:

Green or ecological marketing is technically a method of producing and advertising goods and services based on their positive environmental impacts and societal advantages. The commodities created are deemed environmentally friendly as well as safe for consumption, and as a result, they are suitably referred to as Green Products. It is critical to determine the products that can be labelled as "Green." It is the marketing or sale of a product or service based on its environmental benefits. Because of their eco-friendliness, Khadi textile products are considered green products.

**Table 3:** Review of Green marketing tools and strategies for increasing the consumption pattern Of Khadi Textile Products:

S. No.	Green marketing tools and strategies for increasing the consumption pattern Of Khadi Textile Products	Focus	Reference
1	Green marketing strategy for empowering handloom industries.	Handloom product characteristics, the impact of green marketing on handloom items, and its strengths and weaknesses in the Indian market.	Veena R. Humbe, (2012). [12]
2	The effects of consumer attitude on green purchase intention: A meta-analytic path analysis	Integrate the model of green purchasing behaviour (GPB) and the theory of planned behaviour (TPB) meta-analytically.	Zeinab Zaremohzzabieh, et al. (2021). [13]
3	Consumer Buying Behaviour Towards Khadi Fashion Wear	Khadi Bhandars offering Khadi fashion wear products, as well as the factors that influence consumer purchasing behaviour for Khadi products.	Dibyendu Bikash Datta1, Biswajit Sarkar, (2022). [14]

### 3. OBJECTIVES OF THE STUDY :

(1) To research the elements that determine the effectiveness of green marketing strategies on Khadi textile customers' purchasing patterns.

- (2) To investigate the relationship between green marketing techniques and Khadi textile customers' consumption patterns.
- (3) To create a conceptual model that interrelates the aspects that determine the success of green marketing tools on Khadi cloth customers' purchase patterns.
- (4) To prove a conceptual model that interrelates the aspects that influence the success of green marketing tools and tactics on the consumption patterns of Khadi textile customers.
- (5) To update/finalize the conceptual model using accepted hypotheses.
- (6) To provide recommendations based on proven model related to research problem.

#### 4. RESEARCH METHODOLOGY :

This research paper examines how green marketing tactics might be used to enhance the consumption habits of Khadi cloth customers. The method by which an individual plans future purchases of goods and services is known as the consumer consumption pattern. It is the sum of a consumer's attitude, choice, and decision regarding marketplace behaviour. Purchase intention is defined as a situation where a consumer tends to buy a certain product in certain condition [15]. Purchase behaviour is a key point for consumers to access and evaluate a specific product. This study analyses the effect on the purchase/consumption intention of consumers considering the use of green marketing tools.

#### 5. FACTORS INFLUENCING THE CONSUMPTION PATTERN OF CONSUMERS :

A comprehensive model was developed on the premise of a research paper presented by Shulov Shrestha “Analysis of Green Marketing Tools towards Consumer Purchase Intention in Kathmandu” [11]. The model shows green marketing as the independent variable, consisting of five major aspects such as environmental belief, green packaging, green branding, green advertising, and green labelling which influences the consumer’s intention to purchase. Other factors such as age, occupation, gender, price, income and education act as moderating variables.

**Table 4:** Components of Independent variables and their important characteristic elements

S. No.	Components of Independent Variables	Characteristic elements
1	Environmental Belief	<ol style="list-style-type: none"> <li>1. Environmental concerns</li> <li>2. Values</li> <li>3. Attitudes</li> </ol>
2	Green Packaging	<ol style="list-style-type: none"> <li>1. Light weight raw materials</li> <li>2. Reusage</li> <li>3. Recycling</li> <li>4. Rethinking conventional norms and expectations of packaging</li> </ol>
3	Eco/Green Labelling	<ol style="list-style-type: none"> <li>1. Specific environmental standards</li> <li>2. Advertise environmental quality</li> <li>3. Initiative to address the problem of environmental deterioration</li> </ol>
4	Green Branding	<ol style="list-style-type: none"> <li>1. Environmentally friendly in production</li> <li>2. Co-responsibility for the conservation of natural resources and are highly committed to the preservation and balance of nature and sustainability.</li> </ol>
5.	Green Advertising	<ol style="list-style-type: none"> <li>1. Adopting sustainable business practices</li> <li>2. Creating eco-friendly products</li> <li>3. Implementing eco-friendly packaging</li> <li>4. Communicating the environmental benefits of the product.</li> </ol>

#### 5.1 Postulates for Conceptual Model:

- (1) Environmental belief has impact on Khadi textile consumers’ consumption pattern.
- (2) Green packaging has effect on Khadi textile consumers’ consumption pattern.

- (3) Green branding has influence on Khadi textile consumers’ consumption pattern.
- (4) Green advertising affects the consumption pattern of Khadi textile consumers.
- (5) Green labelling has influence on Khadi textile consumers’ consumption pattern.

**5.2 Conceptual Model:**

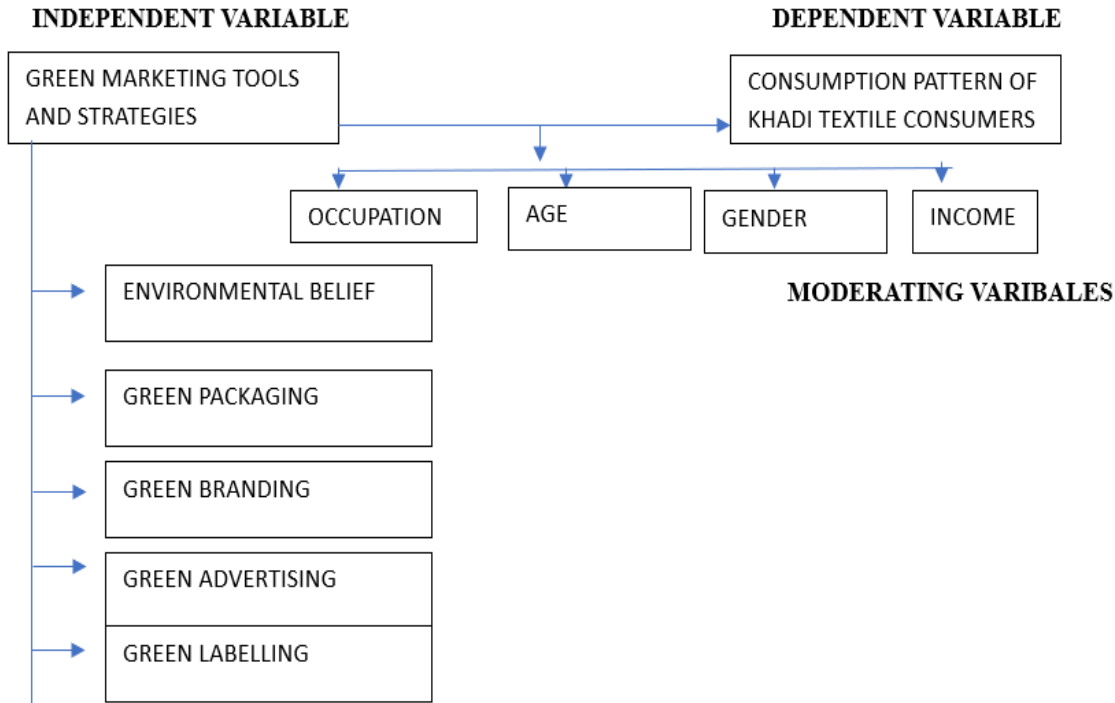


Fig. 1: Conceptual Model developed

**5.3 Discussion on Conceptual model to relate various factors and their implication:**

**Environmental Belief:** Environmental beliefs influence how people act in favour of or against the environment (M. Carmen Aguilar-Luzón, 2020) [16]. Furthermore, consumer values correspond to broad guiding concepts in people's lives (Thijs Bouman et al 2018) [17]. Human behaviour is guided by three types of considerations, according to the Theory of Planned Behaviour: beliefs about the likely consequences of the behaviour (behavioural beliefs), beliefs about the normative expectations of others (normative beliefs), and beliefs about the presence of factors that may facilitate or impede behaviour performance (control beliefs) (Bosnjak M 2020) [18]. The Structural Equation Model (SEM) can be used to demonstrate the effect of environmental concern, attitudes, and behaviours on environmentally conscious purchasing behaviour (Talha Arslan et al 2012) [19].

**Green Packaging:** Green packaging—also known as 'eco-green packaging,' 'eco-friendly packaging,' 'sustainable packaging,' or 'recyclable packaging'—uses ecological materials for packaging purposes while keeping in mind that products must be effective and safe for human health and the environment (Pauer, E 2019) [20]. Sustainable development is a global goal that seeks to address societal challenges such as climate change, the environment, resource efficiency, and raw resources. In this regard, promoting green packaging, that is, the use of sustainable materials and designs for goods packaging, is a crucial strategy (Dr. Gonzalo Wandosell, 2021) [21]. Environmentally friendly packaging is critical for increasing favourable attitudes and patronage intentions towards consumer purchasing intentions (Madalyn Smith, 2015) [22].

**Eco/Green Labelling:** Ecolabels are regarded as an excellent marketing and advertising technique that informs modern consumers about a product's green attributes. They present information that encourages consumers to have a favourable attitude and really purchase green products (Dr. Kyriakos Riskos et al.

(2021). [23]). To promote a product or service with an eco and/or social label, certain label-specific requirements must be met, and certification must typically be gained through a specified process (Nicole Bahlmann (2018). [24].

**Green Branding:** Green branding may utilise the eco-market through eco-labelling and eco-foot printing, which are complemented by green supply chain management practices. The consequences of green branding are well established, and increasing green consumer purchasing behaviour supports this scenario. Its varied consequences include a rise in demand for existing and new green products, a movement in consumer preference to greener brands within a category, a positive view of green brands, and so on. (Sarkar, A. N. (2012) [25]).

**Green Advertising:** Green advertising represents an effective communication means to influence consumers' attitudes and behaviour, even though its effectiveness is often mediated by certain factors, like: consumers' environmental consciousness, consumers' regulatory focus, etc. Green advertising effectiveness is necessary in order to stimulate cognitive and affective reactions of consumers to green advertisements, as well as their subsequent environmentally friendly behaviour (Jelena Krstić, et al. 2021). [26].

## 6. HYPOTHESIS TO TEST CONCEPTUAL MODEL :

H1: There is no positive correlation between environmental belief and Khadi textile consumer buying trend.

H2: There is no favourable relationship between green labelling and Khadi textile consumer purchase patterns.

H3: Green branding and Khadi brand image have no significant association.

H4: There is no significant association between green advertising and Khadi textile consumer buying patterns.

H5: There is no substantial association between green packaging and Khadi textile consumer purchase patterns.

H6: Green marketing tactics and tools have a favourable impact on the buying habits of "Khadi textile consumers."

## 7. DATA AND SOURCES OF DATA FOR HYPOTHESIS TESTING :

This study investigated the impact of green marketing tactics on the consumption patterns of Khadi textile customers using both quantitative and qualitative data from primary and secondary data sources. This study examined the influence of green marketing tactics on the purchase patterns of Khadi textile customers using both quantitative and qualitative data from primary and secondary data sources. The study and data focus on the factors that influence the effectiveness of green marketing tools and strategies, as well as attempting to identify the interrelationships between green marketing strategies/tools and &Khadi textile consumers' consumption behaviour.

In addition, the sample selection parameters have been updated as follows:

(1) Kerala has been separated into three zones: North, South, and Mid-Kerala.

(2) Of the three zones, respondents from three districts in Mid-Kerala (Palakkad, Thrissur, and Ernakulam) were chosen as samples for data collection.

(3) Fifty respondents were chosen as samples for the study from each Mid-Kerala district.

The pilot survey and Cronbach & Alpha were used to validate the study's validity and reliability, as well as the measurement variables [27].

## 8. ANALYSIS AND RESULTS :

### 8.1 Reliability Test:

Table 1 demonstrates that Cronbach's Alpha is 0.774, implying that the questionnaire's reliability is moderately good.

### Validity analysis:

The data was validated by using the KMO measure and Bartlett's test of sphericity. The KMO test result is 0.789. It clearly shows that the KMO statistics value is greater than 0.7, indicating that the data might be beneficial for further analysis.

**Table 5:** Statistics on Reliability



Cronbach's Alpha	Based on Standardized Items, Cronbach's Alpha	Number of Items
0.776	0.776	25

### 8.2 General Profile of Respondents:

The general profile of respondents is mentioned in the table below:

**Table 6:** Summary of Demographic Variables

DEMOGRAPHIC VARIABLES		PERCENTAGE
GENDER	MALE	47%
	FEMALE	53%
TOTAL		100%
OCCUPATION	EMPLOYED	38%
	SELF-EMPLOYED	12%
	STUDENT	32%
	HOMEMAKER	18%
TOTAL		100%
AGE GROUP	26-35	25%
	36-45	31%
	46-55	32%
	>55	12%
	TOTAL	
INCOME LEVEL	0-12000	12%
	12001-25000	26%
	25001-40000	44%
	>40000	18%
TOTAL		100%

### Descriptive Statistics:

According to the report, people are more enthused about Khadi textile items and are drawn to them because they are classified as green products. Their willingness to spend a little extra on Khadi textile products as green products was influenced by their notion of contributing to environmental sustainability. Product kind, package, availability, and product visibility were discovered to be equally essential in influencing consumer consumption patterns. Despite the several Khadi product categories available, Khadi textile products were the most favoured green buy category.

Environmental belief was discovered to be a significant source of positive reinforcement motivating consumers to purchase environmentally friendly products (mean=1.91). Packaging not only drew people to green products but also assisted consumers in distinguishing them from ordinary items (mean=2.07). The majority of respondents deemed green-branded items trustworthy, indicating that green branding has a positive influence (mean=2.64). Advertisements also contributed to the propagation of green values and were recognised as a source of positive sway towards greener purchase intention (mean=1.96). Green labelling was found to be an essential strategy for influencing consumers' green buying intentions (mean=2.35).

### 8.3 Correlation analysis:

**Table 7:** Correlation analysis test result

S. No.	HYPOTHESIS	COEFFICIENT OF CORRELATION	INTERPRETATION
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1	Environmental belief and & Khadi textile consumer consumption pattern have no beneficial association.	.589	Moderate positive Correlation
2	Green labelling and & Khadi textile consumer consumption pattern have no beneficial connection.	.693	Moderate positive Correlation
3	There is no significant relationship between green branding and Khadi brand image	.758	High positive Correlation
4	Green advertising and & Khadi textile consumer consumption pattern have no significant relationship.	.618	Moderate positive Correlation
5	Green packaging and & Khadi textile consumer consumption pattern have no significant relationship.	.597	Moderate positive Correlation

The table above shows the correlation evaluation of key components of green marketing strategies and consumption patterns of Khadi textile customers. Pearson's calculated the correlation coefficient is to determine the link between the variables. According to Correlation Analysis, there is a solid and somewhat significant positive association between many components of green marketing techniques and Khadi textile customers' consumption patterns.

**8.4 Multiple Regression Analysis:**

H0. Green marketing strategies and tools have a positive influence on “Khadi textile consumers’ consumption behaviour.

**Table 8:** Model Summary: Determinants of Green Marketing Tools and Strategies on Khadi textile consumers’ consumption behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 <sup>a</sup>	.537	.528	1.92126

Predictors: Environmental belief, Green labelling, Green branding, Green advertisement, Green packaging  
Source: Primary Data.

The estimation of R Square equals .537 in the above table 8, indicating that 53.7 percent of the variability in the influence level of various aspects of green marketing tools and strategies (Environmental belief, green labelling, Green branding, Green advertisement, Green packaging) towards Khadi textile consumers' consumption behaviour is largely attributable to Khadi textile consumption. The use of adjusted R2 yielded a revised estimate that 52.8% of the differences in the influence level of the study's green marketing strategies and tools are explained by five independent variables.

**Table 9:** Multicollinearity Coefficient Analysis : Determinants of Green Marketing Tools and Strategies on Consumption behaviour of Khadi textile consumers

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.647	1.658		.995	.323		
Environmental belief	.094-5	.127	.223	2.234	.008	.156	6.507
Green labelling	.652-2	.121	.272	-5.452	.002	.619	1.622

Green Branding	.955-1	.087	.651	11.241	.002	.455	2.207
Green advertisement	.281-3	.137	.074	.668	.008	.131	7.761
Green Packaging	.097-4	.057	.085	1.712	.010	.635	1.581

Dependent variable: **Khadi textile consumer consumption behaviour**

According to the above coefficients Table 9, environmental belief (.094), green labelling (.651), green branding (.955), green advertisement (.281), and green packaging (.097) are all favourably connected to Khadi textile consumer consumption behaviour. Green branding (.651) has a greater impact on Khadi textile customer purchasing behaviour. The findings show that environmental beliefs, green labelling, green branding, green advertisement, and green packaging have a significant impact on Khadi textile consumer purchase behaviour. The significant value indicates that all variables influenced Khadi textile customer consumption behaviour. Because the model incorporates all of the anticipated variables, including Environmental belief, green labelling, green branding, green advertisement, and green packaging, the influence of multicollinearity can be eliminated.

### 8.5 One Sample T-Test between green marketing tools/strategies and Khadi textile consumer consumption decision:

A one sample T-test is a statistical process used to examine a distribution's mean value. It determines whether the sample mean differs from a known or hypothesised population mean statistically. The parametric One Sample T test was employed with the assumption that the sampled distribution is normal. Five study factors were tested. Green marketing methods and tactics were employed as an independent variable to demonstrate their impact on Khadi textile customer purchasing decisions.

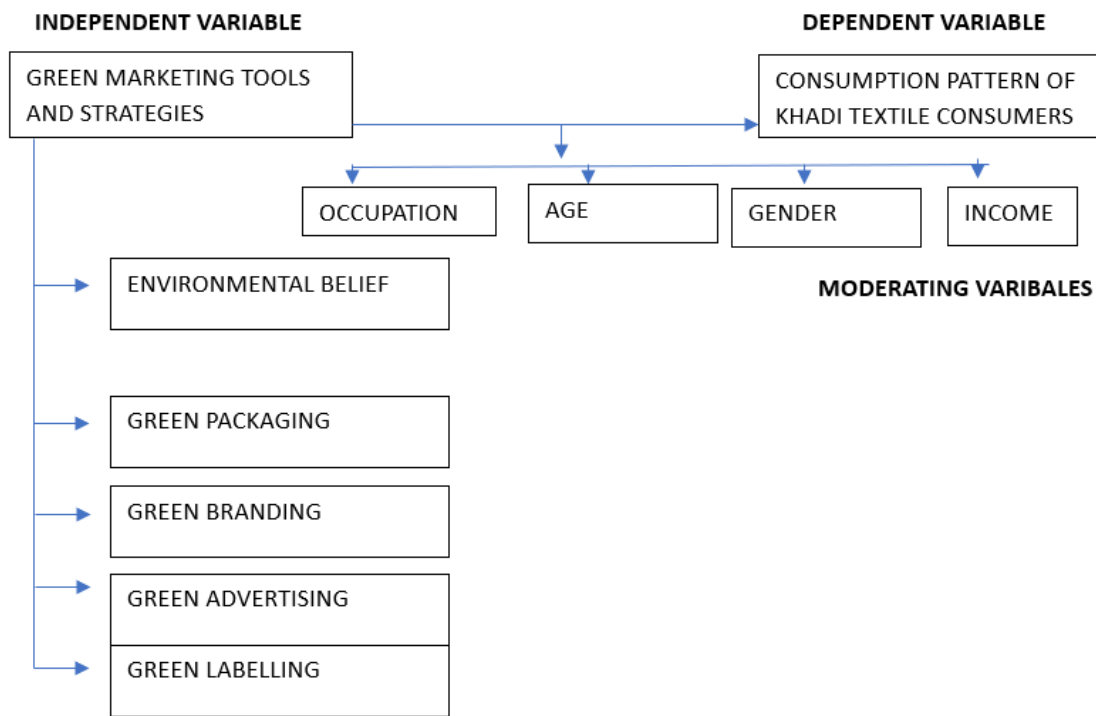
**Table 10:** The test has been conducted using solely T-test and neither regression nor correlation has been done.

	Mean	Std Deviation	T	Sig	Remarks
Environmental belief	1.93	0.874	14.991	0.00	Significant
Green branding	2.66	0.927	-5.396	0.00	Significant
Green packaging	2.11	0.791	11.032	0.00	Significant
Green advertisement	1.98	0.774	13.152	0.00	Significant
Green labelling	2.39	0.891	-7.694	0.00	Significant

The study's findings were as expected, with green marketing aspects such as environmental belief, green labelling, green branding, green advertisement, and green packaging having a substantial impact on Khadi textile buyers' purchasing decisions. The belief in the environment (mean =1.93). This means that the majority of respondents believe that they consider the eco/environmental friendliness of products when making purchasing decisions. The significant result (p-value) is 0.00, which is less than 0.05 and indicates the statement's importance. The mean of green labelling (2.39) in relation to Khadi textile consumer buying decisions is less than 3. This suggests that the majority of respondents believe that green labelling influences Khadi textile consumer purchasing decisions and the significant value (p-value) is 0.00, which is less than 0.05, indicating that the statement is significant. The mean of the statement measuring green branding in relation to Khadi textile customer purchasing intention is less than three. As a result, most respondents regard Khadi textile products as credible green-branded items; yet, most customers believe that Khadi textile products actually satisfy the greening process. The p-value (significant value) is 0.00, which is less than 0.05, indicating that the assertion is significant. The

mean of the statement green advertisement and green packaging in relation to Khadi textile consumer consumption pattern is less than three. As a result, the majority of respondents think that green advertising and packaging pique their interest. Statements in these categories have a significant value (p-value) of 0.00, which is less than 0.05 and shows that the statement is significant.

**9. FINAL UPDATED CONCEPTUAL MODEL :**



**Fig. 2:** Accepted conceptual model

**10. ABCD LISTING ON ACCEPTED MODEL :**

The process of reviewing and interpreting acquired material or established conceptual models is referred to as research results analysis. It is critical to analyse the established conceptual model before applying it to comparable types of challenges. In this section, the researcher examined the application of a newly established conceptual model. In academic research, numerous analysis frameworks are employed, including the SWOC analysis framework for internal analysis [28], the PESTEL analysis framework for external analysis [29], and the ABCD analysis framework for stakeholder analysis [30]. The created model's advantages, benefits, restrictions, and shortcomings are listed here in accordance with the ABCD analysis framework [31-32].

**(A) Advantages:**

The various advantages of the firm plan must be summarised under a common aspect such as green marketing tools and strategies advantages are comprised of two components: the varied uses of green marketing tools and the degree of reliance on green marketing tools and strategies. Some of the benefits of using green marketing methods and strategies include environmental belief, green labelling, green branding, green ads, and green packaging.

**(B) Benefits:**

Under common components of green marketing tools and strategies benefits, many advantages of the business model must be stated. Environmental advantages, product differentiation, cost savings, less investment, energy efficiency, and other features associated with green marketing tools and techniques have a favourable impact on customer purchasing decisions.

**(C) Constraints:**

Several business model restrictions must be classified under a common aspect, green marketing tools and tactics constraint. These element features must be detected and appraised as Khadi textile customer purchase decision restrictions. Greenwashing, navigating novelty, and optimising quality with sustainability are among the factors addressed in the arena of green marketing tools and strategies constraints.

**(D) Disadvantages:**

Various business model drawbacks must be classed under a common aspect of green marketing tools and strategies' downsides. Green marketing methods and strategies have significant investments in research and development, deceptive advertisements and false claims, large initial investments, and other downsides. In order to remain competitive, Khadi village industries must examine their shortcomings in light of the aforementioned criteria and strive to convert those obstacles into commercial opportunities.

**11. MAJOR FINDINGS :**

- (1) According to the correlation analysis, there is a moderate to high association between several aspects such as environmental belief, green labelling, green branding, green ads, green packaging, and Khadi textile customer consumption decisions.
- (2) Green branding (0.758) is the most influential component among the many features of green marketing tools and strategies on Khadi textile customer purchase decisions.
- (3) Green marketing methods and tools have a favourable impact on Khadi textile customer purchasing decisions.
- (4) All of the variables influencing green marketing tools and tactics are statistically independent.
- (5) Green marketing methods and tools have a considerable impact on Khadi textile customer purchasing decisions.

**12. RECOMMENDATIONS :**

- (1) It is highly suggested to support environmental initiatives such as conservative techniques, 'reuse' strategy, etc. and invest more in social media marketing in order to highlight Khadi textile items as green products.
- (2) It is highly recommended that the websites for Khadi and Village Industries be updated and that various digital channels such as Search Engine Optimisation, Video marketing, influencer marketing, and so on be used to reduce costs and thus contribute to a satisfactory return on investment.
- (3) To improve green labelling and packaging, it is strongly advised to add more product characteristics such as fabric type, materials used, location of manufacturing plant, website details, and so on, which aids consumers when making purchasing selections.

**13. CONCLUSIONS :**

The research focuses on the impact of green marketing strategies on Khadi textile customer purchasing decisions in three Mid Kerala regions. An examination of variables such as environmental belief, Eco-packaging and labelling, green branding, and green ads reveals that they have a positive and significant impact on the consumption intention of Khadi textile customers. Green branding was the most influential factor in Khadi cloth consumers' green consumption intentions. Furthermore, the majority of respondents acknowledged that they did check to see if the goods they were purchasing was environmentally friendly or not. The main finding of this article is that green-marketing strategies have a considerable impact on consumer intention to purchase Khadi textile products. According to the research, consumers in the Mid Kerala areas are interested in Khadi textile items. However, there is still a need to educate and teach consumers about the unique value addition of Khadi textile goods and how they differ from handloom and power loom textile products in Kerala. Khadi and Village Industries can afford green marketing techniques and tactics because they are part of the MSME sector and there is a high demand for eco-friendly and green products in the Kerala market. Because businesses are qualified for government subsidies, companies can offer refunds and discounts to encourage people with low incomes to buy Khadi Textile products. Once individuals acquire accustomed to the benefits (both

monetary and non-monetary) derived from Khadi textile product consumption, long-term improvements in the consumption pattern of Khadi textile customers can be observed in the Kerala market.

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